

**Questions and answers
on
Invitation to tender n° ENER/C3/414-2010**

**Study on product labelling options and consumer understanding of these options
and the energy label**

Version 10/10/2011

Before submitting any written question to the Commission, the tenderers should consult this frequently asked questions section relating to the invitation to tender. Questions and answers are published here with full respect to the anonymity of the enquiring tenderers.

Question 1: List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required.

Answer: This information is included in the tender specifications attached to the invitation to tender. The access to all tender documents has been provided on the website http://ec.europa.eu/dgs/energy/tenders/2011_en.htm as mentioned in Contract notice JO S 168-276754.

Question 2: Soft Copy of the Tender Document through email.

Answer: Soft copy of the tender document is available on http://ec.europa.eu/dgs/energy/tenders/2011_en.htm.

Question 3: Any Extension of Bidding Deadline?

Answer: The bidding deadline is indicated in the invitation to tender and in the contract notice. Any extension of the bidding deadline is published via a corrigendum to the contract notice and on the website http://ec.europa.eu/dgs/energy/tenders/2011_en.htm.

Question 4: Names of countries that will be eligible to participate in this tender.

Answer: Participation in the present call for tender is in principle open to all natural and legal persons coming within the scope of the EU treaties and to all natural and legal persons in a third country which has with the EU an appropriate agreement in the field of public procurement in the condition laid down in that agreement. Where the Plurilateral Agreement on Government Procurement concluded within the WTO applies, the contracts are also open to nationals of the countries that have ratified this Agreement, on the conditions it lays down. Operators in third countries which have not signed such agreements can only participate as sub-contractor or as a partner in a consortium. The consortium leader – however – must be coming from an eligible country.

Question 5: Information about the Tendering Procedure and Guidelines

Answer: You can find official information about the tender procedures and Guidelines on the following website http://ec.europa.eu/contracts_grants/index_en.htm. Specific information regarding this particular tender can be found in the tender specifications.

Question 6: Estimated Budget for this Purchase

Answer: The estimated budget for this tender is not provided. Nevertheless, the estimated amount of work involved to carry out this contract is indicated under point I.6 of the tender specifications.

Question 7: Any Addendum or Pre Bid meeting Minutes?

Answer: There is no addendum or pre bid meeting minutes for this call for tender. All questions/requests for additional information concerning the tender have to be addressed to the contact point specified under I.1) of the contract notice. In order to be as transparent as possible, the questions and replies will subsequently be assembled and published via this FAQ document.

Question 8: Which will be the general scope of the study : the EPBD (European Performance of Buildings Directive) which is Directive 2010/31/EU or the Energy labelling Directive, which is Directive 2010/30/EU?

Answer : The general scope of the study is mentioned in the tender specifications which are available at following website : http://ec.europa.eu/dgs/energy/tenders/2011_en.htm.

The purpose of the contract is to undertake a study on the products labelling options and consumer understanding of the energy label under Directive 2010/30/EU of the European Parliament and of the Council of 19.5.2010 on energy labelling in order to inform the Commission of the possibilities (if any) to improve the energy and environmental performance of products by examining the verifiability of carbon footprint of products or the products' environmental impact during their life cycle and their understanding by the consumers as well as consumers' willingness to pay for parameters which do not bring direct financial benefits to them.

Question 9 : page 10 of the Tender Specifications shows, in the last sentence of the paragraph describing part "B", that "The Commission will provide the cards for testing". Can the Commission already share these cards (intended to be used in the experiment) with the parties that have an interest to tender?

Answer : The Commission cannot share the cards at this stage. But the information in the tender specifications should largely suffice to propose an experimental design without the actual cards.

Question 10 : Is the tenderer allowed to propose a set-up for the behavioural experiment which will not use the cards supplied by the Commission?

Answer : Nothing in the specifications forbids the tenderer to submit a bid with cards if the tenderer thinks the cards improve his bid. The experimental design will be evaluated according to the tender specifications.

Question 11 : Does the indicated number of man-days to carry out the stipulated tasks include the direct subcontracting costs of data collection (that occur as non labour-costs) for the behavioural experiments? Can the tenderers propose more than the estimated 250 man-days to carry out the tasks and if yes, is there an upper limit to this? Can the Commission clarify the overall budget planned to carry out this contract?

Answer : The indicated number of man-days to carry out the stipulated tasks includes all costs, also the direct subcontracting costs of data collection for the behavioural experiments. The estimated 250 man-days are an estimate, not an exact figure. Thus no limit has been set. It has to be pointed out, however, that the estimated man-days are based on similar types of work already carried out for the Commission.

As indicated, the contract will be awarded according to the criteria set out in the tender specifications, on the basis of the economically most advantageous tender. No overall budget to carry out this contract will be made available to the tenderers, but the number of estimated man-days should be a good indicator.

Question 12 : Would a team of economists and social psychologists that jointly cover the needed theoretical and experimental aspects of the tender meet the requirement mentioned in paragraph IV.2.2, point c) “The core team must include at least 1 economist who has practical experience of designing the setting and/or carrying out behavioural economic experiments”?

Answer : Such a team would not meet the above mentioned requirement. We stress the need to ensure competence and expertise on the experimental aspects of the behavioural approach, including the incentivization of treatments which is not always adopted in experimental psychology. The inclusion of minimum 1 economist with practical experience of designing the setting and/or carrying out behavioural economic experiments is required.

Question 13: Could a team that recently submitted a similar tender for a call of the Executive Agency for Health and Consumers – no EAHC/2011/CP/01 – concerning a multiple framework contract for the provision of behavioural studies request DG Energy to have the already submitted documentary evidence accepted for this tender as documentary evidence under section IV.1.3. of the Tender specifications if accompanied by a new declaration of honour for the consortium?

Answer: The signed declarations on honour requested under IV.1.3. must be submitted in original by all partners (except the sub-contractors carrying out less than 20% of the work). The provision of the documentary evidence thereof (which concerns only the winning bidder) can only be waived in the case mentioned on page 22 under "remark".

Question 14: Would it be possible to obtain the cards mentioned in the Tender Specifications (I.3.B) before the kick-off meeting, since the final design of the experiment partially depends on the complexity of the information on the cards?

Answer: Yes.

Question 15: Would it be possible to have the number of product categories for which cards will be provided, or at least a range? Which part of these product categories will be imposed for the experiment, in comparison with the possible results of the first part of the study?

Answer: The number of product categories is estimated to be between 3-5. The cards are pre-designed regarding their format but could be amended if the findings of the first part of the study suggest it would be necessary.

Question 16: Would it be satisfactory - for your objectives of use of this study - to consider an experiment mainly focused on western Europe countries, knowing that for communication purposes you could have preferences for a perfectly representative sampling?

Answer: As stated in I.3. B) Task 2 of the Tender Specifications, it is the consultants' responsibility to justify the representativeness of the population and ensure that the outcome of the study is not influenced by this choice.

Question 17: The tender specifications mention “The commission will provide the cards for testing” (p. 10). Is the interpretation below correct? The Commission will provide templates/formats for:

- (1) the energy label (which already exists)
- (2) the environmental label
- (3) the carbon footprint label
- (4) a label with carbon footprint and other environmental parameters
- (5) extension of the energy label with carbon footprint information
- (6) extension of the energy label with other environmental parameters
- (7) extension of the energy label with carbon footprint and other environmental parameters

And then it will be up to parts A and B of the research to inform the Commission if and how (e.g. for which product types) carbon footprint information and other environmental information could be displayed in a feasible, verifiable, understandable and persuasive way.

Answer: That is correct. The Commission will provide the cards which are pre-designed regarding their format but could be amended if the findings of the first part of the study suggest it would be necessary.

Question 18: The ITT says the Commission will provide the cards for testing. How developed is the Commission's thinking on this? To what extent does the Commission expect Task 1 to inform the development of these labelling options, if at all? Does the Commission see Task 1 as purely informing the design of the experiments and not the labels?

Answer: The cards are pre-designed regarding their format but could be amended if the findings of the first part of the study suggest it would be necessary.

Question 19: Section I.3 says attention should be paid to the accuracy of footprint information; measurability and enforceability of the declared values for a label that would take into account environmental parameters and methodologies for measurability and accuracy. Does the Commission see these objectives being answered by the literature review? This seems to be looking at technically what is feasible to do in a label which is not something consumers would be able to respond to. Any clarification on what the Commission is looking for would be helpful.

Answer: The Commission expects to see a thorough analysis of methodologies in Point A), the Tenderer is welcome to present in its bid its approach demonstrating how it intends to achieve the goals of Point A) of the Tender which may go beyond literature review if the Tenderer deems that necessary. In Point B) consumers' Willingness-To-Pay is assessed regarding the information presented on labels and not their ability to understand what is technically feasible to put on a label.