

**ANNEX I TO THE INVITATION TO TENDER**

**TENDER SPECIFICATIONS**

**OPEN CALL FOR TENDER**

**PO/2008-46/DUB**

**Public Information on the European Union**

## **1. TITLE OF THE TENDER**

Public Information on the European Union in Ireland (Ref. PO/2008-46/DUB).

## **2. PURPOSE AND CONTEXT**

In the framework of its information and communication activities, the European Commission, through the Representation of the European Commission in Ireland (subsequently referred to as "the Representation"), requires the services of a public relation service provider to develop and implement a number of information and communication initiatives in Ireland in relation to the European Union, its policies and its Institutions.

It is necessary to provide information to the general public on matters emanating from the European Union on how it affects their daily lives and what the EU does on behalf of EU citizens. It is also necessary to receive feedback from the public on how they view European policies and how they feel the Union should develop in the future.

The European Commission has developed a number of policy initiatives to engage with citizens. Plan D for Dialogue, Democracy and Debate (annex 6) outlines the Commission's approach to stimulate a wider debate between the European Union's democratic institutions and citizens.

In addition, the document, Debate Europe — building on the experience of Plan D for Democracy, Dialogue and Debate, outlines the Commission's ongoing communication policy (annex 7). It notes that the first phase Plan D focused on the "debate and dialogue" part of the process. The next phase of Plan D will take this process one step further and focus on "D for democracy", further enabling citizens to articulate their wishes directly to decision-makers and making better use of the media in the process. This new phase has been named "Debate Europe".

The White Paper on a European Communication Policy (annex 8) outlines the overall approach of the Commission.

In October 2008, in the document "Communicating Europe in Partnership" (Annex 9) the European Parliament, the Council of Ministers and the European Commission and recognised that communicating on the European Union requires a political commitment of EU Institutions and Member States, and that Member States have their responsibility to communicate with citizens about the EU.

## **3. SUBJECT OF THE CONTRACT**

### **Public Information Initiatives on the European Union in Ireland**

In the context of these policies, the Representation wishes to engage directly with citizens to encourage a more active European citizenship and greater input to decision and policy making. To this end, the European Commission will conclude a service contract with a service provider.

The contractor will be required to:

- develop a communication plan with detailed proposals for measures to implement the communication plan;
- implement the measures proposed in the reply to this call for tender under the direction of the Representation.

The information and communication actions will be implemented in the 12 month period following signature of contracts and will concentrate on the communication priorities of the European Union (annex 10). The Representation envisages a number of Listening and Communication activities.

The following guidelines outline the Representation's approach to its communication activities.

#### **4. Target Groups:**

The Representation wishes to communicate with the general population and in that context, specifically with target groups within the general population. These target groups comprise:

- Younger people in the 16-30 age bracket;
- Women of all ages
- Lower income families and individuals.

These groups will form the target audience for all information and communication activities to be undertaken under this call for tender.

#### **5. The Communication Plan – Broad Guidelines**

Tenderers are requested to submit proposals for a communication plan aimed at the target groups outlined at point 4 above using the following broad guidelines. The selected contractor will be required to begin immediate implementation of the information actions concerned and will be required to complete all activities within 12 months of signature of the contract.

**(a) *Listening and Other Events:*** A number of actions should be proposed by the tenderer:

**Purpose:** The purpose of the listening exercise is to engage with citizens to determine their concerns and explain how the EU may play a role in addressing those concerns. The concerns of citizens will vary across diverse areas ranging from employment, the economy, human rights, security, the environment, and climate change. The EU wishes to hear if citizens are aware of the EU efforts in these and other areas and to hear their view on the direction that EU policy takes in each of these areas.

Actions required in this area will comprise events with the target groups aimed at receiving their views.

The use of "events" of different types in the form of meetings, seminars and lectures geared and designed specifically for the target groups segment and NGOs and other bodies that represent the groups concerned should be proposed by the tenderer.

The overall concept is "conversations with citizens" to engage with them directly and via various representative and partner organisations and groups.

The Representation will require that all events are webcast on the Representation's website (or other appropriate website) and be maintained in an online archive by the Contractor until 31 December 2010. The contractor will deliver to the Representation within 7 days of the completion of each event, an unedited audio-visual recording of each event.

Costs for all of these actions must be included in the tenderer's offer.

***(b) An enhanced presence on the Internet:***

**Purpose:** The Representation's current website is at [www.euireland.ie](http://www.euireland.ie). The Representation wishes to enhance its internet presence and develop its website as the main reference point in Ireland for information in relation to the European Union. The Representation also wishes to ensure a more interactive and responsive internet presence to communicate with citizens and update EU news on an ongoing basis. The strategic aim is to provide an avenue of engagement with specific audiences on topics of interest.

The Representation will consider proposals to achieve these aims such as the development of WebPages that may be accessed directly and may be also be accessed through links from and to the Representation's website ([www.euireland.ie](http://www.euireland.ie)). Linkages from popular websites will also comprise an important feature of this element of the campaign. The dispersal of EU related information through other means is also necessary with the aim to provide a wide spread of content and a mechanism for drawing in a wider audience through for example the use of key search words and the establishment of links from the most popular websites to the website of the Representation.

It will also require continuously updated pages of the current website of the Representation and the one to be created by the contractor dealing with the broad issues, generating debate about those issues and highlighting the role that the EU already plays and could play in the context of a more efficient EU.

A rapid messaging system to update citizens on all aspects of EU affairs and provide correct and factual information on all aspects of the EU through the websites and through an automatic texting of these updates to subscribers, should be provided. The website will remain accessible without restriction during the period of implementation of this project.

Web-based consultations should be used by the contractor to invite discussion on European issues, through inputting to dedicated websites an interactive question and answer sessions with acknowledged experts on EU affairs to be provided by the contractor following prior consultation with the Representation.

An important feature of the communication plan will be the highlighting and active promotion of events and debates to a wider audience through the use of the Representation's website and other websites developed by the contractor in the context of this call for tender as well as the provision of debate and comment facilities wherever possible. The aim is to highlight and show the public how and where they

can engage with the EU. Further, it is important to stimulate debate on topics of interest across a wide range of Irish discussion forums. The strategic aim is to engage the public with the EU by widening the debate, rather than limiting interest to specific interest groups, as it is the case now.

Costs for all of these actions must be included in the tenderer's offer.

**(c) *Internet Social Networking***

**Purpose:** The Representation wishes to target younger segments of the population and wishes to generate debate among younger people in relation to EU policies and the role that the EU should play in areas that are of concern to them.

The tenderer should bear in mind when preparing his proposal that the development of positive relationships with civil society groups and with individuals or organisations will be an important feature of the Representation's future information and communication policies. The use of social media will require a broad spread of inputs from individuals, organisations and opinion leaders. The development of relationships with local news outlets, with bloggers, and with discussion forum posters will also be necessary. The strategic aim is both to develop wider and more diverse content and also to create a network of contributors online.

Costs for all of these actions must be included in the tenderer's offer.

**(d) *Cinema Advertising:***

**Purpose:** The Representation wishes to develop citizens' awareness of the EU, its importance in their lives and explain the essential purpose of the Union through cinema advertising.

An intensive cinema advertising campaign will be conducted in a selection of cinemas in the larger population areas in Ireland for a **6 week** period to be designated by the Representation. The towns/cities where the advertisements will be shown are Dublin, Cork, Killarney, Tralee, Limerick, Galway, Sligo, Letterkenny, Dundalk, Kilkenny, Wexford, Waterford, Carlow, Thurles, Clonmel, Portlaoise, Tullamore, Carrick-on-Shannon, Athlone, Longford, Roscommon, Mullingar, Bray, Naas, Navan, Wicklow, Tullamore, Cavan and Monaghan.

The tenderer will be required to contract with the cinemas concerned or their agents for the screening of the advertisement as well as produce (including scripting, filming and editing) the advertisement, produce a sufficient number of prints and distribute the prints to all cinemas concerned.

Costs for all of these actions must be included in the tenderer's offer.

**(e) *Specialised Magazines:***

**Purpose:** The Representation wishes to target magazines and publications (including online publications if relevant) that are favoured by the target groups of youth, women and lower income groups. The targeting of these magazines and publications will centre especially on informing on policies of specific reference to these groups.

As part of the Representation's policy to target population groups, specialised magazines and other publications will be used to deliver messages about EU policies and to direct citizens to various sources of information on such policies.

Costs for all of these actions must be included in the tenderer's offer.

**(f) *Alternative Promotions techniques:***

**Purpose:** The Representation is anxious to ensure that the most modern communication methods are used to communicate with the target groups. Proposals for use of other channels (excluding radio and TV) appropriate to the target groups will be required.

Costs for all of these actions must be included in the tenderer's offer.

**(g) *Monitoring and Reporting***

The Representation will require ongoing monitoring and reporting of all activities on a regular basis as follows:

- regular weekly meetings will be required with the contractor to report on actions to date and foresee actions ahead; the Representation will specify the scheduling of meetings which will take place normally on the premises of the Representation at 18 Dawson Street, Dublin.
- fortnightly reports will be required on indicators to be agreed between the Representation and the Contractor for each action as well as an evaluation by the contractor of the impact of the action to date using agreed indicators;
- copies of all outputs including supplements, webpages, forums etc will be delivered on a weekly basis to the Representation;
- specific reports on each "listening" action will be required within one week of the event outlining policy issues raised and commentary from public events, online forums etc.

Costs for all of these actions must be included in the tenderer's offer.

**6. PARTICIPATION IN THE TENDER**

This tender is covered by the Government Procurement Agreement (GPA) in the framework of the WTO Agreement. Participation in tendering procedures is open on equal terms to all natural and legal persons.

**7. SITE VISITS**

Not applicable

**8. VARIANTS**

No variants are allowed.

## **9. SIZE OF THE CONTRACT**

The indicative budget for this tender is €1.8 million (excluding VAT). The tasks should be executed over a period of 12 months from the signature of the contract. The contract will not be renewed.

Under Article 126(1)f and Article 126(3) of Commission Regulation (EC, Euratom) No 2342/2002 of 23 December 2002, laying down detailed implementing rules, the contracting authority may use a negotiated procedure for the award of new services which entail the repetition of similar services entrusted to the contractor who was awarded the original contract.

The following are the maximum amounts that will be allocated to the different actions:

*(a) Listening and Other Events: Maximum Total - €500,000*

*(b) An enhanced presence on the Internet and (c) Internet Social Networking: Maximum Total - €500,000*

*(d) Cinema Advertising (e) Specialised Magazines and (f) Alternative Promotions techniques: Maximum Total - €800,000*

## **10. DOCUMENTS AVAILABLE TO THE TENDERERS**

Call for tenders notice n° 2009/S 12-015428, published in the OJ n° S/12 of 20 January 2009. For other documents, please see the list of Annexes.

## **11. CONTRACTUAL FRAMEWORK**

The services specified above will be the subject of a service contract drawn up between the Representation and the tenderer to whom the contract is awarded. This contract will lay down the legal, financial, administrative, and technical conditions applicable for its period of validity. The *draft contract* is attached in Annex 2 of these Tender Specifications. In drawing up his bid, the tenderer should bear in mind the provisions of this *draft contract*.

The contract will be concluded for a definite period and will not be renewable.

Subcontracting during contract performance is only possible after prior written approval by the contracting authority. In any case the contractor remains solely responsible for the performance of the contract.

## **12. CONTRACTOR'S OBLIGATIONS**

Tenderers are reminded that their bid must be established in conformity with the applicable national and Community law, in particular regarding the transfer of undertakings, and specifically Directive 2001/23/EC<sup>1</sup> (OJ L 82, 22.03.2001) and its national measures of execution. The tenderers' attention is drawn in particular to the

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<sup>1</sup> Council Directive 2001/23/EC of 12 March 2001 on the approximation of the laws of the Member States relating to the safeguarding of employees' rights in the event of transfers of undertakings, businesses or parts of undertakings or businesses (OJ L 82, 22.03.2001, p. 16)

applicable provisions concerning the safeguarding of employees' rights in the case of a change of employer by a conventional company transfer.

### **13. PAYMENT METHODS**

Payments will be made on a presentation of an invoice in due and proper form which conforms to national accounting regulations and approval of any supporting documents relating to the services carried out. Provisions related to payment are laid down in the *draft contract* in Annex 2 to these Tender Specifications.

The amounts to be invoiced will be based on the costs outlined in the breakdown of the costs of the individual elements of the tender, due after completion of the actions and presentation of the invoice and approval of the reports by the Commission. Alterations to these figures will not be accepted.

Payment will be made exclusive of VAT, as the European Communities are exempt from all duties and taxes, including value added tax (VAT) under Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities.

Invoices presented by the Contractor must specify separately the amount(s) exclusive of VAT and the amount of VAT.

### **14. PRICE**

The following provisions apply to the price to be proposed in the bid.

- The price proposed must be quoted using the attached Price Table (Annex 3 of tender specifications) accompanied by the breakdown of the costs, as mentioned in the last bullet of Point 15, which must be duly signed and dated.
- Prices must be quoted in Euro.

The price quoted must be all-inclusive and cover all costs related to performance of the contract as described above.

- The price must be quoted free of all taxes, duties and other charges, including VAT, as the European Communities are exempt from all duties and taxes, including value added tax (VAT) under Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities. VAT should be indicated separately and will not be taken into account when considering prices.
- The price must be fixed and not subject to revision during the term of the contract.

All costs incurred for the preparation and submission of a tender are to be borne by the tenderer and will not be reimbursed.

### **15. SUBMISSION OF BIDS**

The tenderer's bid must comprise:

- The technical tender, as specified under point 16, in line with the specifications under point 3;

- The proposal as described under point 16;
- The declaration on honour relating to the exclusion criteria listed at point 17 (model provided in Annex 4), fully completed and signed and dated by the tenderer
- All documents relating to the selection criteria listed under 18 accompanied by Annex 5 to the Tender Specifications - (table of reference for the Selection criteria completed )
- The price proposed corresponding to all of the tender specifications, using the Price Table in Annex 3 of the Tender Specifications, which must be filled in and signed by the tenderer
- A breakdown of the costs of the individual elements of the tender and the actions proposed by the tenderer. This breakdown will not form part of the evaluation of the tender (which will be on the total price submitted respecting the maximum amounts that will be allocated to the different actions, referred to in point 9) but will be regarded as binding.

The tender may be drawn up in one of the official languages of the European Union.

The tender must be signed and dated.

When the tender is submitted by consortia or groups of service providers, it should be accompanied by a letter signed by each member indicating their commitment to provide the services proposed in the tender stipulating the role, qualifications and experience of each member of the group.

The minimum period during which the tenderer must maintain his/her tender is 9 months.

## **16. TECHNICAL TENDER/PROPOSAL**

Tenderers should include in their bid a technical tender detailing how they will perform the tasks covered by the contract, in compliance with all requirements of the tender specifications. The technical tender should follow the same structure as the subject of the contract. The technical tender should not include any of the documents referred to under the exclusion or selection criteria, nor should it refer to issues already covered by the exclusion and selection criteria.

Tenderers should submit their proposal as outlined below. **Tenderers are asked to note that the proposals of the winning tenderer will form part of contract to be signed between the Representation and the winning tenderer (the Contractor) who will be required to implement the proposal under the guidance of the Representation.**

In preparing its proposals tenderers must specify the relevance of the action and channels to one or more of the specified target groups.

### **(a) Listening and Other Events**

(i) A full and comprehensive proposal for actions that it will undertake for the achievement of the objectives outlined at point 5 (a) above including an outline of the number of events that the tenderer will organise, their locations, the themes of the events and the proposed speakers and chairpersons (if relevant) and measures

proposed to ensure an attendance of at least 100 people per event as well as any other pertinent details.

(ii) An outline of **one** seminar aimed at highlighting the role that the EU has played in promoting and fostering women's rights. The outline should specify the topics to be debated, location, chairperson, proposed speakers, and associated publicity for the seminar.

(iii) The contractor will be required to submit reports on the outcome of each event and the main messages received and therefore a proposal in no more than 500 words is required outlining the format for reporting on the main findings of the seminars/discussions that take place.

**(b) Presence on the Internet**

(i) A full and comprehensive proposal for achievement of the objectives outlined at point 5 (b) above. This must include an outline of website that the tenderer proposes to establish, the themes, the content, links, methods to generate website visits, the updating of the website and the other pertinent actions

(ii) The tenderer should provide as an example print-outs of 2 proposed pages from a proposed website complete with text and images.

**(c) Internet Social Networking**

The tenderer should outline a full and comprehensive proposal for actions that it will undertake for the achievement of the objectives outlined at point 5 (c) including the full details of the extent in terms of both the development of wider and more diverse content and also the creation of a network of contributors online that it proposes together with potential and likely reach and specify their relevance to delivery of EU related messages as well as other pertinent details.

**(d) Cinema Advertising**

(i) The tenderer should outline a full and comprehensive proposal for the achievement of the objectives outlined at 5(d) above. The tenderer should confirm the number and list of cinemas that will be covered over a 6-week campaign, the nature of audience that will be reached and the frequency that the advertisement will show in cinemas and other pertinent materials together with a schedule and approach to preparation of the advert, the nature of the advertisement that will be produced, the number of prints that the Contractor proposes producing and arrangements for distribution. Independent proofs of the audience size reached should be included in the tender.

(ii) The tenderer should submit a proposed script and storyboard for the 1-minute cinema advertisement that he proposes for this initiative.

**(e) Supplements in Specialised Magazines**

(i) A detailed outline of all publications appropriate to the target groups that the tenderer will target together with an outline of the nature of publications concerned, its relevance for delivery of an EU related message, the circulation and readership of

the magazines concerned, the target audience of the publications, and the number of supplements to be published in each publication and any other pertinent details.

(ii) A draft of **one** supplement on the EU's role in battling climate change for inclusion in a themed publication/magazine aimed specifically at one of the target groups. The supplement should comprise no more than 1,500 words. Images should be provided appropriate to the subject of the supplement: The title of the publication/magazine must be stated.

**(f) Alternative Promotion Techniques**

(i) The tenderer should outline its detailed and comprehensive plan for the use of "alternative" channels for message delivery to inform citizens of European policies. These details should outline the number of alternative channels to be used, the type, the likely audience reached among each of the target groups and the duration of the action proposed.

(ii) An example of one channel with an appropriate message should be provided by the tenderer including text and images proposed.

**(g) Monitoring and reporting**

Tenderers should outline in no more than 1,500 words proposals for monitoring and evaluation of the campaign on an ongoing basis. The proposal should have due regard to the requirements for monitoring as outlined at 5(g) of these specifications.

**17. Exclusion criteria**

Tenderers must prove that they are not in one of the exclusion cases mentioned hereafter by providing the information and documents below with their tender, the required documents must be provided by each operator.

17.1 Exclusion from participation

1. Candidates or tenderers will be excluded from participation in a procurement procedure if:
  - (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
  - (b) they have been convicted of an offence concerning their professional conduct by a judgement which has the force of res judicata;
  - (c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
  - (d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;

- (e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- (f) following another procurement procedure or grant award procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

### Evidence

1. Tenderers shall provide a declaration on their honour, duly signed and dated, stating that they are not in one of the situations referred to above, using the form provided in Annex 4.
2. The tenderer to whom it is proposed to award the contract shall furnish, within a time-limit specified by the awarding authority and prior to the signature of the contract, the following evidence in support of their declarations:
3. The contracting authority will accept, as evidence that the candidate or tenderer is not in one of the situations described in points (a), (b) and (e) above, the production of a recent extract from the judicial record (issued less than 90 days prior to the deadline for tender submission) or, failing this, a recent equivalent document (issued less than 90 days prior to the deadline for tender submission), issued by a judicial or administrative authority in the country of origin or provenance, showing that the requirements are met. The contracting authority will accept, as satisfactory evidence that the candidate or tenderer is not in one of the situations described in point (d) above, a recent certificate (i.e. less than 90 days old on the date of the deadline for tender submission) issued by the competent authority of the State concerned.

Where no document or certificate of the type referred to in paragraph 3 is issued in the country concerned, and for the other cases of exclusion referred to in points c) and f), it may be replaced by a declaration under oath, or, failing that, a solemn declaration made by the interested party before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

4. Depending on the national legislation of the country in which the tenderer or candidate is established, the documents referred to in paragraphs 3 shall relate to legal persons and/or natural persons, including, where considered necessary by the awarding authority, company directors or any person with powers of representation, decision-making or control in relation to the candidate or tenderer.
5. The Commission reserves the right to check the information provided by tenderers.

### 17.2 Exclusion from award of contracts

Contracts may not be awarded to candidates or tenderers who, during the procurement procedure:

- (a) are subject to a conflict of interest:

The Commission must ensure that, on the date of submission of the tender, the tenderer is not subject to a conflict of interest in the context of this call for tender: (a conflict of interest could arise in particular as a result of economic interest, political or

national affinity, family or emotional ties, or any other relevant connection or shared interest). Tenderers are therefore invited to specify whether their company includes among its employees or shareholders:

European officials on leave;

Former European officials or any other former official of the European Communities (contract staff, temporary staff, auxiliary staff,...) having worked in the European Communities during the three years preceding this call for tender; Former agents on secondment within the European institutions having worked in the European Communities during the three years preceding this call for tender;

They must also inform the Commission about any situation where a conflict of interest could arise. The Commission reserves the right to judge whether such a conflict of interest exists.

Tenderers are also requested to declare that he/she

- has not made and will not make any offer of any type whatsoever from which an advantage can be derived under the present market;
- has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept, any advantage, financial or in kind, to or from any party whatsoever, where such advantage constitutes an illegal practice or involves corruption, either directly or indirectly, inasmuch as it is an incentive or reward relating to the award of the market;
- will inform the Commission, without delay, of any situation constituting a conflict of interest or which could give rise to a conflict of interest.;

b) are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the contract procedure or failure to supply this information.

Evidence:

The contracting authority will accept a declaration on honour, following the model in Annex 4 of the Tender Specifications signed by the tenderer as satisfactory evidence that the tenderer is not in one of the situations described in point (a) and (b). However, the Commission reserves the right to verify the information.

### 17.3 Tenders submitted by consortia or groups of service providers – tenders involving subcontracting

In the case of tenders submitted by consortia or groups of service providers, each of the economic operators involved in the tender must provide a dated and signed declaration on honour, based on the model provided at Annex 4, confirming that none of the exclusion criteria for participation in or award of the contract apply to them.

The tenderer proposed for award of the Contract must furnish, within the time-limit specified by the awarding authority and prior to the signature of the Contract, the evidence listed above, corroborating the declaration on their honour, in respect of each economic operator forming part of their consortium or group of service providers.

In the case of tenders involving subcontracting, the tenderer proposed for award of the Contract must furnish, within the time-limit specified by the awarding authority and prior to the signature of the contract, the declaration on their honour and/or the evidence listed above regarding exclusion criteria for participation in or award of the contract, in respect of each of the subcontractors in respect of whom the Commission requests such evidence.

The Commission reserves the right to check the information provided by tenderers.

In the case of tenders submitted by consortia or groups of service providers, and in the case of tenders involving subcontracting, every economic operator in the tender, including any subcontractor, must provide the evidence listed above to prove that none of the exclusion criteria for participation or award of contracts applies to it. A Declaration of Honour concerning the Exclusion Criteria (Annex 4 of Tender Specification), accompanied by the documents required under points 15.1 and 15.2 should be provided by each operator. However, if the offer includes sub-contractors for which the tasks represent less than 35% of the contract, these sub-contractors are not required to provide proof of the documents; the Declaration of Honour is sufficient. However, the Commission reserves the right to request these documents.

## **18. SELECTION CRITERIA**

The tenderer must demonstrate sufficient economic, financial, technical and professional resources to be able to perform the tasks as specified at point 3 of these specifications and according to the payment schedule specified in the *draft contract* in Annex 2 to the Tender Specifications.

Where a consortium or group of service providers submits the tender, the economic and financial capacity must be ascertained at the level of each economic operator that is part of this consortium or group. The technical and professional capacity may be ascertained at the consortium or group level or at the level of each economic operator that is a member of this consortium or group.

Where the tender is submitted by a tenderer which intends to subcontract part of the tasks or entrust them to another economic operator, the subcontractor or this economic operator must demonstrate that he meets the economic, financial, technical and professional capacity criteria.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links that it has with them. It must in that case prove to the contracting authority that it will have at its disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of those entities to place those resources at its disposal.

Tenderers must provide proof of their professional, economic, financial, and technical capacity by enclosing the following information and documents with their tender:

### a) Professional capacity:

**For natural and legal persons:**

- Name, address, e-mail, telephone and fax numbers
- VAT registration number
- Bank account number and bank's name and address
- Certificate of enrolment on the professional trade register in accordance with the legislation of the Member State in which the tenderer is established

**For legal persons the following information is necessary in addition to the above:**

- legal status
- copy of the company's memorandum and articles of association
- names and duties of managerial staff

**b) Financial and economic standing (for legal and natural persons):**

Tenderers must be capable of showing turnover in excess of €4,000,000 per annum over the most recent 2 year period for which audited accounts are available. Where a consortium of tenderers is proposed, the leader of the consortium must show turnover in excess of €4,000,000 over the most recent 2 year period for which audited accounts are available.

Evidence of the financial and economic standing has to be provided by one or several of the following documents:

- appropriate statements from banks or evidence of professional risk indemnity insurance
- balance sheets or extracts from balance sheets for at least the last two years for which accounts have been closed, where publication of the balance sheet is required under the company law of the country in which the economic operator is established
- a statement of overall turnover concerning the services covered by the contract during the three last financial years.

**c) Technical capacity (for legal and natural persons):**

- A statement of the average annual manpower and the number of managerial staff in the last three years;
- Proofs of contractor's experience of at least 3 years in the area that is the subject of this call for tender including proofs of the tenderers abilities to perform the tasks required – such proofs to include details of similar sized programmes conducted by the tenderer together with copies of written and signed references from the clients concerned
- A detailed description of the resources available to perform the contract: infrastructure, equipment, personnel, including CVs of the personnel responsible for implementation of the project which should include details of professional and education achievements in the areas covered by the contract. The personnel concerned should possess at least 2 years professional experience in the domains covered by this call for tender or a University qualification appropriate to the tasks to be performed.
- A description of the measures employed to ensure :
  - the ability to perform the contract effectively and without interruption over the whole contract period and to meet all deadlines;
  - the quality of the performance, including quality control measures.

Where applicable, the Tenderer should outline the parts of the contract which he intends to sub-contract and provide a description of the measures of quality-control of the work of the sub-contractor. Otherwise, he should provide a declaration indicating that the service provider will not use the services of a sub-contractor and that he will commit to inform the Commission of any change concerning this situation. The Commission reserves the right to decide if such a change is acceptable.

Tenderers who do not provide the documents required regarding the exclusion and selection criteria will be excluded. The Commission will decide if the documents provided satisfy the criteria of selection.

#### **19. AWARD CRITERIA**

The contract will be awarded to the tender offering *the best value for money on the basis of the following criteria:*

#### **The Technical quality of the proposal**

##### **A. Listening and Other Events**

- (i) The number of events to be conducted and actions proposed to ensure attendance of at least 100 people per event. (10 points).
- (ii) The relevance and content of the sample event and the proposed speakers and chairpersons. (5 points).
- (iii) The quality of the sample report of the messages received at each event (5 points).

##### **B Presence on the Internet**

- (i) The extent of the campaign proposed in terms of the number of website pages that will be developed and hosted, the linkages to be established with popular websites, the traffic to these websites, the user profile of the linked websites, the duration of the actions as well the time during which the websites will be maintained by the contractor. (10 points).
- (ii) The quality of the 2 internet site pages in terms of content, relevance to one of the target groups and attractiveness of the content. (5 points).

##### **C Internet Social Networking**

- (i) The extent of the campaign in the sense of the number of social networking sites that will be targeted, the intensity of interaction with such websites and the duration of the campaign. (10 points).
- (ii) The quality of the proposal for promotion European messages on social networking sites. (5 points).

##### **D Cinema Advertising**

- (i) The number and extent of cinemas to be covered in each of the specified locations, during the six week campaign, the potential audience, and the number of showings per week of the advertisement. (10 points).
- (ii) Cinema Advertising: The relevance of the script and storyboard, the novelty of the images proposed to deliver the message and the overall attractiveness of the approach. (5 points).

**E Supplements in Specialised Magazines:**

- (i) The extent of the campaign proposed in terms of number of supplements that will be provided, the circulation of the publications to the Target Groups, and the number of publications that will be targeted. (10 points).
- (ii) Quality and relevance of the outline of the proposed sample supplement; the quality of the content of the proposed articles for the supplement; the relevance to the readership, as well as the style of presentation. (5 points).

**F Alternative Promotion Techniques**

The total potential audience among the target groups of the channels chosen and the relevance of the medium to the European message and the target audience. (10 points).

**G Monitoring and Reporting**

Suitability of tenderer's proposals for reporting and monitoring of the information actions as they progress. (10 points).

and **the price.**

Technical Quality Points : criterias A(i), A(ii), A(iii), B(i), B(ii), C(i), C(ii), D(i), D(ii), E(i), E(ii), and F and G above will be evaluated on the basis of the technical tender/proposal to be submitted as part of the bid (see point 15).

Only those tenders with a mark of at least 60% of points or better for each of the criteria A(i), A(ii), A(iii), B(i), B(ii), C(i), C(ii), D(i), D(ii), E(i), E(ii), and F and G will be considered for the award of the contract.

A *total quality mark* will be calculated as the sum of the quality marks

The contract will be awarded to the tender with the highest ratio: *total quality mark* divided by the price as quoted in Annex 3 to the Invitation to Tender

**Annexes**

- 2 Draft Contract
- 3. Price table
- 4 Declaration of Honour concerning exclusion criteria
- 5 Table of reference for Selection criteria

- 6 Plan D for Dialogue, Democracy and Debate
- 7 Debate Europe
- 8 White Paper on a European Communication Policy
- 9 Communicating Europe in Partnership
- 10 EU Communication Priorities 2009