
Specifications – Invitation to tender No VT/2006/005

Framework contract for services related to the implementation of the new Information and Communications Strategy for EURES

1. Title of the contract

Framework contract for services related to the implementation of the new Information and Communications Strategy for EURES. Contract reference No VC/2006/046. Contract notice published in OJ No. S 27, 9/2/2006.

The contract is divided in 2 lots:

Lot 1, Collection, compilation and editing of information on a regular basis.

Lot 2. Development of a common strategic umbrella for and provision of support for EURES communication activities

Tenders may be submitted for either one or both of the lots. Tenderers are required to submit their prices by using quotation forms in Annex separately for each lot. Each lot will be evaluated separately.

2. Background

2.1 EURES

EURES (European Employment Services) was launched in 1993 as a network for co-operation between Employment services of the Member States, their partners and the Commission to exchange information concerning vacancies and applications for employment, information on the state and trends of the labour market as well as information concerning living and working conditions. EURES aims to inform, advise and assist European citizens who want to work in another country and employers to recruit from abroad.

The mission of EURES is to improve the functioning of the European labour market by facilitating the exercise of the right to the free movement of labour (one of the basic rights of the European citizen as set out in the Treaty of Rome) and by making a contribution to overcoming bottlenecks on the European labour market. EURES thus contributes to achieving the objectives on geographical mobility set by the European Employment Strategy, the Commission's Action Plan for Skills and Mobility (COM(2002)72 final), and the Spring European Councils of Lisbon, Stockholm, Barcelona and Brussels.

The EURES co-operation is legally based on

- The EC Treaty Article 40
- Regulation (EEC) 1612/68, part II
- Commission Decision 2003/8/EC of 23 December 2002 (Official Journal L 5 of 10 January 2003) implementing
- Council Regulation (EEC) No. 1612/68 as regards the clearance of vacancies and applications for employment.
- The EURES Charter adopted in April 2004 defines the EURES activities to be carried out and establishes the operational objectives and quality standards to be applied.
- The EURES Guidelines, adopted every three years, describe the overall objectives for the time period concerned.

The EURES co-operation has been fully extended to EEA countries (the EU Member States plus Norway and Iceland). Switzerland also co-operates within the EURES framework in accordance with the Agreement of 21 June 1999 between the European Community and Switzerland on the free movement of persons.

EURES has a **human network** of EURES advisers to provide the information required by job-seekers and employers through personal contact. There are currently more than 650 EURES advisers located throughout the EEA. EURES advisers are trained specialists who provide the three basic EURES services of information, guidance and placement, to both job-seekers and employers interested in the European job market. EURES advisers also contribute to the integration of EURES services within their organisations, mainly the Member States' public employment services, and provide training and support for other staff.

To match the needs of job-seekers and employers, EURES has developed a **jobs database** that originally contained vacancies of particular interest to non-nationals. The Employment Guidelines, adopted by the Council in July 2003, specify that by 2005 jobseekers throughout the ED should be able to consult all job vacancies advertised through Member States' employment services. The Member States are gradually adapting their technical systems to the new technical platform so that all their vacancies can be accessed via the EURES Job Mobility portal, which thereby will become the essential supporting mechanism to underpin labour mobility

throughout the EU.

In addition to the jobs database there also is a **CV search database**, where jobseekers can post their CVs to be viewed by registered employers.

Both databases are available on the **European Job Mobility Portal** (<http://europa.eu.int/eures>) that was officially launched on 19 September 2003 and which is based around the EURES network and databases. It aims to provide a user-friendly means of accessing the information needed for those contemplating a move for career or for learning purposes. The portal is available in all official EU languages and attracts more than 500.000 visitors per month.

As well as providing information on available jobs throughout the EEA and the possibility for job seekers to post their CVs online, the Portal has information on living and working conditions, labour market developments (tracking shortages and surpluses of labour), and on education and training opportunities (via the PLOTEUS site run by the Commission's Directorate General for Education and Culture).

A EURES Helpdesk providing quick and accurate answers to information requests from job seekers, employers and others on job mobility issues in general and on the European Job Mobility portal in particular is accessible via a European free phone number and e-mail.

After the enlargement of the European Union in 2004, EURES serves as an important focal point for information concerning, among other things, the transitional rules that apply for the free movement of workers between new and old Member States.

The European Commission's Directorate General for Employment, Social Affairs and Equal Opportunities (DG EMPL) is responsible for co-ordinating and supporting the EURES network.

2.2 Promotion of the EURES network

The Commission Decision (2003/8/EC), Article 5, "EURES logo" prescribes that the acronym EURES shall be used exclusively for activities within EURES. It shall be illustrated by a standard logo, defined by a graphic design scheme. The logo shall be registered as a Community Trade Mark at the Office for Harmonisation in the Internal Market (OHIM). It may be used by the EURES members and partners.

The EURES Charter provides (section 2.5) the following guidelines on the promotion of the EURES network

"It is crucial for the success of the EURES network that potential clients as well as persons active within the EURES members' and partners' organisations are fully aware of what the network can offer.

Communication strategy and plans

The EURES Co-ordination Office shall, together with the EURES members and partners, engage in an overall communication strategy, designed to ensure the consistency and cohesion of the network vis-à-vis its users. The EURES members shall, in accordance with the overall strategy, develop their own promotion plans and include them in the respective national EURES activity plan.

The EURES partners will take part in information and promotion activities devised by the relevant EURES members and by the EURES Co-ordination Office.

EURES members and partners shall ensure that the information and promotional material they provide are coherent with the overall communication strategy and with the information coming from the EURES Co-ordination Office.

The EURES logo

The EURES service mark, as well as the logo characterising it, is the property of the Commission. EURES members and partners shall use the EURES logo in all their activities related to EURES.

Information presented under the EURES logo shall be in compliance with the policies and interests of the European Union and with the objectives of EURES.

Only the EURES Co-ordination Office may grant third parties a permission to use the EURES logo, and inform EURES members and partners concerned accordingly. EURES members and partners shall inform the EURES Co-ordination Office without delay of any abuse of the logo by third parties."

Communication is one of the European Commission's strategic objectives and it has therefore adopted an Action Plan to improve the communication and to promote a coherent image of the European Union's policies. Communication on EURES activities which benefit EU citizens in a way that people can understand and relate to will contribute to a better understanding of the role of the European Union's role in this area.

3. Subject of the contract

The purpose of this framework contract is to provide a number of services in order to implement the new Information and Communications Strategy for EURES that was adopted in December 2005.

The Information and Communication Strategy is built on a **decentralised approach** where the national and local members of the network act as multipliers and where most of the actual information activities are carried out at the national and local level. The services included in this framework contract are therefore to a large extent focused on providing support and assistance on the European level for the benefit of the national and local members of the network.

The overall aim of the information and communication activities envisaged is to raise awareness

- of the possibilities and benefits of job mobility in general and
- of the EURES network and its services in particular, as a significant element of the EU's role in promoting growth and jobs in the EU.

The main target groups include workers, jobseekers and their families as well as employers from an end user perspective, but a raised awareness about EURES within the member and partner organisations participating in EURES is also an important objective.

4. Participation

Please note that:

The competition is open to any physical person or legal entity coming within the scope of the Treaties and any other physical person or legal entity from a third country which has concluded with the Communities a specific agreement in the area of public contracts, under the conditions provided for in that agreement.

Where the Multilateral Agreement on Public Contracts concluded within the framework of the WTO applies, the contracts are also open to nationals of States that have ratified this Agreement, under the conditions provided for therein. It should be noted that research and development services, which come under category 8 of Annex I-A of Directive 92/50/EEC, are not covered by this Agreement.

In practice, the participation of applicants from third countries that have concluded a bilateral or multilateral agreement with the Communities in the area of public contracts must be allowed, under the conditions provided for in that agreement. Bids submitted by applicants from third countries that have not concluded such an agreement may be accepted, but may also be rejected.

5. Tasks to be carried out by the contractor

Tenders may be submitted for either one or both of the lots. Tenderers are required to submit their prices by using quotation forms in Annex separately for each lot. Each lot will be evaluated separately.

The tasks described below will be implemented in coherence with and respecting all strategies and guidelines concerning communication and information that are or will be adopted by the European Union, the Commission and DG EMPL.

5.1 Lot 1 - Regular compilation and production of information

EURES News and information bureau

The Contractor should take on the role as a central EURES "News and information bureau" to regularly provide news and information to be used at the various levels of the EURES network.

Based on various input, such as

- Success stories reported by the network,
- Media contacts reported by the network,
- Own media reviews,
- Input from DG EMPL, the EURES network and other relevant actors in the network,
- Own research and surveys
- Statistical data, such as the usage of the EURES portal, the number of job vacancies available, the number of CVs stored etc. is collected on a regular basis

the Contractor should

- Develop and maintain databanks of media contacts, satisfied users and EURES success stories. The contents of these databanks should be shared with DG EMPL and the EURES network for various information and communications purposes. The data bank should in principle be available in English, apart from local content that may be in the national language in question.

- Be able to regularly produce various information products, such as

-- Regular Electronic newsletter to share information and success stories within the network. The newsletter should have approximately four A4 pages, including graphics/photography and, should be delivered in PDF format to internal audiences and stakeholders 6 times per year in English, German and French.

-- Regularly (2 times per month) provide a "focus on" article for the EURES portal in all official EU languages. The article, approximately 1-2 A4 pages including graphics/photography, should correspond with the themes chosen for the monthly tip sheet (see lot 2) and provide the portal users with some more in-depth knowledge of that theme and corresponding activities in the Member states.

-- Based on the information in "focus on" and the internal electronic newsletter, an electronic newsletter for external subscribers should be produced 4 times per year in all official EU languages. (Around 4 A pages in PDF and/or html format)

-- Based on the statistical data made available to the Contractor and from additional ad hoc web surveys created and managed in cooperation with DG EMPL, the Contractor should make regular compilations of interesting key data that should be presented in such a way that it could be easily used by the members of the EURES network and to include in various information products such as media fact sheets, news articles etc. This information should be available at least in English.

In addition, the Contractor could be asked to provide similar information products and services on request.

All texts mentioned above should be edited and delivered in English. DG EMPL will take care of all necessary translations and return them to the Contractor for inclusion in the relevant information product.

The Contractor must co-operate closely with DG EMPL, but also with the Contractor responsible for Lot 2, in particular when it comes to coordinating the respective activities, to choose common themes for "focus on" and newsletter articles, overall communication support activities and "tip sheets" mentioned under Task 2 in Lot 2.

A Web based On Line Surveys Tool has recently been developed and integrated in the EURES Portal application which can be used by the Contractor to carry out surveys either by invitation via e-mail to a selected group of participants or by surveys open to everybody on the Internet.

5.2 Lot 2 - Development of a common strategic umbrella for and support to EURES communication activities

The Contractor should under tasks 1-3 develop brand slogans, communication tools and strategies that will serve as a common strategic umbrella for all EURES communication activities at both European, national and local/regional level aiming at promoting job mobility and at showing the role of the European Union therein. Task 4 involves support to the various actors by the organisation and/or participation in conferences, seminars and training sessions. Under task 5 the Contractor should provide advice and help to initiate and co-ordinate various communication activities that will be carried out nationally as part of the national activity plans of the EURES member and partner organisations.

Task 1 - Tagline for EURES and a EURES portal slogan

To help build a personality and identity for EURES and keep important stakeholders well-informed and favourably inclined to support EURES a tagline should be developed in addition to the existing logo.

The Contractor should examine and analyse the EURES "brand," develop choices for a tagline, recommend local usages (translations), and handle multi-country legal searches. The contractor should propose a series of options, based on research, from which DG EMPL could choose. Any necessary registrations will be handled by the Commission. Likewise, the Contractor should propose a series of options for slogans to be used for the EURES portal.

Task 2 - Development of a Communications tool kit

The Contractor should develop a set of tools that would teach the EURES network how to generate an effective flow of information and publicity about the solutions EURES provides. All contents would be finalised based on conversations with key leaders. The kit would be developed to give the PES both guidance and instructions on how to communicate within the EURES strategy, and also would include several tools for hands-on utilisation to aid their outreach. The kit would provide tips for helping them communicate along with document templates to encourage consistency.

The comprehensive EURES Communications Tool Kit should at least contain:

- Importance of best-practice case studies, showcasing success

- Establishing target audiences - how to, questions to ask yourself, suggested data to review, survey questions
- Selecting the appropriate media/ How to build a database
- Defining key localised messages that reflect the central strategy
- Preparing and supplying information to the media
- Building good relationships with journalists/ Tips for working with media
- Templates for press releases - for example, in relation to European Year of Workers' Mobility
- Maximising exposure of news stories and press articles: "Once articles are placed, what should I do with them?"
- Tips on distributing summaries to stakeholder audiences, when to share summaries with other news media, etc.
- Successful event creation and management
- Use of the EURES logo and tagline
- The difference between proactive and reactive media relations
- Questions and answers, with a focus on efficient proactive outreach
- Ideas on how to leverage testimonial statements gathered from EURES users (success stories, ambassadors)
- Tapping useful Commission resources
- Glossary of terms

The final contents of the Kit should be available on the Extranet for the entire EURES network to access and tailor the contents (press materials) as needed for distribution to their local markets.

Relevant parts of the tool kit should be updated regularly as a part of a regular "tip sheet", to provide the network with tips and ideas for marketing and communications activities. The tip sheet should each time focus on a common theme, chosen in co-operation with DG EMPL and, if applicable, the Contractor responsible for Lot 1, and include draft text press releases and other documents to assist the network in effective communication.

Task 3 - Development of a strategy for audiovisual media relations

This task consists of the development of a strategy for audiovisual media relations to be implemented at the local level.

Most of the national EURES organisations are aware of the importance and power of audiovisual media coverage in raising public awareness for EURES. The events organised at local level should be planned in a way that they attract also the audiovisual media, especially television. Good visuals, interactive elements and the presence of high-profile local/national personalities should be a key part of media programmes. Also, thinking logistically, facilities should be in place to meet an audiovisual journalist's requirements. For instance, a clearly defined area for stand-up interviews (including the EURES logo/tagline) should be arranged for camera crews. For larger events, there should also be a room with good sound isolation suitable for radio interviews. These and other considerations - for example, creating a comprehensive A/V media database, should be part of this strategy.

Task 4 Training and support to the EURES network

• EURES Communication conferences

As part of the EURES Advanced training programme one annual Communication training conference will be organised enabling more senior actors in the network to steep themselves in the communications strategy, its overall approach, and the rationale behind the various tactics.

The sessions will be held once per year (for the duration of the Contract) in a central location with around one-two representatives per country attending along with team members from DG EMPL.

The logistics around the organisation of these training sessions are not part of this contract. The Contractor should however be able to participate in these sessions in order to deliver parts of the practical training and to prepare material and presentations to be used in the training.

• Local communication briefings

In addition to the participation in the EURES Communication conferences, the Contractor could be asked to participate in national or local half-day "train the trainer" briefing sessions. These sessions would be organised by the national EURES members or EURES cross-border partnerships in the framework of their annual activity plans and the Contractor would participate to deliver parts of or the whole practical training.

These sessions could be seen as mini-versions of the EURES Communications Conference, using the materials and presentations developed for the Communications Conference. The aim would be to provide materials and training skills to key leaders such as cross-border coordinators and other regional and local EURES actors to enable them, in turn, to hold communication trainings in their own regions.

• Communications support

To ensure coherence with the overall strategy, encourage countries to adopt the strategy, and assist with strategic and tactical questions, specialised communication support should be provided to the national EURES Managers, advisers and/or PES communication specialists by the Contractor. DG EMPL could ask the Contractor to give assistance to a particular country to focus on country-specific communications. This could include help updating a media database, help with a communications crisis situation, assistance setting up in-country interviews with the media, or preparation for an important media opportunity. The level of sophistication of the assistance would vary based on the needs of the country in question.

Task 5 – Advice and help to manage and co-ordinate information and communication activities

Most of the EURES communication and information activities will be carried out on the national and regional levels. The EURES member and partner organisations will include these activities in their annual activity plans and subsidy requests. The task of the Contractor would be to provide advice and help to initiate and co-ordinate various communication activities that will be carried out nationally as part of the national activity plans of the EURES member and partner organisations. In co-operation with DG EMPL, the EURES managers and any working group of communication experts that may be created, the Contractor should advice on information activities that the EURES managers may choose to include in their annual activity plans and subsidy requests. Such information activities could include activities like the following ones, which are mentioned purely as examples:

- **Organisation of Pan-European media road shows**

Co-ordination of smaller media briefings in key EURES regions. Such events would be focused on showcasing EURES' services and solutions in the context of a locally/nationally-relevant current headline. The events would be held at the PES, or if space is not available on-site, include a visit to/tour of the PES. The media hook for each briefing would be decided in co-operation with the EURES managers. The cities/regions would be selected where the need is determined to be the most strategic and where the success can be best showcased.

- **Development of scripts for public service advertising**

In order to ensure that a solutions-focused EURES message is carried out at national levels the Contractor should create and make available for national distribution centrally-directed radio scripts and/or television spots in the form of public service advertisements.

- Production of one or several television spots. The spot should be produced in a way so that it could easily be adapted/translated for different national markets.
- Development of radio scripts (to be live-read by announcer) that could be easily adapted on a country to country basis.

The Contractor should support EURES by **identifying target countries**, defining a set of key messages and the priority media channels to use. The Contractor should also assist EURES in **creating partnerships** with national and local TVs and radios with the goal of earning time that the spots would be aired on a free space-available basis.

- **Organisation of Free card campaigns**

The task of the Contractors would be to centrally manage and execute this activity aiming at ensuring widespread visibility to a target group of 18-35 year olds across Europe, through the distribution of EURES-branded free cards in multiple markets across the EEA. The Contractor would within this contract manage the design of the cards and to find and negotiate with national distributors/agents. The costs of printing and distribution of the cards would be covered by the national EURES members willing to participate within their respective annual activity plan.

- **Development of Magazine partnerships**

The resources existing within the EURES network could be leveraged and aligned with the distribution power of mass-media by the development of a succinct, valuable "EURES Jobseeker Guide" full of tips on "How to Find a Job in Europe". Developed in partnership with leading media outlets and/or national daily's with a weekly specialised page with training, mobility and career-related news), the 8-12 page guide would be geared for young jobseekers in Europe. Graphically it would evoke the identity of EURES, and would appeal to the younger age bracket (much like the free card campaign), and of course the tagline would be incorporated.

- **Organisation of a Europe wide EURES Road show**

"Experiential marketing" by a bus or trailer travelling from city to city visiting areas or events where target audiences are concentrated. Management and coordination of an activity of this magnitude would include: strategic planning, design, staffing, vehicles, partnership planning, logistics, risk assessment, preparation of terms of reference for procurement of service contract etc.

6. Professional qualifications required

See Annex IV, experts' CVs.

Additional requirements:

The Contractor should propose a Project Manager to have on his behalf the overall responsibility for the completion of the contract. The Project manager must have documented knowledge and experience of running similar services.

7. Time schedule and reporting

See Article I.2. of the contract.

Additional requirements (specific deadlines for the performance of tasks):

The draft framework contract specifies the basic conditions applicable to any assignment placed under its terms. Signature of the Contract does not place the Commission under any obligation to place an assignment. Assignments under the Framework Contract can be done either by orders or by specific agreements depending on the nature of the tasks to be carried out. The Contract does, for example, not preclude the Commission from assigning tasks in the areas set out above to other contractors, for instance those working under DG EMPL's publication framework contract, or from having these tasks carried out by Commission staff.

After signing the Contract the Contractor will receive a preliminary plan of the works to be assigned during the year for which the framework contract will be valid. The plan is indicative and not binding for the Commission and will be updated when necessary.

Management reporting:

The Contractor will have to present to the Commission a summary management report with indication of

- 1) the assignments implemented and planned
- 2) results obtained
- 3) resources allocated and used
- 3) any problems encountered

The frequency of these reports will be established by the Commission

The indicative intended commencement date of the Contract is before the summer of 2006. The framework Contract will be concluded for a period of 12 months with an automatic renewal up to three times. See Article 1.2 of the Contract.

8. Payments and standard contract

In drawing up the bid, the tenderer should take into account the provisions of the standard contract comprising the "General terms and conditions applicable to service contracts".

9. Prices

Under the terms of Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities, the latter are exempt from all charges, taxes and duties, including value added tax; such charges may not therefore be included in the calculation of the price quoted. The amount of VAT is to be indicated separately.

The price must be stated in EUR(€), net of VAT (using, where appropriate, the conversion rates published in the C series of the Official Journal of the European Union on the day when the invitation to tender was issued), and broken down according to the model in Annex III included in the attached standard contract.

Tenderers are required to submit their prices by using the quotation forms (Form 1 for Lot 1 and Form 2 for Lot 2).

Tenderers are also required to submit specimen quotations based on the prices of Forms 1 and 2 and according to the specific scenarios set out in Form 3 (for Lot 1) and Form 4 (for Lot 2). These specimen quotations will be used for the comparison of prices submitted by the different tenderers and do not in any way constitute an obligation for the Commission to place orders equivalent to those set out in Forms 3 or 4. Actual

specific contracts and orders may include different assignments and different project breakdowns.

The prices submitted should cover all fees and administrative expenditure, except the reimbursable expenses referred to below.

Reimbursable expenses that can be invoiced in accordance with Article II.7 of the framework contract are

Travel expenses (other than local transport costs)

Subsistence expenses of the Contractor and his staff (covering the expenditure incurred by experts on short-term trips outside their normal place of work)

Expenses for the shipment of equipment or unaccompanied luggage, directly connected with performance of the tasks specified in Article I.1 of this Contract

10. Composition of a partnership or consortium

If a partnership or consortium is envisaged, its composition should be specified, and the criteria listed under point 12 should be detailed for each individual member of the partnership. In addition, one of the consortium or partnership members must be designated lead contractor and will assume full responsibility towards the Commission as regards both this bid and the future contract, if awarded.

11. Exclusion criteria and supporting documents

Governed by

Article 93 of the Financial Regulations

Applicants or tenderers shall be excluded if:

- 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;
- they have been convicted of an offence concerning their professional conduct by a judgement which has the force of res judicata;
- they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- they have not fulfilled their 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;
- they have been the subject of a judgement 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;
- 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.

Applicants or tenderers must certify that they are not in any of the situations listed in paragraph 1 above.

Article 134 of the Implementation Arrangements - Supporting documents

The contracting authority shall accept, as satisfactory evidence that the candidate or tenderer is not in one of the situations described in points (a), (b) or (e) of Article 93 of the Financial Regulations, production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that these requirements are met.

The contracting authority shall accept, as satisfactory evidence that the candidate or tenderer is not in the situation described in point (d) of Article 93 of the Financial Regulations, a recent certificate issued by the competent authority of the State concerned.

Where no such document or certificate is issued in the country concerned, it may be replaced by a sworn or, failing that, a solemn statement 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.

Depending on the national legislation of the country in which the tenderer or applicant is established, the documents referred to in paragraphs 1 and 2 above shall relate to legal entities and/or physical 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 tenderer.

Article 94 of the Financial Regulations

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

- are subject to a conflict of interest;
- are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the contract procedure or fail to supply this information.

See Annex I (which may be used as a checklist) for the supporting documents accepted by the European Commission to be provided by applicants, tenderers or bidders.

Any bid not including the supporting documents provided for in this Annex will be excluded.

A written self-declaration by the candidate that he is not in the situation described by article 93 § 1. a), b), d) and e) (see above) will not be accepted by DG Employment.

12. Selection criteria

The assessment will be made in stages. Only the offers that fulfil the selection criteria detailed below will be selected for the award stage.

References of financial and technical capacity need to be provided for each individual member in case of consortia, associations or groups of more than 2 persons.

Economic and financial capacity: Tenderers must provide sufficient information to satisfy the Commission of their financial standing and more particularly that they have the necessary resources and financial means to carry out the work that is the subject of the tender and that the tenderer is viable for the duration of the contract.

- Accounts – balance sheets and profit and loss account - for the last three financial years, certified by an external audit; In the case of tenders from consortia, these accounts must be provided by each member of the consortium;
- A statement of the tenderer's overall turnover and turnover in respect of services to which the contract relates for the previous three financial years; in the case of tenders from consortia, this statement must be provided by each member of the consortium;
- A bank declaration providing evidence of sound financial standing; in the case of tenders from consortia, this declaration must be provided by each member of the consortium.

Technical capacity Tenderers have to prove their ability, skills, experience and competence for performing the work by means of

- 1) A general description of tenderer's main activities, experience and main methodological tools used in relation to the work under the contract.
- 2) Client references: Give 3 client reference contacts of companies other than the Commission that are making use of services similar to the service requirements of this call for tender. Only provide client references and contact data that are relevant to the services in question and that can be consulted and used by the Commission.
- 3) A list of the principal services provided in the past 3 years in relation to the services described in the lot for which they bid specifying the dates, recipients of the services and a short description of the services provided.
- 4) Human resources: Tenderers must include in their tenders the following information:

Curriculum vitae of the key personnel responsible for carrying out the contract, in particular the Project Manager mentioned in point 6 above, specifying:

 - Academic qualifications and primary background.
 - Expertise and experience relevant to the subject of the lot, indicating dates, place of work and recipients of the work (in particular those services implemented on behalf of the tenderer).
 - Description of his/her role in the team.
- 5) A statement that the experts included in the offer are able to work and produce texts and reports in English and/or French.

Tenderers for which the Commission will determine that they do not have the minimum capacity will be eliminated without further assessment.

It is the sole responsibility of the selection committee to decide whether or not the documents presented to justify the selection criteria can be accepted or not.

13. Award criteria

Each lot will be awarded to the bid offering the best price/quality ratio, taking account of the following criteria:

- Price estimated according to the specimen quotations, form 3 (for Lot 1) and form 4 (for Lot 2).
- Quality of the offer including:
 - Quality of the proposed approach and methodology 50/100
 - Overall quality in terms of management and appropriateness of task distribution 25/100
 - Clarity and overall coherence of the proposal 25/100

Please note that the contract will not be awarded to any bid that receives less than 70 points out of 100.

The points total will then be divided by the price, with the highest-scoring bid being chosen.

14. Content and presentation of bids

14.1. Content of bids

Tenders must include:

all information and documents necessary to enable the Commission to appraise the bid on the basis of the selection and award criteria (see points 12 and 13 above);
a bank ID form duly completed and signed by the bank;
a "legal entity" form duly completed;
the price, using the annexed price quotation forms;
the detailed CVs of the proposed experts;
the name and function of the contractor's legal representative (i.e. the person authorised to act on behalf of the contractor in any legal dealings with third parties);
proof of eligibility: tenderers must indicate the State in which they have their registered office or are established, providing the necessary supporting documents in accordance with their national law.

14.2. Presentation of bids

Bids must be submitted in triplicate (i.e. one original and two copies).

They must include all the information required by the Commission (see points 9, 10, 11 and 12 above).

They must be clear and concise.

They must be signed by the legal representative. **Unsigned bids will be rejected.**

They must be submitted in accordance with the specific requirements of the invitation to tender, within the deadlines laid down.

15. General information

Given the characteristics of this framework contract the volume of services required by the Commission could vary a great deal.

Not only will it depend on the budget available to the Commission for financing EURES information and communication activities. As much of the information and communication activities will be carried out on a national and local level, the volume and the nature of assignments will to a great extent depend on the interest and commitment of the EURES member organisations.

No assurance is therefore given as to the volume, value and frequency of assignments under this contract. However, as a purely indicative estimation an amount of around 600.000 € for the two lots together could be given as a preliminary forecast for the first year of implementation
open call for tenders VT/2006/005: Framework contract for services related to the implementation of the new Information and Communications Strategy for EURES

Annex I

Exclusion criteria (Article 93(1) FR)	Supporting documents to be provided by applicants, tenderers or bidders	
	Procurement (Article 93(2) FR; Article 134 IR)	
1. Exclusion from a procurement procedure, Article 93(1) FR : « Candidates or tenderers shall be excluded from participation in a procurement procedure if:		
1.1. (subparagraph a) <i>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 regulations¹;</i>	Recent extract from the judicial record or recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance or Where no such certificate is issued in the country concerned: sworn or, failing that, a solemn statement 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	
1.2. (subparagraph b) <i>they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata²;</i>	Cf. supporting documents for Article 93(1)(a) FR above	

¹ See also Article 134(3) IR : Depending on the national legislation of the country in which the tenderer or candidate is established, the documents referred to in paragraphs 1 and 2 shall relate to legal persons and/or natural persons including, where considered necessary by the contracting authority, company directors or any person with powers of representation, decision-making or control in relation to the candidate or tenderer.

² Cf. footnote n° 1.

Exclusion criteria (Article 93(1) FR)	Supporting documents to be provided by applicants, tenderers or bidders	
	Procurement (Article 93(2) FR; Article 134 IR)	
1.3. (subparagraph c) <i>they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;</i>	Declaration by the candidate or tenderer that he is not in the situation described	
1.4. (subparagraph d) <i>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 performed³;</i>	Recent certificate issued by the competent authority of the State concerned confirming that the candidate is not in the situation described or Where no such certificate is issued in the country concerned: sworn or, failing that, a solemn statement 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	
1.5. (subparagraph e) <i>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 interests⁴;</i>	Cf. supporting documents for Article 93(1)(a) FR above	
1.6. (subparagraph f) <i>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. »</i>	Declaration by the candidate or tenderer that he is not in the situation described	

³ Cf. footnote n°1.

⁴ Cf. footnote n° 1.

Exclusion criteria (Article 94 FR)	Supporting documents to be provided by applicants, tenderers or bidders	
	Procurement	Grants
2. Exclusion from a procurement or grant award procedure Article 94 FR : <i>« Contracts may not be awarded to candidates or tenderers who, during the procurement procedure:</i>		
2.1. (subparagraph a) <i>are subject to a conflict of interest;</i>	Statement by the applicant, tenderer or bidder confirming the absence of conflict of interests, to be submitted with the application, bid or proposal	
2.2. (subparagraph b) <i>are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the contract procedure or fail to supply this information»⁵.</i>	No specific supporting documents to be supplied by the applicant, tenderer or bidder It is the responsibility of the authorising officer, represented by the evaluation committee, to check that the information submitted is complete ⁶ and to identify any misrepresentation	

⁵ Cf. Article 146(3) of the FR Implementing Rules: « ...the evaluation committee may ask candidates or tenderers to supply additional material or to clarify the supporting documents submitted in connection with the exclusion and selection criteria, within a specified time-limit. » and Article 178(2) of the FR Implementing Rules: « The evaluation committee may ask an applicant to provide additional proof or to clarify the supporting documents establishing financial and operational capacity, within a specified time-limit. »

⁶ Cf. footnote n°1

Invitation to tender No VT/2006/005

Annex II

Price quotation forms

Price quotation form 1. Lot 1

EURES News and information bureau

<i>Description of tasks</i>	<i>Unit</i>	<i>Unit price in EUR</i>
Operation of the EURES News and information bureau as described in the Terms of reference.	Per month	
Additional work on request not included in the description above	Person/day	

Price quotation form 2. Lot 2

Task 1 Tagline

<i>Description of tasks</i>	<i>Unit</i>	<i>Unit price in EUR</i>
Development of a tagline for EURES and a EURES portal slogan as described in the Terms of reference.	Fixed global price	

Task 2 Communications tool kit

<i>Description of tasks</i>	<i>Unit</i>	<i>Unit price in EUR</i>
Development of a communications tool kit as described in the Terms of reference.	Fixed global price	
Additional work to update the tool kit	Person/day	

Task 3 Strategy for audiovisual media relations

<i>Description of tasks</i>	<i>Unit</i>	<i>Unit price in EUR</i>
Development of a strategy got audiovisual media relations as described in the Terms of reference.	Global price	
Additional work to update the strategy	Person/day	

Task 4 Training and support to the EURES network

<i>Description of tasks</i>	<i>Unit</i>	<i>Unit price in EUR</i>
Provision of communication support, participation in training etc. as described in the Terms of reference.		
Expert, level of qualification I	Person/day	
Expert, level of qualification II	Person/day	
Expert, level of qualification III	Person/day	
Expert, level of qualification IV	Person/day	

Task 5 Advice and help to manage and co-ordinate information and communication activities

<i>Description of tasks</i>	<i>Unit</i>	<i>Unit price in EUR</i>
Initiation and coordination of various communication activities as described in the Terms of reference.		
Expert, level of qualification I	Person/day	
Expert, level of qualification II	Person/day	
Expert, level of qualification III	Person/day	
Expert, level of qualification IV	Person/day	

Specimen quotation form 3. Lot 1

EURES News and information bureau

Description of tasks	Number of units	Unit	Unit price in EUR	Price
Operation of the EURES News and information bureau as described in the Terms of reference.	12	Month		
Additional work on request not included in the description above	15	Person/day		

TOTAL price for comparison	
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Specimen quotation form 4. Lot 2

Task 1 Tagline

<i>Description of tasks</i>	<i>Number of units</i>	<i>Unit</i>	<i>Unit price in EUR</i>	<i>Price</i>
Development of a tagline for EURES and a EURES portal slogan as described in the Terms of reference.	1	Fixed global price		

Task 2 Communications tool kit

<i>Description of tasks</i>	<i>Number of units</i>	<i>Unit</i>	<i>Unit price in EUR</i>	<i>Price</i>
Development of a communications tool kit as described in the Terms of reference.	1	Fixed global price		
Additional work to update the tool kit	12	Person / day		

Task 3 Strategy for audiovisual media relations

<i>Description of tasks</i>	<i>Number of units</i>	<i>Unit</i>	<i>Unit price in EUR</i>	<i>Price</i>
Development of a strategy for audiovisual media relations as described in the Terms of reference.	1	Fixed global price		
Additional work to update the strategy	6	Person / day		

Task 4 Training and support to the EURES network

<i>Description of tasks</i>		<i>Unit</i>	<i>Unit price in EUR</i>	<i>Price</i>
Provision of communication support, participation in training etc. as described in the Terms of reference.				
Expert, level of qualification I	20	Person/day		
Expert, level of qualification II	20	Person/day		
Expert, level of qualification III	15	Person/day		
Expert, level of qualification IV	15	Person/day		

Task 5 Advice and help to manage and co-ordinate information and communication activities

<i>Description of tasks</i>		<i>Unit</i>	<i>Unit price in</i>	<i>Price</i>

			<i>EUR</i>	
Initiation and coordination of various communication activities as described in the Terms of reference				
Expert, level of qualification I	20	Person/day		
Expert, level of qualification II	20	Person/day		
Expert, level of qualification III	25	Person/day		
Expert, level of qualification IV	30	Person/day		

TOTAL price for comparison				
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