

ANNEX I TO THE INVITATION TO TENDER

TENDER SPECIFICATIONS

Organisation and Management of a European Networks Fair

CALL FOR TENDERS

PN/2016-12/NIC

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1. OBJECTIVE AND CONTEXT

In the framework of its information and communication activities, the European Commission Representation in Cyprus (EC REP) is seeking the services of a contractor to organise and manage a European Networks Fair which should take place sometime in autumn 2016.

The objective of the Fair is to inform citizens about all the European Networks that exist in Cyprus and what services each respective network offers. Some of the networks are not that well known to the general public and it is important that citizens know what information and services they can have from such EU networks. Bringing all local EU networks under one big event will also allow the networks themselves to get to know each other and their respective work better.

2. SUBJECT OF THE CONTRACT

2.1. Services required

The tenderer is expected to organise and manage all actions as described below. The services will be provided at the premises of the successful tenderer only, but regular meetings will have to take place at the EC REP office for preparation purposes.

The following services will be required:

A. Visual identity

The tenderer shall design a visual identity for the Fair including title +/- slogan +/- logo for the event in both English and Greek. The EC Rep's logo (attached) should be visible in all the branding materials of the Fair.



logo_ce-el-cy.jpg

Using the visual identity, a leaflet should be designed and produced in both English and Greek about the event including information about all the networks which will be participating in the Fair. The size should be A4 folded once in the middle, unless advised otherwise by the tenderer. All the content and logos of participating networks should be drafted and sourced by the tenderer. The leaflet should be printed: 2000 copies. The leaflet may be used as a promotional item before the event and of course also be given to citizens at the Fair.

The tenderer should propose any other material which is deemed necessary for the success of the event.

The visual identity of the event will be used throughout the promotion of the event (see point C below).

B. Fair

The tenderer should organise a large-scale event in the form of a Fair which will be populated by many informative points / stands, i.e. the European networks, informing citizens of what their respective network has to offer. The contractor will have to organise all preparatory work and logistics related to the event including:

- Identification of and invitations to all European networks in Cyprus to participate in the Fair, for example, EURES, EDIC, EURAXESS, EUROPASS, EUROGUIDANCE, EURODESK, etc. A complete list of all European networks should be provided to the EC REP and the tenderer should aim to secure participation of all of them. The tenderer will have to liaise with all participating networks and provide all relevant information to them electronically.
- Proposal of 2 options as a venue for the Fair. The aim is to ensure maximum exposure and visibility of the event and maximum capacity for attendance, bearing in mind timing and possible weather conditions. Any venue costs should be included in the tenderer's budgetary breakdown. Please note that the Fair should be open to the general public and free of charge.
- Design of the Fair area, depending on the venue proposed and the number of participating networks proposed by the tenderer. The topics covered / services offered by participating networks should also be taken into account when designing the Fair. Each informative point / stand should have at least: 1 magazine / publication rack; 1 discussion table; 1 cupboard to store documentation; poufs / chairs; 1 signboard (where the name of the network will be printed); 1 or 2 modular walls (for ex. 100 x 200cm) to fix posters; electricity cabling ensured for all informative points / stands; extra lighting if needed; provision and installation of audiovisual and informatics equipment, if needed. As a general note, the informative points / stands should be open (not closed cubicles) to increase the interaction with the public and each informative point / stand should have a capacity of max. 10 people. The tenderer will be responsible for setting up (1 day earlier) and dismantling the Fair (at the end of the event).
- Sending e-invitations and overall promotion to ensure an excellent turnout (see point C below);
- Timing: the Fair is planned for autumn 2016. The date and time should be proposed by tenderer bearing in mind national holidays, schools holidays and/other relevant happenings.
- Drafting and conducting a short satisfaction survey at the end of the event for the participating networks to fill in, measuring their involvement, participation and opinions on the success of the event.

C. Promotion

The tenderer should propose and implement a communication strategy using the event's visual identity with the objective of raising awareness about the event and attracting an excellent turn-out. This campaign *could* include the following:

- TV ad

Production of a very short TV ad to be aired on national TV. The tenderer will be required to place the ad on national TV as effectively as possible subject to the budget available.

- Radio spot

The information about the event could also be aired as a very short radio spot. The tenderer will be required to produce the radio spot and place it on radio as effectively as possible subject to the budget available.

- Newspaper ad

Production of a newspaper ad and placement in newspapers as effectively as possible subject to the budget available.

The communication strategy should include a draft press release before and after the Fair, and the final press releases will be disseminated to the media by the EC REP. Other outreach actions include social media promotion, via FB posts and texts for tweets to be prepared by the tenderer and to be published by the EC Rep on its social media pages. Other promotion actions can be proposed by the tenderer such as online media buying, etc. The tools of the communication strategy should aim as much as possible to be in both English and Greek in order to cater for all citizens in Cyprus.

The EC Rep will be responsible for liaising with the media in order for them to cover and promote the Fair as effectively as possible.

The EC REP will have the final say in all decisions related to preparation and organisation of the Fair. The tenderer, when submitting its offer, shall describe its proposal and provide as many details as possible including a clear budgetary breakdown.

2.2.Reports

After the completion of the Fair referred to in point 2.1, the tenderer will submit to the EC REP a report in English on the implementation of the contract. Costs incurred for the production of the report must be included in the price offer.

3. SIZE OF THE CONTRACT

The maximum budget for this tender is EUR 10,000 for all the tasks to be executed, VAT excluded.

4. CONTRACTUAL FRAMEWORK

The services specified above will be the subject of a Direct Contract drawn up between the European Commission Representation in Cyprus and the tenderer to whom the contract is awarded. The draft contract is attached in Annex II to the Invitation to Tender.

In drawing up his bid, the tenderer should bear in mind the provisions of this draft contract and, notably:

Article 1.4	Price
Article I.5	Payment arrangements
Article I.10	Exploitation of the results of the Contract
Article II.4	Performance of the Contract
Article II.4.2	Compliance with minimum requirements including applicable obligations under environmental, social and labour law
Article II.13	Intellectual property rights
Article II.21	Payments and guarantee

5. SUBMISSION OF BIDS

The tenderer's bid must comprise all the documents required in the checklist in Annex VI – Part A. Part B of this annex lists the elements to be provided upon request at a later stage.

6. TECHNICAL TENDER

Tenderers should include in their bid a technical tender detailing how they will perform the tasks covered by the contract, in compliance with all the requirements of the tender specifications.

The technical tender should follow the same structure as the subject of the contract (see Point 2).

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.

The technical tender will be assessed in the light of the technical evaluation criteria set out under point 9.

Only technical offers which meet all the minimum technical requirements listed below will be considered compliant and evaluated:

1. Provide a declaration on honour that the technical offer is compliant with applicable obligations under environmental, social and labour law established by Union law, national law and collective agreements or by the international environmental, social and labour law provisions listed in Annex III to Directive 2014/24/EU
2. The duration of the activities should be no more than 4 months.
3. Achieve the target of carrying out a large-scale European Networks Fair.

7. FINANCIAL OFFER

The financial offer must be quoted using the attached financial form in Annex IV, which must be duly signed and dated.

The price must be fixed and quoted in euros. The price must be all-inclusive and cover all costs related to performance of the contract as described above. The Representation is exempt from paying the VAT. The prices quoted should not include VAT.

8. EXCLUSION AND SELECTION CRITERIA

Compliance with exclusion and selection criteria is evaluated as follows:

At tender submission stage, tenderers should include the following documentation:

- the declaration of honour on exclusion and selection criteria in Annex III duly completed, dated and signed, together with the relevant evidence related to the remedial measures if applicable.

In the case of joint tenders, all economic operators involved in the tender must provide the declaration of honour on exclusion and selection criteria.

In the case of tenders involving subcontracting, the tenderer shall submit a separate declaration of honour on exclusion and selection criteria, duly dated and signed by each known subcontractors whose tasks represent more than 30% of the tasks of the contract or who help fulfil the selection criteria.

- the checklist of documents to be provided in Annex VI duly completed, together with the relevant evidence required as a result of answers to the questions in Part A.

The other pieces of evidence listed in Part B of Annex VI may be requested by the contracting authority from any tenderer at a later stage. They will in all cases be requested from the winning tenderer.

8.1. Exclusion criteria

Bids from tenderers who do not meet the exclusion criteria referred to in Articles 106 and 107 of the Financial Regulation¹ will not be considered for the award of the contract.

¹ Regulation (EU, Euratom) 2015/1929 of the European Parliament and of the Council of 28 October 2015 amending Regulation (EU, Euratom) No 966/2012 on the financial rules applicable to the general budget of the Union - <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32015R1929>

8.2. Selection criteria

The tenderer must demonstrate sufficient legal and regulatory, economic, financial, technical and professional capacity to be able to perform the tasks as specified in point 2 of these specifications.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other entities to achieve the required level of economic, financial and technical capacity, regardless of the legal nature of the links that it has with them (subcontractor, parent company, third party). It must in that case prove to the contracting authority that it will have at its disposal the resources necessary to perform the contract, for example by producing an undertaking on the part of those entities to place those resources at its disposal.

If a third party provides the whole or a very large part of the financial capacity, the contracting authority may demand that that entity signs the contract or that it provides a joint and several first-call guarantee, should that tender be awarded the contract.

The contracting authority may waive the obligation of a tenderer to submit the documentary evidence referred to in paragraph 8.2.a) and 8..b) if such evidence has already been submitted for the purposes of another procurement procedure and still complies with Point 8.2 (the date and references of the procedure should be indicated and the documents should not have been provided more than 1 year prior to the deadline for submission of offers).

a) Legal and regulatory capacity

The tenderer will provide a 'Legal Entity File (LEF)' and a 'Bank Account File (BAF)' duly completed and signed, with the necessary annexes. The forms to be used are available at the following addresses:

http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm

http://ec.europa.eu/budget/contracts_grants/info_contracts/financial_id/financial_id_en.cfm

For joint tenders, the LEF should be provided for each participating entity whereas the BAF is requested for the leader of the group only.

Tenderers that are already registered in the Contracting Authority's accounting system (i.e. they have already been direct contractors) must provide the form but are not obliged to provide the supporting evidence.

b) Financial and economic capacity

Evidence of financial and economic standing must be provided by the following documents:

- A statement of overall turnover with a minimum of 20,000€ (twenty thousand) during the previous financial year. If a joint tender is submitted this will apply to the combined annual turnover of the grouping.

If, for some exceptional reason which the contracting authority considers justified, the tenderer is unable to provide the references requested by the contracting authority, he may prove his economic and financial capacity by any other means which the contracting authority considers appropriate (evidence of professional risk indemnity insurance, business plan for newly created entities, etc.).

In any case the Contracting Authority must at least be notified of the exceptional reason and its justification in the tender. The Commission reserves the right to request any other document enabling it to verify the tenderer's economic and financial capacity.

c) Technical and professional capacity

The tenderer must demonstrate convincingly that it has the ability to undertake the tasks requested.

Any tenderer with a professional conflicting interest that may affect the performance of the contract may be rejected on the basis of not fulfilling the selection criteria for professional capacity.

- *Criterion 1:*

Professional experience in similar services: the tenderer must prove experience in the field of event organisation and project management. As evidence, the tenderer will provide a list of at least 3 relevant services carried out in the past three years, with the approximate sums, dates and recipients, showing at best its capacity in event organisation and project management.

- *Criterion 2:*

The tenderer must demonstrate that they have the ability to undertake all the tasks requested by this tender. The tenderer's team delivering the services should include, as a minimum, the two following profiles:

- Project Manager: Relevant education degree (minimum bachelor degree level) and at least 3 years professional experience in project management, including control of delivered service, client orientation and problem solving experience in projects of similar size and coverage.
- Communication Officer - Event organisation: Relevant education degree (minimum bachelor degree level) and at least 3 years professional experience in the field of event organisation and communications.

As evidence, the tenderer will provide a detailed CV for each of its project team members including education, work experience and other skills and qualifications. The CVs should be in Europass format: <http://europass.cedefop.europa.eu/europass/home/hornav/Introduction.csp>. Each CV provided should clearly indicate the intended function in the tenderer's team.

The tenderer's project team should provide proof of all two above-mentioned profiles in order to pass the Selection Criteria.

The EC Rep reserves the right to check the veracity of the information related to the selection criteria.

8.3. Additional requirements for joint tenders and tenders including subcontracting

Please refer to the Checklist of documents to be provided (see Annex VI).

Any change in the composition of the group of economic operators during the procurement process (after submission of the offer) is limited to exceptional circumstances (e.g. a take-over) and must be agreed by the Commission.

Any change of subcontractor during the procurement process (after submission of the offer) is subject to agreement by the Commission.

The Commission will require a member of a grouping or a subcontractor to be changed if the member of the grouping or subcontractor proposed is in an exclusion situation or does not meet a specific selection criterion.

9. AWARD CRITERIA

Bids from tenderers who do not satisfy the exclusion or selection criteria will not be considered for the award of the contract.

The contract will be awarded to the tender offering the best value for money.

9.1. Technical evaluation

The technical tender to be submitted as part of the tender (see point 6) will be assessed as follows:

Quality award criterion	Explanation of the criterion's scope	Maximum number of points per criterion	Minimum number of points per criterion
1. Quality of the technical tender	This criterion will assess how they will perform the tasks covered by the contract, in compliance with all the requirements of the tender specifications	30	18
2. Quality of the communication strategy	This criterion will assess the communication strategy proposed concerning the promotion of the event and engagement of citizens	30	18
3. Understanding and identification of EU networks work in Cyprus	This criterion will assess the tenderer's awareness of EU networks and the information/services/ offered to citizens and how these can be made the most of in view of the event	30	18
4. Quality of the measures implemented for a continuous high performance throughout the contract period, including quality control measures	This criterion will assess the quality control system applied to the service foreseen in these tender specifications concerning the quality of the deliverables and the continuity of the service. The quality system should be detailed and specific to the tasks at hand; a generic quality system will result in a low score.	10	6
Total		100	

The result of the technical evaluation is the sum of the number of points obtained as a result of the evaluation of each criterion. Only those bids which are awarded at least 60% for each criterion and a total score of at least 70 points will be considered for the award of the contract.

9.2.Financial evaluation

For the financial tender, the tenderer must complete the financial table in Annex IV.

Any omission or amendment to the original price schedule may cause the bid to be considered null and void.

Annex V should also be duly completed in order to show the budgetary breakdown for the various services that are listed.

For the purpose of evaluation of the financial offers, the Commission will use the final price without VAT indicated in Annex IV, which should be equal to the grand total of Annex V.

9.3.Award of the contract

The contract will be awarded to the tender achieving the highest score obtained by applying the following formula:

Score for tender X	=	Cheapest price	*	total quality score (out of 100) for all criteria of tender X
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