



GENERAL INVITATION TO TENDER No. ECFIN/R5/2012/001 OPEN PROCEDURE

Provision of communication activities

Lot 1: Work involving writing, graphic design, the web and strategic communication advice as part of information and communication campaigns

Lot 2: Organisation of exhibitions and stands

Lot 3: Design, production and dissemination of audiovisual products

Lot 4: Promotional material

SPECIFICATIONS

These specifications follow the publication of the contract notice in OJEU No 2012/S 81-131977 of 26 April 2012

Part 1:	General technical specifications	2
Part 2:	Administrative details	6
Part 3:	Assessment and award of a contract	16
Annex I:	Technical specifications for:	
	lot 1 (description, case studies, price schedule)	21
	lot 2 (description, case studies, price schedule)	33
	lot 3 (description, case studies, price schedule)	41
	lot 4 (description, price schedule)	55
Annex II:	Draft multiple framework service contract accompanied by order form and specific contract:	
	- in cascade (lots 1, 2, 3)	62
	- with reopening of the competition (lot 4)	62
Annex III:	Financial Identification Form	63
Annex IV:	Legal Entity form	64
Annex V:	Declaration of honour with respect to the exclusion criteria and absence of conflict of interest	65
Annex VI:	Checklist	67
Annex VII:	Hotel ceiling	72
Annex VIII:	Pre-financing guarantee form	78

In the event of any discrepancies in the translations of this document, the English text shall take precedence.

PART 1: TECHNICAL DESCRIPTION

1. BACKGROUND

The Directorate-General for Economic and Financial Affairs (hereinafter referred to as "DG ECFIN") strives to improve the economic wellbeing of the citizens of the European Union, by developing and promoting policies that lead to sustainable economic growth, a high level of employment, stable public finances and financial stability. Ensuring the smooth functioning of the Economic and Monetary Union (EMU) is a key task for the DG. Activities include: economic surveillance, monitoring of budgetary policies, public finances, economic policy coordination and forecasting, integration of EU capital markets, economic relations with third countries and financing operations for the EU budget.

DG ECFIN conducts information and communication activities on EU economic policy decisions and their consequences, as part of the European Commission's information and communication strategy, which is intended to increase EU citizens' understanding of EU policies and issues.

DG ECFIN is also in charge of implementing the Prince Euro programme, an information programme for the European citizens which funds priority information campaigns on EMU, the euro and economic policy. This programme is intended to be an efficient means of communication and dialogue between the general public and the EU institutions. It operates on the basis of close cooperation with the authorities of the Member States, and thus takes account of specific regional and national characteristics. The programme consists of:

- Partnerships with the Member States (funding of Member States' own communication activities in this area);
- Information campaigns in Member States and third countries;
- Development of information instruments (conferences, publications, exhibitions, audiovisual products, subsites on Europa, etc.).

Additional information on the activities of the DG ECFIN is available at http://ec.europa.eu/economy_finance/index_en.htm.

2. OBJECTIVES

The aim of this open call for tenders is to conclude framework contracts with service providers who will assist the DG ECFIN with the organisation and management of diverse communication activities. The assistance sought by the European Commission (hereinafter referred to as "the Commission") should enable it not only to improve coordination of its information and communication campaigns, primarily concerning EMU, the euro and economic policy; but also to expand and improve its information and communication policy coherently and effectively in these and other Commission policy areas. Ultimately, the aim is to raise awareness of the rules and policies that make up EMU.

By highlighting the openness, coherence and impact of EU initiatives in this area, information and communication campaigns help to make them more accessible to the public and raise public awareness of the important issues at stake. In this context, service companies will perform the tasks requested by the Commission, while taking into account the existing

resources and working in cooperation with the relevant Commission departments, in particular DG ECFIN's Communication unit.

3. NATURE OF THE CONTRACTS

The Commission, which for the purposes of this invitation to tender is represented by DG ECFIN, wishes to **conclude multiple framework contracts** for various services related to the provision of communication activities. In view of the large number of services, the invitation to tender comprises **4 lots**:

Lot 1: Work involving writing, graphic design, the web and strategic communication advice as part of information and communication campaigns

Lot 2: Organisation of exhibitions and stands

Lot 3: Design, production and dissemination of audiovisual products

Lot 4: Promotional material

Tenderers may submit bids for one or more lots. For each lot, all the tasks involved must be carried out. If Tenderers submit bids for several lots, then they must submit separate bids, including technical and financial bids, for each lot. Bidding for only part of the services in a lot is not permitted and will lead to the rejection of the bid.

Following the invitation to tender, **multiple framework contracts** will be signed with a **maximum of three** successful Tenderers for each lot. **Lots 1, 2 and 3 are based on multiple framework contracts in cascade** (on the basis of a ranking list drawn up in order of priority during the evaluation process), while **lot 4 is based on multiple framework contracts with reopening of the competition**.

The precise **timing** and **volume** of the services to be provided cannot be specified in detail in advance and therefore the contracts will take the form of framework contracts. However, the basic terms and conditions governing the tasks to be performed, as well as the nature of the tasks and the duration of the contracts, will be binding on both parties.

In principle, these framework contracts can also be used by other Directorates General of the Commission.

As a general rule, the services covered by this invitation to tender are likely to take place in the EU Member States¹, but may also be carried out outside the EU, in other European countries, whether or not they have applied for membership, or in countries further afield (such as, for example, the United States, China or Japan).

The framework contract does not constitute an order in itself but merely lays down the legal, financial, technical and administrative provisions governing the relations between the contracting parties during the period of validity of the contract. The services requested by DG

¹ Whenever a reference to "EU Member States" or "EU27" is mentioned, it should be understood as the total number of EU Member States at any given period of time

ECFIN will be ordered by means of an order form or specific contract (following the specimens enclosed in Annex II) setting out the conditions for performance, including the price, deadlines, place of performance, etc. The procedure for concluding specific contracts can be found in point 10.3 hereafter.

Signature of the framework contracts does not commit the Commission to placing orders and does not give the Contractors any exclusive rights to the services covered by the framework contracts. The Commission reserves the right, at any time during the validity of the framework contracts, to cease placing orders without the Contractors having the right to any compensation.

4. VALUE OF THE CONTRACT

The maximum total budget over the period of four years for each lot is the following:

Lot 1: Work involving writing, graphic design, the web and strategic communication advice as part of information and communication campaigns: 6 000 000 euro

Lot 2: Organisation of exhibitions and stands: 4 000 000 euro

Lot 3: Design, production and dissemination of audiovisual products: 4 000 000 euro

Lot 4: Promotional material: 3 000 000 euro

5. TECHNICAL SPECIFICATIONS

The technical specifications for each of the four lots are described in Annex I.

The following provisions apply to all 4 (four) lots:

Intellectual Property Rights

All detailed provisions regarding Intellectual Property Rights are stipulated in Article I.9 and Article II.10 of the Framework Service Contract of the present Call for Tenders.

Green life-cycle

Given the environmental challenge the services covered by these lots represent, the Contractors should give particular attention to this aspect, aiming to provide the best possible "green life-cycle". This can include e.g. the use of non-aggressive/ecological components and materials for exhibition equipment, promotional gadgets or publications, re-use and recycling of exhibition materials, type of ink used for poster printing or publications, separate waste collection, sustainable transport of staff and material, energy efficiency measures, use of recycled paper in printed material, double-side printing, sustainable catering (use of local, organic and fair trade product, recyclable food packaging, etc.), etc. This list is non-exhaustive. The Green Public Procurement can be consulted on the website of Directorate-General for Environment at the following address: http://ec.europa.eu/environment/gpp/index_en.htm .

Rejection of deliverables

In cases of obvious errors or poor quality of deliverables (editing, publication, graphic design, video clip, sign, promotional material etc.), the costs associated with correcting these errors, supplying new proofs, reprinting and redistribution, etc. shall be borne exclusively by the Contractor. Any damaged products (stands, etc.) must be replaced. The associated costs shall be borne exclusively by the Contractor.

Case studies (scenarios)

Case studies have been developed for lots 1, 2 and 3. The Tenderer will describe the proposed approach to attain the objectives described. The approach and deliverables proposed for each case study must demonstrate specifically the quality and creativity of the bid. The case studies will be evaluated according to qualitative award criteria (see Annex I, chapter 1). Tenderers are also asked to provide a price estimate (cost breakdown) for each case study. The price estimate must cover all the tasks and work that the Tenderer must carry out for this case study and be presented separately for each case study and truly reflect the proposed general price schedule. Although these price estimates are not used for evaluating the financial score of the tender, they will serve as a reference for analysing offers relating to specific contracts implementing the framework contract to be concluded with the successful Tenderers.

Contacts with the Contractor, team composition, costs of project management

For each lot, the Commission will appoint a contract manager among its staff who, apart from the head of unit, will be the only reference person competent to give work instructions.

In their bids, the Tenderers must also clearly designate a contract manager. In the event of a contract being awarded, the contract manager will be responsible for ensuring the consistency of the overall approach and the proposed products. This person will be the sole contact person and must propose answers and solutions to the Commission regarding both the subject of the contract and organisational or administrative matters (including problems related to invoicing and payment), and must implement them once the Commission has approved them. The contract manager must be able to carry out these tasks in English and French.

The Contractor must ensure that the composition of the team for each specific contract corresponds to the terms of his bid. The Contractor must provide any training necessary to ensure consistently high quality services from his team. The Commission reserves the right to request the replacement of any member of a team whose experience and/or competence it deems to be inadequate, stating its reasons. The Contractor must inform the Commission of any changes in the composition of a team during the performance of the specific contract.

The unit prices in the general price schedule must include all costs associated with provision of the services, including all aspects of coordination of the contract, project management (including costs of contract manager, project manager, project leader etc), coordination with the various parties involved, working meetings (kick-off and up to 3 progress meetings, including travel and accommodation costs, if needed), planning, monitoring and reporting, training of the Contractor's staff, overheads, insurance, telecommunications etc incurred directly or indirectly by the Contractor in performance of the tasks entrusted to him. The

aforementioned associated costs will therefore not be defined separately in the General price schedule.

PART 2: ADMINISTRATIVE DETAILS

6. GENERAL TERMS AND CONDITIONS FOR THE SUBMISSION OF TENDERS

Submission of a tender implies that the Contractor accepts all the terms and conditions set out in these specifications (including the annexes) and waives all other terms of business.

Submission of a tender binds the Contractor to whom the contract is awarded during performance of the Contract.

Changes to tenders will be accepted only if they are received on or before the final date set for the receipt of tenders.

Variants are not allowed.

Expenses incurred in respect of the preparation and presentation of tenders cannot be refunded.

No information of any kind will be given to Tenderers on the state of progress of the evaluation of tenders.

Once the Commission has accepted the tender, it shall become the property of the Commission and the Commission shall treat it confidentially.

The protocol on the Privileges and Immunities or, where appropriate, the Vienna Convention of 24 April 1963 on Consular Relations shall apply to this invitation to tender.

Tenders may be submitted in any of the official languages of the European Union.

7. NO OBLIGATION TO AWARD THE CONTRACT

Fulfilment of adjudication or invitation to tender procedure shall not involve the Commission in any obligation to award the contract.

The Commission shall not be liable for any compensation with respect to Tenderers whose tenders have not been accepted. Nor shall it be liable in the event of its deciding not to award a contract.

8. JOINT TENDERS

When a partnership or a consortium is envisaged three cases can arise:

- The offer originates from a consortium already formally set up as a separate and legal entity able to submit its statutes, mode of operation, technical and financial capacity, such as a result from the contributions of its various members. It is such a consortium that will

bear the technical and financial responsibility for the contract and will present the financial guarantee (if requested).

- The offer originates from companies not yet having created a consortium as a separate legal entity but planning to constitute one as referred to in case 1, if their joint offer is accepted. In such a situation, the Tenderer must provide the legal form, the envisaged draft statutes and mode of operation of the consortium, the various technical and financial contributions as well as the guarantees envisaged. However, the constitution of the consortium should not delay the signing of the contract
- The offer originates from companies not wishing to constitute formally a consortium as a separate legal entity and thus effectively constituting an association. In such a case, one of the companies shall assume the total responsibility for the offer and the other companies shall be considered to be subcontractors. The lead company will therefore sign the contract in its name.

For all joint tenders, Tenderers must provide for all members participating in the tender the information required under point 11.1 (Part 2) “administrative proposal” and under point 1 (Part 3) “exclusion criteria”. However, the selection criteria will be assessed in relation to the combined capacity of the operators.

Tenders from consortia of companies or groups of service providers must specify the role, qualifications and experience of each of the members of the consortium or group. In all cases, the tender should also clearly indicate the lead partner/main contractor for both the operational and the financial/contractual matters.

9. SUBCONTRACTORS

Tenders involving subcontracting must include a description of the services to be provided by the Tenderer directly and those which may be subcontracted, also providing the details of subcontractors who have already been selected by the Tenderer and may be called upon to perform certain types of services. The bid must clearly identify the subcontractor(s), specify the share (in %) of the services that will be executed by the subcontractor(s) and document their willingness to accept the tasks and their acceptance of the terms and conditions set out in present tender specifications.

In any bid, if the amount of the services executed by a subcontractor is equal to or exceeds 20% of the contract, the subcontractor must provide all the necessary documents for assessing the bid as stipulated in point 2 of Part 3 with regard to the exclusion criteria, the selection criteria and the award criteria. Where those services represent less than 20% of the contract, documentary proof of the financial and economic capacity of the subcontractor shall not be required.

Tenderers must inform the subcontractor(s) that Article II.20 of the standard framework contract will be applied to them. Once the contract has been signed, Article II.6 of the above mentioned framework contract shall govern the subcontracting.

10. DETAILS AND IMPLEMENTATION OF THE FRAMEWORK CONTRACT AND ITS SPECIFIC CONTRACTS

10.1. Types of framework contracts

For Lots 1, 2 and 3, framework contracts under the cascade method will be signed.

For Lot 4, framework contracts with reopening of the competition will be signed.

10.2. Starting date and duration of the framework contract

Framework contracts will be signed with each of the successful Tenderers (maximum three per each lot), chosen during the evaluation process. The framework contract shall enter into force on the date it is signed by the last contracting party.

Each framework contract will be concluded for a period of one year from when it is signed. The framework contract shall be renewed automatically up to three times for a period of 12 months, unless written notification to the contrary is sent by one of the contracting parties. The total duration of a framework contract may not exceed four years from when it is first signed.

10.3. Starting date and duration of the specific contracts - Procedure for concluding specific contracts

The execution of the tasks – by means of the signature of specific contracts or order forms under the framework contracts – may not start before the framework contract and the subsequent specific contract(s)/order forms have been signed.

The period of execution of the tasks/delivery deadlines under the specific contracts/order forms will depend on the scale and urgency of the services and will be specified when the request for services is sent by DG ECFIN and confirmed by the Contractor when the bid is submitted. As a general rule the time allowed will be such that execution of the tasks/delivery can be made in normal conditions. However, the Contractor should note that sometimes circumstances may arise that necessitate faster delivery. The deadline will be confirmed in the specific contract/order form issued for this service. The Contractor must complete the tasks/deliver the service within the deadline and in the format required. The deadlines may be extended only with the written agreement of the contracting parties, before the end of the period originally stated in the specific contract/order form.

Procedure for concluding specific contracts

The Commission reserves the right to allow longer time limits depending on the complexity of the request for services, in such cases, they will be specified in the request for services. The Commission will follow the procedure below to place and follow up specific contracts/orders:

A) Specific contracts under FWC in cascade method (Lots 1, 2 and 3):

The Commission will first contact the economic operator whose tender for the framework contract was considered the best and will call on the second operator only if the first is not available to supply the services in question. The third operator will only be contacted if the

second operator is not available to supply the services in question. The Commission also reserves the right to consult the next operator in the following cases:

- In the event of repeated delays in carrying out previous specific contracts concluded as part of the framework contract – where such delays are attributable to the Contractor, including as a result of lack of resources and/or insufficient quality – and after written notice has been given by the authorising officer (i.e. the awarding authority);
- In the event of failure to comply with the deadlines for responding to a request for services.

The following procedure for each specific contract is applicable:

1) Request for services sent by the Commission

The Commission will send the Contractor - via e-mail - a request for services, together with detailed specifications.

2) Availability/unavailability of the Contractor

Within 3 working days of a request for services being sent, the Contractor will inform the Commission in writing, preferably by e-mail, whether he is available to carry out the services required.

Should the Contractor be unavailable, he shall give reasons for refusal within 3 working days and the Commission shall be entitled to send a request for services to the next Contractor on the ranking list. In the event of failure to observe this deadline, the Commission reserves the right to consider the Contractor to be unavailable.

3) Proposal and price quote from the Contractor

Within 10 working days of a request for services being sent by the Commission to the Contractor, the Contractor will send an offer based on the request for services and the general price schedule in Annex I to the present tender specifications. Offers and price quotes for specific contracts are expected to be in line with the bids for case studies submitted by the Contractor when tendering for the Framework Contract as regards the quality, work allocation and price. The Commission can accept or reject the Contractor's offer. After having reached an agreement, a specific contract for formal agreement on the specifications of the assignment, proposed team, price, conditions of payment, work plan and timetable will be prepared and signed.

In the event of failure to reach an agreement, the Commission reserves the right to consider the Contractor to be unavailable.

4) Signature of specific contract

Within 3 working days of a specific contract being sent by the Commission to the Contractor, the Contractor shall return it, duly signed and dated. It will not be valid until the date on which it is signed by the last contracting party. In the event of failure to observe this deadline, the Commission reserves the right to consider the Contractor as unavailable.

B) Specific contracts under FWC with reopening of the competition (Lot 4):

The following procedure is applicable for each order form/specific contract:

1) Invitation to tender and submission of bids

When the Commission wishes to procure one or more services, it shall notify the Contractors by sending an invitation to tender with detailed tender specifications and award criteria. Contractors wishing to participate shall send their offer within the deadline indicated in the invitation to tender.

2) Participation of the Contractor

The Commission shall consider a Contractor as non-participating if he does not submit an offer within the set deadline or if he notifies the Commission in writing of non-participation.

3) The opening and evaluation of the bids

After the deadline for submission of the bids, the bids will be opened and their admissibility verified. The bids found admissible will be evaluated in an identical and non-discriminatory manner on the basis of the award criteria set out in the invitation to tender. The Commission will select the bid offering the best value for money in terms of quality and price.

4) Standstill period

For procedures with a value above the Directive 2004/18/EC threshold (currently €130,000), the order form may not be signed until a period of 14 calendar days (standstill period) has passed after the letters informing the successful and unsuccessful Tenderers of the outcome of the procedure have been sent simultaneously. For procedures with a value below the abovementioned threshold, or when only one Tenderer has submitted an offer, no standstill period is applicable.

5) Signature of the order form

The Commission will send an order form (which will constitute the sole authorisation to perform the work) in duplicate to the Contractor who is awarded the contract. The order form will already have been signed by the representative authorised to sign contracts on behalf of the Commission. Performance of the tasks starts from the date of issue of the order form. The Contractor should sign one of the two copies and send it back to the Commission, at the address indicated on the order form, at the latest when submitting the invoice.

10.4. Contractual terms and financial guarantee

In drawing up his bid, the Tenderer should bear in mind the provisions of the Framework Contract in Annex II.

The Contractor might be required to provide a financial guarantee for pre-financing, in conformity with article II.15.1 and I.4.2 of the framework contract. The Commission reserves the right to cancel the pre-financing foreseen, according to its management risk analysis.

10.5. Payment conditions

Payments shall be made in accordance with article I.4 of the Framework Contract and the conditions (which may be different depending on each specific project) stipulated in the specific contract. Payments shall be made only if the Contractor has fulfilled all his/her contractual obligations by the date on which the invoice is submitted.

Different payment conditions apply for each lot. In addition to the payment of the balance:

- for lot 1, pre-financing will only be applicable at the request of the Contractor for the provision of services with a total value equal to or above EUR 100 000 or with the

period of performance of tasks of more than 1 year. No interim payments will be applicable;

- for lot 2, no pre-financing will be applicable and interim payments will only be applicable at the request of the Contractor for the provision of services with a total value equal to or above EUR 75 000 and once 30% of the total value of the project are spent;
- for lots 3 and 4, no pre-financing or interim payment will be applicable;

10.6. Additional services not included in the project initially envisaged

In accordance with Article 126.1(e) of the Implementing Rules of the Financial Regulation, the Commission may exercise the option to make use of a negotiated procedure without prior publication of a contract notice in order to include additional services not initially foreseen.

10.7. New services consisting in the repetition of similar services

In accordance with Article 126.1(f) of the Implementing Rules of the Financial Regulation, the Commission may exercise the option to make use of a negotiated procedure without prior publication of a contract notice in order to include new services consisting in the repetition of similar services. That procedure may be used only during the three years following conclusion of the original contract.

10.8. Liquidated damages

If the work does not meet the terms or quality standards or deadlines in the order form, it may be refused. Should the Contractor fail to perform his obligations under the Contract in accordance with the provisions laid down therein, the Commission may - without prejudice to its right to terminate the Contract - reduce or recover payments in proportion to the scale of the failure. In addition, the Commission may impose liquidated damages in accordance with article II.12 of the Framework Contract (see Annex II).

10.9. Termination / suspension of the framework contract

Tenderers should bear in mind the provisions of the Framework Contract in Annex II, in particular articles II.13, II.14 and II.19.

11. CONTENT OF THE TENDER

Tenders must include all the information and documents requested by the Commission in order to assess the tender. In order to help Tenderers to present complete tenders, a checklist of documents to submit is provided in Annex VI. This must be completed with the relevant information and attached to the tender. All tenders must be submitted in triplicate (one original, 2 copies) and must be accompanied by a letter dated and signed by the Tenderer or by any other duly appointed representative, declaring acceptance of the conditions in this invitation to tender and undertaking to provide the services proposed in the bid. All bids must be presented on paper and an electronic version must also be attached (in a CD or a memory stick), in three sections:

11.1. Administrative proposal

- The Tenderer's name and/or business name;
- A clear description of the Tenderer's legal form;
- Address of the Tenderer's registered office;
- The Tenderer's telephone and fax numbers, e-mail address and where available, Internet address;
- The names of the legal representatives (directors, etc.) of the Tenderer, authorised to sign contracts with third parties on behalf of the organization;
- The Tenderer's VAT number and trade-register entry number;
- A bank identification form filled in and signed by an authorised representative of the Tenderer and his banker (see Annex III);
- A legal entity form (see Annex IV);
- A declaration of the candidate's eligibility (see point 1 of part 3);
- A declaration certifying that the candidate is not in one of the situations listed in articles 93 and 94 of the Financial Regulation of the European Union (Official Journal L 248 of 16/09/2002) (see Annex V);
- Proof of financial and economic capacity: documents listed in point 2.1 of Part 3;
- Proof of technical and professional competence: documents listed in Annex I, chapter 1;
- Other substantiating documents if the candidate or Tenderer cannot, for valid reasons, provide those indicated above. The Commission reserves the right judge if the documents provided are sufficient or not.

11.2. Technical proposal

This section is of great importance in the assessment of the bids, the award of the contract and the future execution of any resulting specific contracts/orders. The technical proposal should address all matters laid down in the specifications and should include models, examples and technical solutions to problems raised in the specifications. Attention is also drawn to the award criteria, which define those parts of the technical proposal to which the Tenderers should pay particular attention, giving an answer to each of the points mentioned with regard to methodology, deadlines, organisation and case studies (scenarios), including their price estimates.

Since assessment of the tenders will focus on the quality of the proposed services, tenders should elaborate on all points addressed by these specifications in order to score as many points as possible. The mere repetition of mandatory requirements set out in these specifications, without going into details or without giving any added value, will only result in a very low score. In addition, if certain essential points of these specifications are not expressly covered by the tender, the Commission may decide to give a zero mark for the relevant qualitative award criteria.

11.3. Financial proposal

All prices must be quoted in euro, even if the Tenderer is based in a country which does not form part of the euro area. Prices may not be revised because of exchange rate movements and the Tenderer shall assume any risks or opportunities associated with exchange rate movements.

Prices should be quoted free of all duties, taxes and other charges, i.e. also free of VAT, as the Communities are exempt from such charges in the EU under Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Union of 8 April 1965 (OJEC L 152 of 13 July 1967). Exemption is granted to the Commission by the governments of the Member States, either through refunds upon presentation of documentary evidence or by direct exemption.

For those countries where national legislation provides an exemption by means of a reimbursement, the amount of VAT is to be shown separately. In case of doubts about the applicable VAT system, it is the Tenderer's responsibility to contact his national authorities to clarify the way in which the European Union is exempt from VAT.

Standard presentation of the financial proposal

The financial proposal **must be dated and signed** by the Tenderer or a duly authorised representative on each page.

For both financial evaluation and contractual purposes the Tenderer will provide a **general price schedule**, on the basis of the model in Annex I, chapter 3. **Tenderers must fill in all boxes of the general price schedule. Omission to do so will lead the Commission to exclude the tender from evaluation.** For lots 1, 2 and 3, the general price schedule will constitute the future contractual basis for the pricing of the specific contract. As a result, it will be an integral part of the Framework Contract. It will not be the case for lot 4, as for this lot, a framework contract with reopening of the competition will be signed.

The financial value of the tender which will be taken into account for financial evaluation will be calculated as the total sum of unit prices in the general price schedule, each unit price being multiplied by its corresponding multiplication factor. The total will represent the financial value of the offer and will be included in the final award formula (see Annex I chapter 1 –award).

The unit prices in the general price schedule must include all costs associated with provision of the services, including all aspects of coordination of the Contract, project management (including costs of contract manager, project manager, project leader etc), coordination with the various parties involved, working meetings (kick-off and up to 3 progress meetings, including travel and accommodation costs, if needed), monitoring, planning and reporting, training of the Contractor's staff, overheads, insurance, telecommunications etc incurred directly or indirectly by the Contractor in performance of the tasks entrusted to him. These costs will be incorporated into each deliverable, as defined in the general price schedule.

- **Reimbursable expenses for items based on actual costs** will be paid in accordance with article II.18 of the Framework Contract, i.e. on production of the original supporting documents. Costs incurred and invoiced in a country which is **not part of the euro area** shall be presented in local currency and in euro. The conversion rate of the cost into euro shall be made at the monthly exchange rate published at the following website: <http://ec.europa.eu/budget/infoneuro/index.cfm?Language=en>. The monthly exchange rate shall be the rate of the month in which the project took place.

The Commission may, however, request the Contractor to propose additional services or supplies of the same type as those listed in the present call for tender. These supplementary

elements may not depart from the essential terms fixed in the framework contract and may be requested only if they are absolutely necessary for the execution of the request for services or order form. Supplementary elements will be ordered on the basis of a quote provided by the Contractor which shall require prior approval by the Commission. In order to propose the quote at the most favourable market price, the Contractor will have to canvas the market by inviting at least three companies and must request prior agreement of the Commission for value of the costs higher than EUR 5000.

The Contractor will apply the following competitive procedure and the choice of the subcontractor will be made in coordination and with formal agreement of the DG concerned:

- for amounts less than EUR 5000, one offer is sufficient;
- for amounts greater than EUR 5000 but less than EUR 25000, three offers need to be obtained;
- for offers greater than EUR 25000, five offers need to be obtained.

The Contractor will be in charge of the entire organisation (including, when necessary, the coordination between the different service providers).

The Commission will then choose whether to order these service or supplies or not. Such costs are directly linked to the execution of the services and will be reimbursed in accordance with article II.18 of the Framework Contract, i.e. on production of original supporting documents. All of these costs will be paid for by the Contractor and will be included in the final invoice addressed to the Commission. These costs will only be accepted if they concern the offer originally accepted by the Commission and if the invoice and proofs of payment are provided.

- **Travel and accommodation costs:** The attention of Tenderers is drawn to the fact that travel costs, if necessary for the execution of the specific contract/project, will not be considered as reimbursable expenses, but take the form of a **unit price** according to travel zones (A to D) (see general price schedules in Annex I). Depending on where the service is performed they are subdivided into four zones: for Brussels and up to 250 km around Brussels no separate price for travel costs is foreseen; three prices are foreseen for places within a radius of 250 – 1000 km of Brussels, within a radius of 1000 – 2500 km of Brussels and within a radius of more than 2500 km from Brussels. If needed, the calculation will be verified on the basis of mathematical zone delimitation on the map (straight line GPS distances).

For accommodation costs, the Commission's thresholds for missions are applicable (see Annex VII).

Supporting documents shall be provided (e.g. boarding pass, train ticket, hotel bill, ...).

- **A contingency amount of maximum 10 %** of the total amount of the price request for a specific contract/order form (without options) can be set in common agreement between the Commission and the Contractor.

- **Price indexing**

Price indexing is only applicable for framework contracts in cascade (Lots 1, 2 and 3). Prices shall be **fixed** and not subject to revision for implementation **during the first year** of duration of the Framework Contract.

At the beginning of the **second and every following year** of the Contract, each price **may be revised upwards or downwards**, in accordance with the conditions specified in the Framework Contract.

In the event of any discrepancies between the paper and electronic copy of the complete tenders (including financial proposal), the paper copy shall take precedence.

PART 3: ASSESSMENT AND AWARD OF A CONTRACT

The assessment will be based on each Tenderer's bid, in the light of the criteria set out in these specifications. The procedure for the award of the contract, which will concern only admissible bids, will be carried out in three successive stages. Only bids meeting the requirements of stage one will be examined in the following stage. The aim of each of these stages is:

- (1) To check, in the first stage (exclusion criteria), whether Tenderers can take part in the tendering procedure and, where applicable, be awarded the contract (see point 1 below – eligibility, exclusion criteria and annex V – common for all lots);
- (2) To check, in the second stage (selection criteria), the economic and financial capacity as well as the technical and professional capacity of each Tenderer who has passed the exclusion stage (see point 2 below – the economic and financial capacity selection criteria – common for all lots; and Annex I, chapter 1 for technical and professional capacity for each specific lot);
- (3) To assess each bid which has passed the exclusion and selection stages on the basis of the award criteria (see Annex I, chapter 1 Award criteria for each specific lot).

In the case of consortia, the exclusion, selection and award criteria will be applicable to all the members of the consortium. The same principle will also be applied in the case that there are sub-contractors. However, where those services represent less than 20% of the contract, the subcontractor shall not be required to provide documentary evidence of his financial and economic capacity.

1. ELIGIBILITY AND EXCLUSION CRITERIA

Eligibility:

Access to this procurement procedure is granted to candidates from states having ratified the Multilateral Agreement on Government Procurement concluded within the World Trade Organisation.

Exclusion criteria:

Tenderers falling within one or more of the following categories will automatically be excluded from the tendering procedure. Tenders will not be considered if the candidates are in any of the following situations:²

- a) is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, and is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

² In compliance with Articles 93 and 94 of the Financial Regulation applicable to the general budget of the European Union.

- b) has been convicted of an offence concerning professional conduct by a judgment which has the force of *res judicata*;
- c) has been guilty of grave professional misconduct proven by any means which the contracting authorities can justify;
- d) has not fulfilled all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, with those of the country of the contracting authority and those of the country where the contract is to be carried out;
- e) has 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 Union's financial interests;
- f) is subject to an administrative penalty for being guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the procurement procedure or failing to supply an information, or being declared to be in serious breach of his obligation under contract covered by the budget.

In addition Tenderers should declare on their honour that :

- g) they have no conflict of interest in connection with the contract; a conflict of interest could arise in particular as a result of economic interests, political or national affinities, family or emotional ties or any other relevant connection or shared interest;
- h) they will inform the contracting authority, without delay, of any situation considered a conflict of interest or which could give rise to a conflict of interest;
- i) they have not made and will not make any offer of any type whatsoever from which an advantage can be derived under the contract;
- j) they have not granted and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal practice or involving corruption, either directly or indirectly, as an incentive or reward relating to award of the contract;
- k) the information provided to the Commission within the context of this invitation to tender is accurate, sincere and complete.

Tenderers or their representatives must fill in and sign the form in Annex V to these specifications. By completing this form, Tenderers:

- state whether or not they are in one or more of the situations described in the form; and,
- undertake to submit to the Commission any document relating to the exclusion criteria that the Commission may see fit to request.

Given that the value of the contract (including possible renewals) is equal to or over EUR 130.000, the Tenderer to whom the contract is to be awarded shall submit, before signing the Contract, evidence confirming his declaration on honour, by providing:

- **for point (a), (b) or (e):** a recent extract from the judicial record or, failing that, an equivalent document recently issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied;
- **for point (d):** a recent certificate issued by the competent authority of the State concerned. Where no such 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 candidate is established, the documents referred to in the above two paragraphs 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.

Wherever the Tenderer is a consortium of firms or groups of service providers, the above-mentioned information must be provided for each member or group.

However, in case such evidence confirming the declaration on honour has already been submitted to the Commission for the purpose of another procurement procedure, and provided that the issuing date of the documents does not exceed one year and that they are still valid, the Tenderer to whom the Contract is to be awarded is allowed to send a copy of the relevant documentation together with a declaration on honour that no changes in his situation have occurred.

Tenderers (legal entities, persons who have powers of representation, decision-making or control over them) are informed that, should they be in one of the situations mentioned in:

- the Commission Decision of 16.12.2008 on the Early Warning System (EWS) for the use of authorising officers of the Commission and the executive agencies (OJ, L 344, 20.12.2008, p. 125)³, or
- the Commission Regulation of 17.12.2008 on the Central Exclusion Database – CED (OJ L 344, 20.12.2008, p. 12)⁴,

their personal details (name, given name if natural person, address, legal form and name and given name of the persons with powers of representation, decision-making or control, if legal person) may be registered in the EWS only or both in the EWS and CED, and communicated to the persons and entities listed in the above-mentioned Decision and Regulation, in relation to the award or the execution of a procurement contract or a grant agreement or decision.

2. SELECTION CRITERIA

Only the tenders fulfilling all the selection criteria will be examined in the light of the award criteria.

This part of the tender concerns the criteria and documents relating to the technical and professional capacity and economic and financial capacity of the service provider(s) involved in the bid. It should also contain any other document that the Tenderer(s) wish(es) to include by way of clarification.

If several service providers are involved in the bid, each of them must prove that they have a) the professional and technical capacity to perform the tasks assigned to them in the tender, and b) the required economic and financial capacity.

³ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:344:0125:0138:EN:PDF>

⁴ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:344:0012:0026:EN:PDF>

This rule applies to all service providers, regardless of the percentage of tasks they intend to execute, once they have chosen to be Tenderers.

However, subcontractors whose tasks represent less than 20% of the contract are not obliged to provide evidence of their economic and financial capacity.

2.1. Evidence of the economic and financial capacity of the service provider(s)

All Tenderers must provide proof of their economic capacity as follows:

Lot 1: annual turnover of minimum EUR 1 500 000 in respect of the services related to the lot

Lot 2: annual turnover of minimum EUR 1 000 000 in respect of the services related to the lot

Lot 3: annual turnover of minimum EUR 1 000 000 in respect of the services related to the lot

Lot 4: annual turnover of minimum EUR 750 000 in respect of the services/supplies related to the lot

The Tenderer and his subcontractor(s) whose tasks are equal to or exceed 20% of the contract must submit a statement of the annual turnovers in respect to the services related to the concerned lot for the last three financial years, which will enable the Commission to make a consolidated assessment of the combined economic capacity of the tenderer and his subcontractor(s).

In addition, all tenderers must provide proof of their financial capacity as follows:

Proof of financial capacity must be presented by submitting certified balance sheets and profit and loss accounts of the past three years for both the Tenderer and his subcontractor(s) whose tasks are equal to or exceed 20% of the contract

If, for some exceptional reason which the Commission considers justified, a Tenderer is unable to provide one or other of the above documents, he may prove his economic and financial capacity by any other document which the Commission considers appropriate. In any case, the Commission must 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.

2.2. Evidence of the technical and professional capacity of the service provider(s)

All Tenderers must provide proof of their technical and professional capacity. The requirements are detailed per lot. Please see Annex I, chapter 1 for each specific lot.

By submitting a tender, each service provider involved therein accepts the possibility of a check being carried out by the Commission on his technical capacities and quality control measures.

In addition, all Tenderers are informed that they may be asked to prove that they are authorised to perform the contract under national law, as evidenced by inclusion in a

professional or trade register or a sworn declaration or certificate, membership of a specific organisation, express authorisation, or entry in the VAT register.

3. OPENING OF TENDERS

Received tenders will be opened on 22 June 2012, at the following location:

European Commission, DG Economic and Financial Affairs
Avenue Beaulieu 1, Office -1/022,
B - 1160 Brussels

An **authorised representative** of each Tenderer may attend the opening of the bids. Companies wishing to attend are requested to notify their intention by sending a fax or e-mail preferably 48 hours in advance to the address given in the invitation letter. This notification must be signed by an authorised officer of the Tenderer and specify the name of the person who will attend the opening of the bids on the Tenderer's behalf.

4. AWARD CRITERIA

The framework contracts will be awarded to the tender that offers the best quality/price ratio.

The award criteria are detailed per lot. Please see Annex I for each specific lot.

5. AWARD COMMITTEE

The process of awarding is expected to take place in the fourth quarter 2012. An award committee is to be set up for this purpose.

6. INFORMATION FOR TENDERERS

The Commission will inform Tenderers of decisions reached concerning the award of the contract, including the grounds for any decision not to award a contract or to recommence the procedure.

Annex I

Technical specifications Lot 1

Work involving writing, graphic design, the web and strategic communication advice as part of information and communication campaigns

The first chapter of the specifications defines the subject of the Contract and describes the associated tasks and selection (technical and professional capacity) and award criteria.

The second chapter describes the four case studies that the Tenderer must complete.

The third chapter contains the general price schedule which must be completed and submitted by the Tenderer for evaluation of the financial proposal. The unit prices indicated in that list will have contractual value, as they will be added to the framework contract.

Chapter 1 - Specifications

1.1. BACKGROUND TO THE CONTRACT

The work involves the design, drafting and production, in any medium (offline and online), of information products and promotional material relating to the activities of the European Union, particularly but not exclusively in the field of the euro and economic and monetary union. It also covers the provision of strategic communication advice for and evaluation of specific information products as well as entire communication campaigns.

All items created under the terms of the specific contracts linked to the framework contract must be delivered to the Commission in a format that enables it to disseminate them by whichever means it deems best and to use them in whichever information and communication campaign it deems most appropriate in the context of its information and communication strategy.

1.2. DESCRIPTION OF THE TASKS

The work could include the following tasks. The list is not exhaustive.

Editorial

- researching, collecting and analysing data and documents;
- interviewing (including of economic and financial experts);
- writing, translating, revising and adapting documents such as reports, magazines, newsletters, memos, brochures, leaflets, notices, panels, social media pages, sub-websites, posters, slogans, banners, advertisements, press articles, interviews, web articles and other information products;
- designing, planning and drafting information products for use in communication campaigns, in printed form, in electronic form or on the Web;
- localisation of editorial material to national or regional needs and customs.

Compliance with the rules of the Interinstitutional Style Guide is essential for any drafting and/or translation work in order to ensure the editorial and linguistic quality of the information products. The Contractor must also be able to arrange translation from any EU official language into the other official languages of the EU, as well as into the languages of the EFTA/EEA, the candidate countries and, if necessary, other countries.

For further information, the Interinstitutional Style Guide can be found at <http://publications.europa.eu/code/en/en-000100.htm> and the list of languages is available at <http://publications.europa.eu/code/pdf/370000en.htm>.

Tenderers should note that the main working language in DG ECFIN is English.

Graphic design

- finding, purchasing and adapting royalty-free images;
- creating illustrations (hand drawn, comic strips, computer generated drawings, logos, web banners etc.);
- drafting, layout, production of electronic files (Adobe InDesign, Illustrator and Photoshop, pdf press and web optimised) for publications in printed form or on the Web;
- producing limited print runs of material for promotions and presentations;
- graphic design and production of advertisements;
- graphic design and production of logos, visual identities and graphic charts;
- producing photographic reports and taking photographs for publications and websites;
- developing and running a thematic photo library, if necessary by buying from image/photo databases, and dealing with copyright issues.
- ad hoc graphic and/or web design services of a small scale

Production, transport and storage

- rapid turnaround (no more than 72 hours) of limited print runs of information products;
- dispatching and transporting the material produced;
- adapting all print products with a view to putting them on websites and/or other electronic media (CD-ROM, all DVD formats, including Dual Layer and Blu-Ray, USB keys, SD cards, etc.);
- creating offline multimedia products (CD-ROM, DVD formats, etc.);
- designing, creating and producing portable stands;
- storing material, stands, banners, etc. produced under this invitation to tender;
- putting up and taking down banners and panels, including on the Commission buildings and other public places

Web

- editorial and graphic design and publication of newsletters in XML and XHTML format;
- creating, publishing and managing glossaries, indexes, etc.;
- developing, publishing and managing the databases needed for the communication campaigns;
- creating, publishing and managing online votes, competitions and surveys;
- designing, developing and maintaining subsites or subsections with specific content or a specific theme, including developing multimedia and interactive functions (Flash or other);
- wireframing;

- day-to-day website updating and maintenance;
- maintaining, updating and creating social media pages and output;
- creating statistical reports on Web use;

With regard to web-related work, the Tenderer's attention is drawn to the following:

Web-related work depends on the development of new editorial or graphic content. The Contractor is to work on website design and electronic publication and keep abreast of technological developments in the sector. As a general rule, the Contractor must comply with the Commission's information technology policy http://ec.europa.eu/dgs/informatics/index_en.htm and the rules laid down for the EUROPA server, which hosts the ECFIN site. The work done by the Contractor must comply with the IPG (Information Providers Guide) and WAI (Web Accessibility Initiative) rules. These can be found on <http://ec.europa.eu/ipg/>.

The current EC CWCMS is Documentum. Other technologies currently used include XML, XSLT, Coldfusion Markup Language (CFML), open source content management systems, Flex and Flash.

Strategic communications advice

- analysing the potential impact of information and communication campaigns on the target groups;
- drawing up recommendations for campaigns and target groups to be reached as a priority;
- analysing the impact of websites (consultation statistics, analysis of user profiles etc.), together with a particular analysis of the impact on the media;
- quantification of target groups' information requirements;
- developing and carrying out promotion and dissemination strategies;
- qualitative assessment of the main existing information and communication structures, procedures and products;
- carrying out surveys, customer satisfaction surveys and product testing on target groups;
- developing information and communication campaigns and strategies, including their method of implementation and subsequent evaluation, and drawing up the relevant budgets;
- market analysis and study of information and communication trends;
- advice on, organisation of and evaluation of social media and viral marketing campaigns;
- advice regarding corporate image and branding;
- identifying target groups and setting up databases/ mailing lists;
- PowerPoint presentations beyond the contractual reporting

Acquisition of media space

- acquiring off- and online media space for the publication or set up of editorial material, such as promotional banners and panels.

1.3. PROJECT MANAGEMENT

As far as project management is concerned, the following elements may be requested for each specific contract/project:

- planning for intermediate and final products;
- communication plan;
- change management plan;
- stakeholder management plan;
- minutes of meetings (approved by the Commission);
- preliminary versions of products/services (for approval by the Commission);
- technical specifications;
- functional specifications;
- manual including information on how to use, reuse, update and migrate products created with this framework contract;
- one kick-off meeting and up to three progress meetings
- a detailed quality plan including quality performance indicators

Reporting

- Reporting management during project life, including single source change management;
- A final concise report for each specific contract, including chapters on "Lessons learnt" and "Suggestions for improvement".

Tenderers should note that detailed description of requested reporting will be specified in each specific request for services, according to the complexity, amount and duration of each project.

Electronic file management and follow-up

The Contractor shall be required to store an electronic copy of all source content, including translations, as well as final ready-to-use and editable files, until the end of the contract. For all tools developed under this contract, the Commission must be provided with comprehensive documentation at predetermined regular intervals and when a specific contract expires.

Furthermore, the Contractor must transfer to the Commission all material (non-copyrighted images, programs, editable source files, rights, etc.) necessary for the Commission and its subsequent subcontractors to be able to continue developing and using the tools developed and/or used by the Contractor.

1.4. SELECTION CRITERIA : EVIDENCE OF THE TECHNICAL AND PROFESSIONAL CAPACITY OF THE TENDERERS

The ability of service providers to perform the tasks in question will be assessed, in particular with regard to their know-how, efficiency, experience and reliability. The technical and professional capacity of Tenderers will be assessed on the basis of the following documents (see table 1).

Table 1

Selection criterion	Documents/information to be provided
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<p>Expertise and experience</p> <p>(max 30 pages)</p>	<ul style="list-style-type: none"> Information on eight relevant projects, each relating to one or more of the four task headings under 1.2 "Editorial, Graphic design, Web, Strategic communication advice", during the last four years prior to the date of issue of this call for tender, indicating the value, the date and the public or private recipient of the services rendered. The complete set of projects must cover all of the above task headings. At least two of the projects should be for a value above €70 000. The Tenderer should provide references from the clients for all 8 projects, specifying whether they have been carried out in a professional manner and have been completed in full. If project work was done in part by subcontractors, Tenderers must clearly indicate their own role and contribution; For web based projects, evidence of considerable experience in the field of web multimedia and content management should be proved. For this, experience with Documentum, XML, XSLT, Coldfusion Markup Language (CFML), Flex and Flash is indispensable. If not proved by the eight projects mentioned under first bullet point, the above mentioned experience has to be proved by additional list of projects and references from the clients.
<p>Language abilities</p>	<p>Proof of capacity to draft content in native-level English and French.</p>
<p>Technical capacity</p> <p>(max 4 pages)</p>	<p>Statement of the technical equipment and material available to the Tenderer to deliver the services covered by this invitation to tender.</p>

Tenderers should note that any total or partial omission of information for which one or more service providers involved in the tender are responsible may lead the Commission to exclude the tender from the rest of the procedure

1.5. AWARD CRITERIA

A) Qualitative award criteria

The contract will be awarded to the tender offering best value for money, based on the following criteria:

GENERAL ASPECTS RELATING TO THE PROPOSED APPROACH AND THE ORGANISATION OF WORK UNDER THE TENDER

1. Quality and consistency of the proposal in respect of the services requested (maximum 12 points)

Tenderers should give an outline of the **approach** they propose to adopt, including **key indicators** to guarantee the **quality** and impact of the requested services and/or products. Details of accreditation to an official quality management standard or a detailed description of the quality management system applied by the Tenderer have to be provided.

They should also describe the mechanisms proposed to control the quality of the work performed by **subcontractors** (if appropriate).

The submitted tender should be well structured, clear and concise, in terms of content and presentation. It should be presented with an index and continuous page numbering and be assembled accurately.

2. Quality of the team: organisation and management of the team designated to provide the services requested (maximum 8 points)

Tenderers should describe the composition and organisation of the **team proposed** to ensure maximum efficiency in terms of the project management, speed and quality of the services requested.

CASE STUDY 1 (maximum 20 points)

1. appropriateness of the proposed approach, including detailed and clear work allocation of different staff categories (maximum 4 points)
2. appropriateness of the structure proposed for the subsite and the leaflet (maximum 4 points)
3. appropriateness and quality of the text proposed for the HTML page and for two inside pages of the leaflet (maximum 5 points)
4. quality of the translations (maximum 3 points)
5. quality and creativity of the graphic design for both the leaflet and the HTML page (maximum 4 points)

CASE STUDY 2 (maximum 20 points)

1. appropriateness of the proposed approach, including detailed and clear work allocation of different staff categories (maximum 5 points)
2. appropriateness and quality of the poster layout and content (text and illustrations) in terms of the subject and its suitability for the target audience (maximum 15 points)

CASE STUDY 3 (maximum 20 points)

1. appropriateness of the proposed approach, including detailed and clear work allocation of different staff categories (maximum 5 points)
2. quality of the structure of the subsite (maximum 5 points)
3. appropriateness of the subsite's content on the basis of the above indicators (illustrations, animations) (maximum 10 points)

CASE STUDY 4 (maximum 20 points)

1. appropriateness and feasibility of the analysis and approach suggested for the strategy and action plan, taking into account DG ECFIN's objectives and web publishing constraints in terms of platforms and social plug-ins allowed on Europa based on the IPG and the applicable privacy/data protection rules (maximum 15 points)
2. appropriateness detailed and clear work allocation of different staff categories (maximum 5 points)

A total of 100 points may be received for the qualitative criteria. At least 10 points must be obtained for the award criteria 1 and 2 combined and for each separate case study. Tenders not obtaining an overall minimum of 75 points will be disregarded at this stage in the procedure.

B) Financial evaluation

Tenders that pass the qualitative evaluation phase will then be evaluated in terms of the financial offer. For this, Tenderers should complete the general price schedule in chapter 3. The financial value of the tender will be calculated as the total sum of unit prices in the price schedule multiplied by its corresponding multiplication factor.

Tenderers attention is drawn to the fact that the aim of the multiplication factors in the price schedule is only to establish the financial value of the tender which will be included in the final award formula. Consequently, the given numbers cannot under any circumstances be considered fixed and constitute a commitment on the part of the Commission to place specific orders for the respective services, and cannot give rise to any right or legitimate expectation on the part of the Contractors

The contracts will be awarded to the tender that offers the best quality/financial value ratio. The tenders offering the best value for money will be determined on the basis of the final score obtained using the following formula:

Cheapest financial value among the retained offers / financial value of the offer being considered x points for qualitative award criteria of the offer being considered.

The bids with the highest scores win.

Chapter 2 – Case studies

It should be noted that the case studies are submitted as a guide only and have been drawn up solely for the purposes of the award process for this contract. They are entirely fictitious and under no circumstances should be regarded as an indication of the priorities and exact nature of future operations.

For each of the four case studies, the Tenderers must describe the approach proposed to achieve the objective described.

Tenderers also have to establish separate price estimates (cost breakdown) for each case study. This price estimate must be based exclusively on the structure and the rates given in the general price schedule (see chapter 3) and must cover all the tasks and work that the Tenderer must carry out for this case study. Although these price estimates are not used to evaluate the financial score of the tender, they will serve as a reference for analyzing offers which are later made for specific contracts implementing the framework contracts to be concluded with the successful Tenderers.

CASE STUDY NO 1: “WRITING AND GRAPHIC DESIGN”

DESIGNING A SUBSITE AND ADAPTING IT FOR A PRINTED PUBLICATION

The Directorate-General for Economic and Financial Affairs (DG ECFIN) has decided to produce a subsite to inform both expert stakeholders and general public about the euro and the economic and financial crisis.

The subsite must be drafted and designed as a subsite of the DG ECFIN website http://ec.europa.eu/economy_finance/index_en.htm, and the content must also be adapted and redesigned as a print leaflet for the general public. The requirements of the subsite are as follows:

- the subsite version must respect the following elements of the current look and feel of the ECFIN website:
 - banner,
 - positioning of left hand side navigation
 - positioning of the right hand column for "Related links"
- the subsite must address two target groups:
 - the general public in all EU member states (to be made available in all official EU languages)
 - a more informed but not necessarily expert public (for example, economic students, journalists) (to be made available in English only)
- the content for the two target groups can be organised as the Tenderer thinks best (combined or split into separate sections), but it must cover the following elements:
 1. Origins of the crisis
 2. Impact of the crisis
 3. EU response to the crisis
 4. Future perspectives
- the tone should be factual, but highlight positive outcomes or the added value of the euro where appropriate;

- the version as a leaflet for the general public must be produced in A5 format using four-colour process printing (eight pages);
- the leaflet must be translated into all official languages of the EU and into Russian;
- the text for the entire subsite would constitute a maximum of 35 000 characters with spaces) and for the leaflet (maximum 8 000 characters with spaces);
- images, photos and any other graphic elements for the subsite and the leaflet are to be chosen by the Tenderer.

Tenderers must:

- propose a detailed description of the structure and content of the subsite;
- propose one mock-up HTML page out of this structure addressing the informed audience on the EU's response to the crisis (5 000 characters, with a tolerance of +/- 10%), in English. Depending on the structure proposed, this page could cover all of the topic or just part of it (please indicate which);
- propose one static mock-up of the HTML home page;
- translate the HTML page on the EU's response to the crisis into French;
- propose a detailed adaptation of the entire subsite to a leaflet targeting the general public, explaining their approach and setting out the structure including page-by-page summaries of the content;
- draft, in English, two inside pages of the leaflet, one of which should address all or part of the EU's response to the crisis (total 3 000 characters for two pages, with a tolerance of +/- 10%);
- propose the layout mock-up for the entire leaflet, including illustrations for the cover and two inside pages;
- translate the page for the leaflet on the EU's response to the crisis into Latvian;

CASE STUDY NO 2: “GRAPHIC DESIGN”

DESIGNING A POSTER

The Directorate-General for Economic and Financial Affairs has decided to produce a poster to inform the general public about the 10th anniversary of the introduction of euro banknotes and coins.

The requirements for the poster are as follows:

- the poster, measuring 70 x 100 cm, is to be printed on 135 g matt-coated paper using four-colour process printing;
- the poster illustrations and text are to be determined by the Tenderer;
- the poster must be translated into all official languages of the European Union;
- the poster must also be translated into Russian, Chinese, Japanese and Arabic;
- quick printing (within 48 hours maximum) of the following languages and delivery to an address in Brussels:
 - 150 copies in English,
 - 100 copies in French,
 - 100 copies in German,
 - 50 copies in Estonian,

- 50 copies in Slovak,
- 50 copies in Russian,
- 50 copies in Chinese,
- 50 copies in Japanese,
- 50 copies in Arabic.

Tenderers must:

- give a detailed explanation of their proposed approach to designing, producing, translating and delivering the poster;
- indicate how long they would require for each stage;
- propose a mock-up of the poster (70 x 100 cm format), including all the illustrations;
- give a detailed description of the poster concept;

CASE STUDY NO 3: “WEB”

CREATING A SUBSITE DEDICATED TO BUSINESS AND CONSUMER SURVEYS ON THE WEBSITE OF DG ECFIN

On its website, the Directorate-General for Economic and Financial Affairs (DG ECFIN) has decided to create a subsite dedicated to the business and consumer surveys that it runs. The subsite is aimed at specialists.

The requirements are as follows:

- the Tenderer should analyse the information contained in the existing pages on business and consumer surveys:
http://ec.europa.eu/economy_finance/db_indicators/surveys/index_en.htm and propose how the information can be presented more attractively and dynamically;
- the subsite must include at least 10 animated graphics created by the Tenderer and based on the existing time series;
- the subsite must include interactive tools, to be suggested by the Tenderer (simulations or others);
- The Tenderer should propose an easily updatable solution based on Flash/Flex
- the subsite and graphics must be available in all the official languages of the European Union.

Tenderers must:

- give a detailed explanation of their proposed approach to designing and animating the subsite;
- indicate how long they would require for each stage;
- propose the structure and detailed content of the subsite;
- propose a static mock-up of the home page and one of the next level of content pages;

CASE STUDY NO 4: “STRATEGIC COMMUNICATION ADVICE”
CONCEPTION AND PLANNING OF A SOCIAL MEDIA STRATEGY FOR DG
ECFIN

The Directorate-General for Economic and Monetary Affairs would like to develop a comprehensive social media strategy with the objective of sharing information and engaging with stakeholders (economic policy makers and opinion leaders) and the broad interested public.

The requirements are as follows:

- (a) a critical analysis of available social media tools and how social media are used in peer organisations, drawing conclusions for DG ECFIN;
- (b) development of a comprehensive social media strategy and action plan, including objectives, timeline, budget, and outline of human resources needed. The plan should also identify target groups and users, and risks and challenges. It should include indicators and means of evaluation, and should be set within the context of DG ECFIN's overall communication strategy. The strategy and action plan should take account of existing products at DG ECFIN or Commission level which could be integrated or used as a channel.

Tenderers must:

- Describe in detail how they would undertake this case study
- Provide a detailed and clear work allocation of different staff categories

Chapter 3 – General Price Schedule

Please see the document in excel

Annex I

Technical specifications Lot 2

Organisation of exhibitions and stands

The first chapter of the specifications defines the subject of the Contract and describes the associated tasks and the selection (technical and professional capacity) and award criteria.

The second chapter describes the case study that the Tenderer must complete.

The third chapter contains the general price schedule to be completed and submitted by the Tenderer for evaluation of the financial proposal. The unit prices indicated in that list will have contractual value, as they will be added to the framework contract.

Chapter 1 - Specifications

1.1. SUBJECT OF THE CONTRACT

The assistance sought by the Commission should enable it to organise exhibitions and stands both within and outside the European Union. In this view the Contractor should be able to communicate with the local stakeholders in any country of the world.

1.2. DESCRIPTION OF THE TASKS

The proposed activities should help the Commission to organise exhibitions and stands in view of presenting to various audiences the various forms of DG ECFIN activities and related policies, such as its travelling exhibition on the euro and Economic and Monetary Union (EMU) which is advertised at

http://ec.europa.eu/economy_finance/focuson/travelling_exhibition/focuson9122_en.htm.

It is therefore important for the exhibition and the stands, in their design and installation, to have a very high quality visual impact and to be informative.

Each exhibition/stand production will be subject to a validation process by DG ECFIN before it is considered fit for purpose and accepted. The Contractor may receive requests for corrections and/or revisions of elements of the exhibition/stand production throughout each project - even at a late stage of development - and shall be prepared to make these changes. Given the subject of the tender, IT and other technical assistance during the opening hours of the exhibition/stand must be available at the very short notice (as an indication – 2 hours).

As creating or updating an exhibition (exhibit panels; publications such as brochures, computer based presentations, banners, or any other kind of support) or a stand (portable or not; with or without structures if some structures are re-used with new exhibit panels) may involve some editorial or translation work, compliance with the rules of the Interinstitutional Style Guide is essential in order to ensure the editorial and linguistic quality of texts. The Contractor must also be able to arrange translation for all the official languages of the European Union, as well as those of the EFTA/EEA, the candidate countries and, if necessary, other countries. For further information, the Interinstitutional Style Guide can be

found at <http://publications.europa.eu/code/en/en-000100.htm> and the list of languages is available at <http://publications.europa.eu/code/pdf/370000en.htm>.

The activities covered by this lot could include the following (this list is not exhaustive):

- Organising exhibitions and stands in the Member States of the European Union, the EU candidate countries, or the rest of the world, including managing all the logistical and organisational aspects of the event. It is vital that all staff employed to set up exhibition and stands – including any subcontractors, assemblers and drivers – comply scrupulously with all administrative rules for travelling and working throughout the EU and any other countries if needed. The Commission will not assist with the obtaining of visas. Tenderers should also be aware that, in exceptional cases, the Commission may require that several stands or exhibitions be assembled in different places on the same day or period;
- Creating, designing, updating and producing exhibitions and stands, including:
 - researching, collecting and analysing information and documents with a view to creating, copy-editing, translating, proofreading and adapting any written material;
 - graphically designing, researching, purchasing and adapting images; illustrating and creating illustrations (hand drawn, comic strips, computer-generated drawings, etc.); drafting, layout and production of electronic files (QuarkXpress, Adobe InDesign, pdf press optimised and others);
 - selecting the appropriate support material for exhibition and stands: these materials should be innovative modular designs, adjustable to the various venues, interactive and using multimedia resources; it is for the Tenderer to present precisely, understandably, in the tender, the concept and support materials bound to be used in the exhibitions/stands;
 - printing the various files required for the exhibitions and stands on the appropriate support material on the basis of the content created by the Contractor or provided by the Commission;
- Dispatching or transporting (by land and, if necessary, by sea or by plane) material for the exhibition/stand. Transport of material of the exhibition, including portable stands, fix stands, documentation and any other element needed for the good implementation of the exhibition. Transport will usually be made by road. However, when other means of transport are necessary, Tenderers are expected to identify the means which represent the best value for money. The choice of another means of transport (by water or by air), must be submitted to and approved by the European Commission and will be repaid on a real costs basis requiring documented justification (custom fees, etc.).

Tenderers should note that the return costs of means of transport not involving the return of the exhibition/stand material itself will not be accepted.
- Assembling and disassembling an exhibition/stand, including putting up and taking down banners, possibly on buildings;
- Storage of material, such as stands, banners, exhibitions. The Contractor will store and keep an inventory of the exhibition and stand materials, including already existing materials of the already existing exhibition. The Commission attaches a great deal of importance to the material being kept under optimum conditions. Each (existing and new) item must be photographed, numbered and classified in a database to make it easy to find. Please note that

storage conditions should be good to prevent the material to be damaged by any external factor such as humidity for instance. The stored material must be insured.

As a rule the Commission does not exhibit in places where rental fees are required. However, there may be occasions when, for reasons of convenience, the Commission agrees, exceptionally, to pay the rental for the space. In this case, subject to prior agreement, these charges are paid by the Contractor and then reimbursed by the Commission. The Contractor shall not impose any management charges for such cases.

1.3. WORKING METHODS

In order to regularly identify the progress made in execution of the tasks in accordance with the Tender Specifications, appropriate monitoring, reporting, and supervisory procedures will be set up.

Reporting Reporting is always required at the end of the project, but may also be required for interim payments. Tenderers should note that detailed descriptions of requested reporting will be specified in each specific request for services, according to the complexity, amount and duration of each project. Before sending the final invoice, the Contractor should forward a report summarising the results obtained from an operational point of view at each step of a project implementation, summarising what went smoothly, or not, as well as the solutions found and, if relevant, recommendations for such projects in the future.

1.4. SELECTION CRITERIA : EVIDENCE OF THE TECHNICAL AND PROFESSIONAL CAPACITY OF THE TENDERERS

The ability of service providers to perform the tasks in question will be assessed, in particular with regard to their know-how, efficiency, experience and reliability.

Evidence of the technical and professional capacity of the Tenderers will be assessed on the basis of the documents listed in Table 1.

Table 1

Information relating to technical and professional quality	
Selection criterion	Documents/information to be provided
Expertise and experience of the company	Tenderers must provide a list of 4 contracts carried out in recent years in the field of exhibitions and stands (of which at least 2 contracts must have been carried out in the exhibition field). They must indicate whether the client was a private or public organisation, the services provided, the value, the date, as well as reference letters showing that they were carried out in a professional manner and that they were completed in full.
Expertise and experience of the staff	Copies of the CVs of the supervisory staff (including the contract manager) proposed by the Tenderer to perform the work covered by the tender. Given that the Commission may in exceptional cases require that several stands or exhibitions be assembled in different

	<p>places on the same day or period, Tenderers should therefore demonstrate their technical ability to deal with any such request. Therefore, as well as having a good knowledge of English, the supervisory staff should demonstrate either:</p> <ul style="list-style-type: none"> • at least 5 years professional experience as a senior manager, or • have managed at least 10 projects in the exhibition and stands fields in the past 5 years. <p>All other members of the team who are in contact with the Commission services must be able to work in English and/or French.</p>
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Tenderers should note that any total or partial omission of information for which one or more service providers involved in the tender are responsible may lead the Commission to exclude the tender from the rest of the procedure.

1.5 AWARD CRITERIA

The contract will be awarded to the Tenderer whose offer represents the best value for money in accordance with the criteria below.

A) Qualitative award criteria

GENERAL ASPECTS RELATING TO THE PROPOSED APPROACH AND ORGANISATION OF WORK UNDER THE TENDER

1. Creativity and consistency of the proposal in respect of the services /products requested (10 points/Pass mark: 5/10)

Tenderers should give an outline of the **approach they propose to adopt** to achieve the Commission's objectives and to provide the services and/or products requested. The creativity and consistency of the proposal should allow the services/products requested to be consumer-friendly, attractive and easy to adapt to any venue.

2. Quality control (10 points/Pass mark: 5/10)

Tenderers must describe quality control measures/**key indicators** adopted to guarantee the quality of the services and/or products delivered.

3. Organisation and management of the team intended to provide the services requested (15 points/ Pass mark: 7,5/15)

Tenderers should describe the composition and organisation of the **team proposed** to ensure maximum efficiency in terms of costs, speed and quality of the services requested. They should also describe the approach they intend to adopt to ensure an effective smooth cooperation within the team.

4. Clarity, conciseness and presentation of the tender (5 points/Pass mark: 2,5/5)

Tenders must comply with all the requirements in the specifications while remaining clear and concise, in terms of content, length and presentation. As regards the presentation, tenders must, in particular, include an index/table of contents, have continuous page numbering, and be assembled in a coherent fashion (e.g bound or stapled, etc.); items attached to the tender (annexes on paper, DVD, etc.) must be marked with the Lot number, the number of that item, and its contents. Tenders must only contain information strictly related to the products and services requested and the criteria mentioned. Therefore, Tenderers must avoid any theoretical, textbook-like descriptions of information and communication strategy.

5. Case study (60 points/ Pass mark: 40/60 with at least 50% pass mark at each subcriterion)

Tenderers should demonstrate the quality and appropriateness of the approach adopted and quality and creativity of the products delivered in the case study (scenario).

- provide a detailed timeline for each stage (see case study, part "Tenderers must") of the organisation of the exhibition in the three countries (15 points maximum);
 - indicate the human resource requirements for each stage (see case study, part "Tenderers must") of organising the three exhibitions (15 points maximum);
 - quality, creativity and attractiveness of graphical and editorial deliverables (30 points maximum)
 - graphic and editorial part of the umbrella stand in English (EU map) 12 points;
 - graphic and editorial part of the portable stand on Germany in English 12 points;
- translation of the portable stand on Germany into German 6 points.

A total of 100 points may be received for the qualitative award criteria. Tenders not obtaining a minimum of 65 points under the qualitative approach, or not respecting the pass marks of each (sub)criterion will be disregarded at this stage in the procedure.

B) Financial evaluation

Tenders that pass the qualitative evaluation phase will then be evaluated in terms of the financial offer. For this, Tenderers should complete the general price schedule in chapter 3. The financial value of the tender will be calculated as the total sum of unit prices in the price schedule multiplied by its corresponding multiplication factor.

Tenderers attention is drawn to the fact that the aim of the multiplication factors in the price schedule is only to establish the financial value of the tender which will be included in the final award formula. Consequently, the given numbers cannot under any circumstances be considered fixed and constitute a commitment on the part of the Commission to place specific orders for the respective services, and cannot give rise to any right or legitimate expectation on the part of the Contractors

The contracts will be awarded to the tender that offers the best quality/financial value ratio. The tenders offering the best value for money will be determined on the basis of the final score obtained using the following formula:

Cheapest financial value among the retained offers / financial value of the offer being considered x points for qualitative award criteria of the offer being considered.

The bids with the highest scores win.

Chapter 2 – Case study

It should be noted that the case study is submitted as a guide only and have been drawn up solely for the purposes of the award process for this contract. It is entirely fictitious and under no circumstances should be regarded as an indication of the priorities and exact nature of future operations.

The Tenderers must describe the approach proposed to achieve the objective presented. Tenderers also have to establish a price estimate (cost breakdown) for the case study. This price estimate must be based exclusively on the structure and the rates given in the general price schedule (see chapter 3) and must cover all the tasks and work that the Tenderer must carry out for this case study.

In addition, a separate price estimate for Copenhagen must be provided.

Although these price estimates are not used to evaluate the financial score of the tender, they will serve as a reference for analyzing offers which are later made for specific contracts implementing the framework contracts to be concluded with the successful Tenderers.

ORGANISATION OF A TRAVELLING EXHIBITION IN THREE COUNTRIES OF THE EU, INCLUDING THE DESIGN, CREATION AND PRODUCTION OF A STAND AND OF A PORTABLE STAND

The Directorate-General for Economic and Financial Affairs has decided to organise a travelling exhibition in three countries of the European Union: one in the euro area, one in a Member State of the European Union which has not yet adopted the euro, and one in a candidate country.

The requirements are as follows:

- the exhibition will be organised as follows: starting from Belgium, where it has just been opened to the public in Brussels, the exhibition must be organised as of the 1 October 2012 in the following countries for a period of 5 weeks (35 calendar days) each time, and with 4 weeks of break between each exhibition, and in the following order – Denmark (Copenhagen), Germany (Frankfurt), and Iceland (Reykjavik);
- the exhibition will be made of:
 - 45 exhibit panels with 600 characters maximum and without spaces; each panel contains at least 60% of illustration (pictures, graphs, etc.)
 - one umbrella stand showing a map of the European Union including the euro area in a special color scheme: on the side of the map, indications about each EU country are provided, namely the superficie of the country, its population, and wether it is or not in the euro area, with or without an opt-out close;
 - one portable stand, which will be devoted to the economic situation in the host country;
 - 1 A5 format brochure consisting of 12 pages with 1.500 characters maximum and without spaces; each page contains at east 30 % of illustration (pictures, graphs, etc.)

- 1 A4 format brochure consisting of 60 pages with 1.000 characters maximum and without spaces, each page's space contains at least 50% of illustration (pictures, graphs, etc.);
- all items containing text must be translated from English into the official language of each of the host countries. In addition, all of the support materials for the exhibition and stands must be easy to assemble/disassemble, and easy to transport so that they can be re-used at any location, with a different content;
- the exhibition is intended for the general public;
- after these three events have taken place the exhibition will be taken to the storage location provided for by the Tenderer to be stored there for at least three months (90 days).

Tenderers must:

Give a **detailed** explanation of their proposed approach to all the stages of organising these three exhibitions, namely:

- the logistical organisation of the event, including the choice of the exhibition room via a preliminary visit on the site of the exhibition;
- update 30% of the content and graphic design of the panels and of both brochures based on the existing exhibition;
- creation of the content and graphic design of the portable stand on the economic situation of each host country;
- creation of the content and graphic design of the umbrella stand;
- translation of all the written material;
- production of all the materials;
- transport of the exhibition and stands;
- assembling the exhibition and stand;
- storage of empty boxes during the exhibition;
- disassembling the exhibition and stands;
- transport of the exhibition;
- storage of the exhibition and stands between each exhibition and at the end of the exhibition during 90 days.
- submit a high quality picture in PDF Indesign format of both umbrella and portable stands, which means:
 - create the graphic and editorial part of the umbrella stand in English (EU map);
 - create the graphic and editorial part of the portable stand on Germany in English;
 - translate the portable stand on Germany into German;

Chapter 3 – General Price Schedule

Please see the document in excel

Annex I

Technical specifications Lot 3

Design, production and dissemination of audiovisual products

The first chapter of the specifications defines the subject of the Contract and describes the associated tasks and the selection (technical and professional capacity) and award criteria.

The second chapter describes the two case studies that the Tenderer must complete.

The third chapter contains the general price schedule to be completed and submitted by the Tenderer for evaluation of the financial proposal. The unit prices indicated in that list will have contractual value, as they will be added to the framework contract.

Chapter 1 - Specifications

1. 1. BACKGROUND AND PURPOSE OF THE CONTRACT

DG ECFIN's key role in the preparation of the EU's response to the crisis needs to be better communicated inside the Commission, among professionals and, ultimately, the EU citizens. Yet, because of the present crisis, citizens' attention is more than ever focused on the economic situation. The current juncture offers a unique opportunity to communicate on DG ECFIN activities to a wider audience, using the audiovisual medium.

DG ECFIN wishes to develop audiovisual products:

- To be shown on DG ECFIN's website (to attract visitors and retain them longer), YouTube and other online video communities;
- To be shown at major events (such as Brussels Economic Forum, Open Days, conferences on economic and financial issues);
- Possibly to be broadcast on TV, mainly in the EU/euro area Member States.

The main purposes of these audiovisual products are:

- To improve the understanding of EU citizens of EU economic and financial issues and how they directly impact the citizens' daily life;
- To encourage European citizens to get involved in the debate on financial and economic issues;
- To raise awareness on the achievements of Economic and Monetary Union (EMU) and the benefits of the euro, in order to improve support both in the euro area countries and among future euro-area entrants;
- To raise awareness on and to promote the activities of the Commission/DG ECFIN regarding exiting the crisis, growth strategies and new EU economic governance, in order to improve support for those activities;
- To raise awareness and improve understanding of DG ECFIN's activities among a wider audience of 'non-ECFIN clients' and to enhance DG ECFIN's visibility.

1.2. DESCRIPTION OF THE TASKS

In accordance with the media planning and strategy decisions taken by DG ECFIN, the Contractor may be requested to produce audiovisual material on different subjects and for different target audiences.

This will involve preparing, producing and distributing audiovisual information products suitable for broadcasting on television or radio, internet distribution or distribution through specific channels. Audiovisual material must therefore be produced to professional broadcast standard conceptually, editorially and technically, including the possibility to produce in HD format where the target distribution channels may require it.

The Contractor may be required, in close collaboration with the Commission departments responsible, to carry out the following tasks (**non-exhaustive list**):

Audiovisual production

Production of videos (also in a mobile studio, "TV Taxi"- style), video reports, documentaries, video news releases, adverts, video clips, animated films (cartoons), teasers, screencasts, narrated tours of websites, slideshows, etc., mainly but not exclusively on the EU's economic and financial policy, in any of the EU's official languages and/or other languages⁵ (including translation and/or adaptation of texts, commentaries, subtitles, etc.).

The above mentioned production shall include:

- International versions, B-roll, shotlists, scripts and background information according to the requirements of the Commission's Communication DG (see Annexes 1 and 2 of this lot, the Contractor will be provided with updates successively);
- Raw material with natural sound and edited material with voiceover, translation, subtitles etc.;
- Copyright clearance according to articles I.9 and II.10 of the framework contract.

The contractor may be requested to:

- Develop concepts, ideas, scripts and storylines for audiovisual productions to imaginatively and effectively describe on-going developments and future projects in the field of economic and financial policies to both specialist and non-specialist public;
- Use all audiovisual means and techniques necessary to convey difficult abstract concepts and processes in the areas covered by this contract to a general or non-specialised audience.

Audiovisual coverage

Organisation and production of video, audio and photo coverage of events, in Brussels or elsewhere, such as conferences, seminars, awards ceremonies, openings etc., including:

- Filming of events;
- Preparation of audiovisual dossiers (consist of copies of available footage for the audiovisual media, including interviews on the spot);
- Image mixing and broadcasting;

⁵ Turkish, Croatian, the language of the Former Yugoslavian Republic of Macedonia, Icelandic and Montenegrin.

- Organisation of coverage also by invited (television/radio) journalists for event reports, interviews etc. (research of appropriate journalists, contacting and inviting them to attend the event, accompanying them during the event and assisting them on-site, etc.).

The Contractor may be requested to cooperate with other Commission's services and Contractors, e.g. participate in the drafting of the event scenario (incorporate audiovisual elements) the list of technical equipment needed for the event and participate in the technical management of the event itself.

Animated graphics

The Contractor may be requested to incorporate animated graphics into audiovisual productions. The animated graphics may include such features as:

- Animated titles (which could include compositing and special effects for any audiovisual production);
- Animated short sequences to be used in a teaser, or as a signature ('flying' logo or title);
- Animated charts;
- Animated technical drawings or graphics;
- Animated cartoon sequences;
- Visual effects in 2D or 3D.

Audio jingles

The contractor may be requested to produce audio jingles and if necessary incorporate them into already existing audiovisual productions.

Advice

The Contractor may be requested to provide advice to DG ECFIN on its communication strategy vis-à-vis television channels, radio stations, websites and the various target groups and communication channels, in particular:

- Identifying target groups and their needs;
- Identifying targets, such as journalists or TV/radio producers or websites who are interested in the activities of the European Union, and more specifically DG ECFIN's.

Editing and re-editing

The Contractor may be requested to perform miscellaneous tasks such as subtitling (existing) productions in other languages, voice-overs, mixing, video editing, incorporation of special effects, duplication, etc.

The Contractor may be requested to supply to the Commission on request, in addition to the original edited production and raw footage, any re-edits which may be necessary to re-use parts of one or more productions for additional communication activities. In addition, the Commission may require the Contractor to re-edit audiovisual material not produced by the Contractor.

Dissemination and broadcasting

The Contractor may be requested to ensure active dissemination to TV stations and networks and/or Internet platforms. This requires the contractor:

- to maintain regular contacts with existing and potential users of DG ECFIN audiovisual products and to contact and issue media alerts to potential clients also prior to launching DG ECFIN audiovisual products;

- to handle enquiries from broadcasters;
- to provide DG ECFIN with detailed reports on the use by broadcasters of DG ECFIN audiovisual products. The reports shall include identification of the channel(s), transmission slot, type of programme, transmission date and time, rating and market share.

Delivery formats and labelling

In addition to the delivery of audiovisual productions to target audiences, the Contractor will make available to the Commission master copies of the edited material, cut raw footage and full rushes of the audiovisual products. The formats and number of copies required will vary according to the specific needs of any given project.

For instance, the audiovisual products shall be delivered as:

- Compressed files, made available on Contractor's FTP server
- playable DVDs
- data DVDs with compressed files for webstreaming (in .wmv and .flv formats) and as a MOV file (MOV (DV100) file, XDCAM EX, H264 MP4 at broadcast quality bit rates, resolution 1080i25 or 720p50)
- on mini cassettes/HDCAM (master and dubmaster).

However, given the technical development in the audiovisual field, the Contractor may be asked for other formats.

The Contractor shall also provide all the audiovisual productions in video streaming format readable by the most popular viewers available either as high definition or low definition. The Contractor can be asked to provide screenshots in High resolution to develop other communication tools as, for example, printed material.

The Contractor will be also in charge of design, layout and pre-press of cover and back inlay (2 pages) + DVD label + 1 booklet for De Luxe Jewel Box (13.5 x 19 cm), 1 language version (either multilingual or EN only).

The lay-out template for cover, back inlay, label, booklet and all audiovisual material to be approved by DG ECFIN should include the following:

- title of the event, location and date of production
- new EC visual identity with the text 'Economic and Financial Affairs'
- © European Union, year.
- Contact: Ecfinfo@ec.europa.eu
- DG ECFIN Website: http://ec.europa.eu/economy_finance (clickable and accompanied by QR code)

Production archiving

The Contractor shall also assist DG ECFIN in archiving of DG ECFIN's productions in the Commission's Audiovisual Library, according to the DG COMM guidelines, which are updated on a regular basis (for current ones, see Annex 1) and with close cooperation with DG COMM. For this, the Contractor will be provided with necessary contact details and instructions and updated guidelines.

1.3. QUALITY

Jobs must be carried out fully in accordance with the specific instructions given in each order form or a specific contract and must be complete and accurate. The Contractor must carry out

a thorough check of the entire job to ensure that it could be used as it stands without further revision by Commission departments. The Contractor must pay particular attention to ensuring that all references have been checked and quoted correctly, that any reference supplied has been consulted, and that the terminology used is consistent throughout the whole series of audiovisual products.

1.4. WORKING METHODS

Each audiovisual production will be subject to a validation process by DG ECFIN before it is considered fit for purpose and accepted. The Contractor shall be ready to receive requests for revisions of the audiovisual production throughout the project, and to implement them promptly. Delivery deadlines will be defined for each specific project. However, if the project is urgent, the Contractor shall be ready to deliver the requested service at short notice.

In order to regularly identify the progress made in execution of the tasks in accordance with the Tender Specifications, appropriate monitoring, assessment, and supervisory procedures will be set up.

Contract manager, project leader and project team

In their bids, Tenderers must clearly designate a senior manager as contract manager. The contract manager shall appoint a team to carry out each specific order. The team will be led by a project leader. Project leader must have a good understanding of European Economic and Financial Policy and must attend all progress meetings. The team must combine all the know-how and experience necessary to carry out the tasks described in this specification. All the members of the team who are in contact with the Commission services must be able to work in English.

Progress meetings

Progress meetings between the project leader and/or contract manager and the Commission services to discuss the quality of the services provided under the contracts and the scheduling of future actions, if applicable, will be held on the premises of the Commission in Brussels. The Commission intends to have for each project/specific contract one kick-off meeting and one follow-up meeting. In exceptional cases, a second follow-up meeting will be called. The Contractor will draw up minutes of each progress meeting which will be subject to the approval of the Commission.

These meetings will monitor the progress of the work and compliance with the procedures and the quality criteria. They will provide an opportunity to ensure that the following contractual commitments are being met:

- compliance with quality standards;
- speed and quality of response to the requests for services;
- compliance with deadlines;
- quality of contract management;
- quality of the services provided;
- quality of the products delivered.

Reports to be submitted to the Commission for each specific contract

Save where the specific contracts provide otherwise, the Contractor must report, in English, on the services rendered in performance of the contract, and must send DG ECFIN one paper copy of the report plus one copy by electronic mail.

A **final report** must be submitted to DG ECFIN no later than 30 days after the end of the whole operation. It shall include:

- detailed description of the audiovisual product (including title, producer, director, place and end date of production, dates of shooting, summary, shot list in EN with names and functions of personalities, if applicable);
- detailed description of the work carried out under the order form or specific contract (timeline, problems occurred, solutions proposed by both parties and their implementation);
- the results and the impact achieved;
- description of the dissemination and broadcasting of the product (detailed report on the use by broadcasters; the report shall include identification of the channel(s), transmission slot, type of programme, transmission date and time, rating and market share);
- recommendations for improvements, further dissemination and further use of the product;
- information on copyright clearance (for music, graphics, buildings, and names of persons filmed if not public figures) with justification documents (e.g. copy of signed release forms, copy of licences, copy of rights cessions);
- list of all formats delivered;
- report on the production archiving;
- complete financial breakdown with copies of official approvals from the Commission to use the contingency and optional budget.

1.5. EVIDENCE OF THE TECHNICAL AND PROFESSIONAL CAPACITY OF THE TENDERERS

The ability of service providers to perform the tasks in question will be assessed, in particular with regard to their know-how, efficiency, experience and reliability. Evidence of the technical and professional capacity of the Tenderers will be assessed on the basis of the documents listed below.

Proven professional experience of the company in the audiovisual field of at least three years

Evidence: a list of six relevant audiovisual projects in the communication and information sector carried out in the last three years prior to the date of issue of this call for tender, demonstrating a variety of products (clips, VNR, documentaries, cartoons, stock shots, etc.) and dissemination channels (online, offline, TV, events, etc.). The Tenderer must provide the name of the private or public organisation for which the services were performed, as well as the total values, dates and places of performance of the services. Two of them must relate to two different areas of public policy (separately). At least three must have been of a value equal to or greater than EUR 25 000 and must be accompanied by reference letters or certificates of satisfactory execution, specifying whether they have been carried out in a professional manner and have been fully completed.

Proven expertise and experience of the team proposed by the Tenderer

- Contract manager — 7 years minimum as a senior consultant
- Project leader/manager — 7 years minimum as a project leader/project manager
- All others specific professions mentioned under Chapter 3 Price schedule (1.Staff) – 3 years minimum in their specific profession

The Project leader must have a good understanding of European Economic and Financial Policy. All the members of the team who are in contact with the Commission services must possess excellent communication level in English: C1 or C2 (Common European Framework

of Reference for Languages of the Council of Europe, http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp) or equivalent.

Evidence: professional and linguistic qualifications of those of the persons responsible for providing the services or carrying out the tasks. For contract manager, project leader/manager, project assistants, film director and production director the Europass curriculum vitae format (http://europass.cedefop.europa.eu/europass/preview.action?locale_id=1) shall be filled in and signed.

Tenderers should note that any total or partial omission of information for which one or more service providers involved in the tender are responsible may lead the Commission to exclude the tender from the rest of the procedure.

1.6. Award criteria

Tenders will be compared and ranked on a list according to the total number of points obtained, consisting of a qualitative and a financial score. The contract will be awarded to the Tenderer whose offer represents the best value for money in accordance with the criteria below.

Qualitative award criteria

GENERAL ASPECTS RELATING TO THE PROPOSED APPROACH AND ORGANISATION OF WORK UNDER THE TENDER

1. Quality, soundness, consistency and relevance of the proposed approach/concept (maximum 15 points/pass mark: 7.5/15)

- Tenderers must outline the **approach they propose** to achieve the objectives pursued by the Commission and to provide the services and/or products requested in this invitation to tender, including identification of major **challenges or obstacles** and proposed solutions (maximum 9 points/pass mark 4.5 points);
- Tenderers must explain the **quality control mechanisms and the key performance indicators** they intend to use to guarantee the quality of the services and/or products and compliance with deadlines (maximum 6 points/pass mark 3 points).

2. Quality of the organisation of work, management of the team (maximum 9 points/pass mark: 4.5/9)

- Tenderers must describe the **composition and organisation** of the team they propose to ensure maximum efficiency in terms of the costs, speed and quality of the services requested; including staff management measures and mechanisms for supervising subcontractors; and outline their approach to the daily management of the work with the competent Commission services.

3. Clarity, conciseness and presentation of the tender (maximum 6 points, pass mark: 3/6)

Tenders must comply with all the requirements in the specifications **while remaining clear and concise**, in terms of content, length and presentation. Tenders must only contain **information strictly related** to the products and services requested and the criteria mentioned. They must avoid any theoretical, textbook-like descriptions of information and communication strategy. As regards the presentation, tenders must, in particular, **include an index/table of contents**, have continuous page numbering, and be assembled in a coherent fashion (e.g. bound or stapled, etc.); items attached to the tender (annexes on paper, CD-ROM, DVD, etc.) must be marked with the Lot number and title, the number of that item, and its contents.

QUALITATIVE ANALYSIS OF THE TWO CASE STUDIES (maximum 70 points (2x35)/Pass mark 17,5 per case study)

A. Quality of general approach (maximum 7 points/pass mark 3.5 points)

Consistency and relevance of the proposed approach and the working methods including detailed time planning and clear and detailed work allocation of different staff categories.

B. Quality of product (maximum 20 points/pass mark 10 points)

- **Shooting:** relevance of the proposed places for filming, quality and originality of shooting proposals, relevance and originality of experts/people interviewed, etc. (maximum 5 points/pass mark 2.5 points)
- **Structure:** story line, balance between topics addressed, etc. (maximum 5 points pass mark 2.5 points)
- **Content:** background on EU initiatives/actions in economic and financial policy, messages, solutions/EU added value, relevance of scenario, conclusions, etc. (maximum 5 points / pass mark 2.5 points)
- **Style:** clarity and fluidity, aesthetic, creativity and originality, rhythm, transitions/editing, graphics & visual effects, music & audio effects, etc. (maximum 5 points / pass mark 2.5 points)

C. Quality of promotion, distribution and media coverage/broadcasting (maximum 8/ pass mark 4 points)

- **Promotion and distribution:** variety and relevance of proposed distribution channels; relevance of geographical coverage (maximum 4 points / pass mark 2 points)
- **Media coverage monitoring:** proposed tools for collecting broadcasting information of the AV production and proposed strategy of follow-up and evaluating output (collecting quantitative data, analysis of statistics) (maximum 4 points/ pass mark 2 points)

A total of 100 points may be received for the qualitative award criteria. Tenders not obtaining a minimum of 70 points under the qualitative approach in total and a minimum of 50% of the points for each specific criterion will be disregarded at this stage in the procedure and not taken into consideration for the award of the contract.

Financial evaluation

Tenders that pass the qualitative evaluation phase will then be evaluated in terms of the financial offer. For this, Tenderers should complete the general price schedule in chapter 3. The financial value of the tender will be calculated as the total sum of unit prices in the price schedule multiplied by its corresponding multiplication factor.

Tenderers attention is drawn to the fact that the aim of the multiplication factors in the price schedule is only to establish the financial value of the tender which will be included in the final award formula. Consequently, the given numbers cannot under any circumstances be considered fixed and constitute a commitment on the part of the Commission to place specific orders for the respective services, and cannot give rise to any right or legitimate expectation on the part of the Contractors

The contracts will be awarded to the tender that offers the best quality/financial value ratio. The tenders offering the best value for money will be determined on the basis of the final score obtained using the following formula:

Cheapest financial value among the retained offers / financial value of the offer being considered x points for qualitative award criteria of the offer being considered.

The bids with the highest scores win.

Chapter 2 – Case studies

It should be noted that the case studies are submitted as a guide only and have been drawn up solely for the purposes of the award process for this contract. They are entirely fictitious and under no circumstances should be regarded as an indication of the priorities and exact nature of future operations.

For the purpose of this tender, Tenderers are not required to provide a real audiovisual product. Deliverables to be provided are described below.

For each of two case studies, the Tenderers must describe the approach proposed to achieve the objective described.

Tenderers also have to establish the separate price estimates (cost breakdown) for each case study. This price estimate must be based exclusively on the structure and the rates given in the general price schedule (see chapter 3) and must cover all the tasks and work that the Tenderer must carry out for this case study. Although these price estimates are not used to evaluate the financial score of the tender, they will serve as a reference for analyzing offers which are later made for specific contracts implementing framework contract to be concluded with the successful Tenderers.

CASE STUDY NO 1 – PRODUCTION OF A VIDEO NEWS RELEASE (VNR)

The Tenderer will supply the script and the story board for a free of rights Video News Release of 5 minutes maximum in all official languages of the euro area countries, in 16:9 format, devoted to the **message**: *How the EU has been exiting the economic crisis and what does it mean for me?*

The **objective** is to raise awareness and improve understanding of the new economic governance in the EU (http://ec.europa.eu/economy_finance/focuson/crisis/q_and_a_en.htm; http://ec.europa.eu/economy_finance/articles/governance/index_en.htm), focusing on a number of topical files with a link to the crisis/exiting the crisis actions of the Commission. The VNR will have to show both past and planned actions of the Commission aimed to respond to the crisis and to strengthen the European economic governance (macroeconomic level), as well as the benefits that those actions bring to ordinary citizens' daily life.

The VNR has to include a mixture of institutional and non-institutional voices (interviews, testimonies etc. with specialists and ordinary citizens); the Tenderer shall propose experts to be interviewed and explain his/her choice.

It is up to the Tenderer to decide on the approach he or she wants to follow for the shooting.

Target audiences are economic and financial policy stakeholders, such as:

- national administrations and central banks;
- international organisations;
- journalists
- think-tanks, universities and academia;
- associations and business sector;
- EU institutions.

Distribution channels: The VNR is intended to be shown:

- on the internet (DG ECFIN website, EUtube, internet portals dedicated to economic and financial affairs in all euro area countries);
- on TV programmes on economic and financial affairs in all euro area countries;
- conferences and events (DG ECFIN's, on economic and financial affairs in the EU Member States).

Language regime: Original version in English. Then, the VNR has to be translated in all official languages of the euro area countries.

Interviews shall be sub-titled and voice-overs should be original in each language version.

Tasks to be simulated by the Tenderer:

- (a) Advising and preparing the project (methodology for reaching target audiences, content outline, detailed planning and budget, work monitoring and project coordination);
- (b) Actual realisation of the video in English, including the steps of:
 - b.1 pre-production
 - b.2 shooting
 - b.3 editing
 - b.4 sound post-production and image post-production.
- (c) Translation in all official languages of the euro area countries;
- (d) Announcing (promotion) the video to journalists from television channels/internet portals in the euro area countries and providing on time
 - a professional copy of the video to TV journalists on request
 - a downloadable version of the video in format suitable for webstreaming to internet journalists on request
- (e) Monitoring and reporting on the uptake and broadcasting of the video by television channels and internet portals;
- (f) Duplicating and dispatching:
 - providing the Commission (for archiving and broadcasting by Europe by Satellite, EbS: http://ec.europa.eu/avservices/ebs/welcome_en.cfm) with 2 copies per language version (+ international version) of:
 - playable DVDs
 - data DVDs with compressed files for webstreaming (in .wmv and .flv formats and MP4/H264 for phones) and as a MOV file (MOV (DV100) file, XDCAM EX, H264 MP4 at broadcast quality bit rates, resolution 1080i25 or 720p50
 - mini cassettes/HDCAM (master and dubmaster)
 - providing 34 copies in professional format to TV journalists in euro area countries
 - providing downloadable version in a format suitable for webstreaming to internet journalists

Timeline

For tasks to be simulated under (a), (b), (c) the Tenderer is allocated 5 months in total and for tasks under (d), (e), (f) – 2 months in total.

Deliverables to be provided (in the context of this case study):

An explanation of the general approach chosen to realise the video and a detailed planning of realisation of the entire project, taking into account the given timeline, as well as the time

needed for interacting with the Commission and the various steps of the validation process, and clear and detailed work allocation of different staff categories (criterion 4A); The type of the shooting chosen and a detailed shotlist of the video, giving for each sequence, in a tabular form (criterion 4B):

- the time code both at the beginning and the end of the sequence;
- the precise content description of the sequence;
- the description of the images (subject, location, graphics, etc.);
- the description of the sound, visual and transition effects, if any;

The Tenderer must describe in detail how he/she intends to announce/promote the video to TV and internet journalists and to distribute it on request (criterion 4C);

Similarly, the Tenderer will provide a detailed explanation on how he intends to report on the uptake and broadcast of the video by TV channels and internet portals (criterion 4C).

CASE STUDY NO 2 - PRODUCTION OF A VIRAL CLIP

The Tenderer will supply the script and the story board for a free of rights viral clip of 1,5 minute maximum in 5 languages, in 16:9 format, devoted to the **message**: *Why euro is beneficial to me and my country?*

Target audience: youth.

The **objective** is to raise awareness and improve understanding of the benefits of euro (http://ec.europa.eu/economy_finance/euro/index_en.htm) focusing on 3 countries: Germany, Greece and Poland. The clip has to promote euro in catchy, modern, dynamic and entertaining way (music video style or similar, can be animated), showing its benefits to those countries and their citizens. It has to show also a clear link to the latest developments of the European economic and financial policy.

Distribution channels: The viral clip is intended to be shown:

- on internet (youth internet portals, social media, DG ECFIN website, EUtube, websites of the Commission Representations etc.)
- events for youth.

Language regime: Original (working) version in English. Then, the clip has to be translated in German, Greek, Polish and French. Interviews shall be sub-titled and voice-overs should be original in each language version.

It is up to the Tenderer to decide on the approach he or she wants to follow for the video (shooting/animation).

Tasks to be simulated by the Tenderer:

- (g) Advising and preparing the project (methodology for reaching target audience, content outline, detailed planning and budget, work monitoring and project coordination) (criterion 4A, 4B);
- (h) Actual realisation of the video in English, including the steps of (criterion 4B):
 - b.5 pre-production
 - b.6 shooting/animation
 - b.7 editing
 - b.8 sound post-production and image post-production.
- (i) Translation in German, Greek, Polish and French (criterion 4B);

- (j) Promotion of the video on internet portals, social media and on events in the EU (especially in Germany, Greece and Poland) and providing on time a downloadable version of the video in format suitable for webstreaming and 3G phones to internet journalists on request (criterion 4C)
- (k) Monitoring and reporting on the uptake and broadcasting of the video by internet portals, social media and events (criterion 4C);
- (l) Duplicating and dispatching (criterion 4C):
 - providing the Commission (for archiving and broadcasting by Europe by Satellite, EbS: http://ec.europa.eu/avservices/ebs/welcome_en.cfm) with 2 copies per language version (+ international version) of:
 - playable DVDs
 - data DVDs with compressed files for webstreaming (in .wmv and .flv formats and MP4/H264 for phones) and as a MOV file (MOV (DV100) file, XDCAM EX, H264 MP4 at broadcast quality bit rates, resolution 1080i25 or 720p50
 - mini cassettes/HDCAM (master and dubmaster)
 - providing downloadable versions in format suitable for webstreaming and 3G phones to internet journalists and event organisers

Timeline

For tasks to be simulated f under (a), (b), (c) the Tenderer is allocated 2 months in total and for tasks under (d), (e), (f) – also 2 months in total.

Deliverables to be provided (in the context of this case study):

An explanation of the general approach chosen to realise the video and a detailed planning of realisation of the entire project, taking into account the tight deadlines for production and post-production, as well as the time needed for interacting with the Commission and the various steps of the validation process, and clear and detailed work allocation of different staff categories (criterion 4A);

The type of the shooting/animation chosen and a detailed "shotlist" of the video, giving for each sequence, in a tabular form (criterion 4B):

- the time code both at the beginning and the end of the sequence;
- the precise content description of the sequence;
- the description of the images (subject, location, graphics, etc.);
- the description of the sound, visual and transition effects, if any.

The Tenderer must describe in detail how he intends to announce/promote the video to internet journalists and event organisers and to distribute it on request (criterion 4C).

Similarly, the Tenderer will provide a detailed explanation on how he intends to report on the uptake and broadcast of the video by internet portals and events (criterion 4C).

Annex 1: Guidelines for the deposit of audiovisual material at the Audiovisual Library

http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/2012/r5_001/av_annex1.pdf

Annex 2: EUtube guidelines

http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/2012/r5_001/av_annex2.pdf

Annex 3: Vademecum Audio-visual production

http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/2012/r5_001/av_annex3.pdf

Chapter 3 – General Price Schedule

Please see the document in excel

Annex I

Technical specifications

Lot 4 Promotional material

The first chapter of the specifications defines the subject of the Contract and describes the associated tasks and the selection and award criteria.

The second chapter contains the product list to be completed with the relevant prices and submitted by the Tenderer for evaluation of the financial proposal.

PART 1 - Specifications

1.1. SUBJECT OF THE CONTRACT

The scope of this lot is the supply of promotional materials for the Commission and DG ECFIN.

Background information

The promotional products used by DG ECFIN are aimed mainly at EU citizens and will be distributed in the course of information and communication activities organised either by the Commission or Member States. The promotional products used by DG ECFIN are divided into two categories according to target population and hence quantity in which they have to be produced and supplied:

Category A - mass distribution (adults and children):

The samples of promotional products described in Chapter 2 are intended for the general public and will be distributed in large quantities in the course of information and communication activities (events, open days, exhibitions, conferences etc).

Category B - limited distribution:

The samples of promotional products described in Chapter 2 are intended for a limited audience and should be distributed in a limited manner (participants and speakers in conferences, seminars and exhibitions, VIPs or special guests etc).

1.2. DESCRIPTION OF THE TASKS TO BE PERFORMED

The aim is to supply the Commission with promotional products enabling it to make the activities and objectives of the Commission, and in particular the DG ECFIN, better known to the general public as well as to more targeted groups (conference participants, children, elderly etc). Furthermore, to provide the general public and/or target groups with information on Commission policy, particularly under the Prince euro programme.

Product requirements

Tenderers shall be able to provide all products listed in the Product List in Chapter 2. The items in the Product List represent a minimum requirement and it is intended as basis for the comparison of the Tenderers' offers during the evaluation of the financial proposals. Once the

contract has entered into force, DG ECFIN may order products outside of this list but within the field of promotional items using the procedure of **reopening competition** among the candidates awarded a framework contract (see point on catalogue requirements below).

The subject of the contract is the design, creation, production and delivery of promotional products incorporating for example one or more of the following:

- the euro symbol
- the European flag
- the logo of the European Commission
- other logos
- illustrations or graphics (with or without text) on the euro and EMU
- short texts
- the web address of the Directorate-General for Economic and Financial Affairs in text-format or a QR code.
- any other information that the DG ECFIN judges useful and appropriate within the framework of its information and communication strategy, particularly in response to requests by Member States with which it has signed partnership agreements.
- any other information that the Commission judges useful and appropriate.

DG ECFIN mainly uses its own visual elements in one contrast colour or multiple colours as well as pictures created in InDesign/Illustrator/Photoshop, multiple colours, separately or along with text and/or web address.

On some occasions, however, the Contractors may be required to create graphics and adapt them to the various target populations. Given that this information is mainly aimed at EU citizens, the target populations can vary greatly, not only in terms of language and culture, but also by virtue of different groupings that make up civil society (children, elderly, business, consumers etc). These information products must be visually pleasing as well as being practical, so that they are eye-catching for the target population and thus better able to convey the desired information.

Printing requirements

The basic information and graphics that are to appear on the products will on most cases be provided by DG ECFIN in good time in one contrast colour and/or multiples colours. In the case of texts or illustrations they can be available in all official EU and minority languages. The Contractor **must** have the technical capacity to create, print, engrave and embroider the various characters used in these languages.

The Tenderer shall provide proof of knowledge in different printing techniques such as digital printing, embossing and engraving and the quality of these services, by including in the tender a relevant declaration (please see the part on the selection criteria) and a minimum of one sample of each technique. The sample does not have to bear the visual elements of the European Commission, but should allow DG ECFIN to verify that the Tenderer can supply products with these techniques being used and to evaluate the quality (please see award criteria "Quality of products").

Catalogue requirements

Since DG ECFIN may order products outside of the list contained in the Chapter 2 Product List, Tenderers shall provide DG ECFIN with a printed catalogue. This catalogue will be part of the tender and shall be supported, if not already shown in the catalogue, by photographs, description of products. The Tenderer may also provide a link to an online catalogue.

Working methods

The Tenderer shall be able to provide the Commission with a contact person who can communicate and work in English.

All tasks must be undertaken in the Contractor's premises or any other place indicated in the tender. They may not be carried out on the Commission's premises.

The Commission will send an order form in duplicate to the Contractor who is awarded the contract. The order form will already be signed by the representative authorised to sign contracts on behalf of the Commission. Performance of the tasks starts from the moment the Contractor receives the order form.

The Tenderer should send a picture - by e-mail - as a PP, InDesign, Illustrator etc of the choice(s) (if any) for each product. Once the choice has been agreed by the Commission, the Tenderer should likewise send a picture with the text/visual element attached to the product for approval. When the product is approved by the Commission the production can start. Please note that no production should start without prior approval of the product in question.

Delivery

The Tenderer shall be able to deliver the products, depending on each specific order, to the following addresses:

- the premises of the Commission in Brussels or Luxembourg;
- the offices of the Commission or any other address in the Member States;
- any other address deemed suitable by the Commission in third countries hosting information and communication activities undertaken as part of the Commission's information and communication strategy.

The Tenderer **shall** be able to meet a delivery time for a normal delivery within (30) working days after acknowledgement of the Order by the Contractor unless a different date is agreed in the Order form. In case of an urgent delivery due to DG ECFIN needs, the delivery should be due within ten (10) working days after acknowledgement of the Order by the Contractor, unless a different date is indicated in the Order form.

Please note that for delivery to certain addresses (recipients) a truck with a lift is needed in order to properly handle the delivery. Relevant information on what is needed for delivery will be specified in the price request.

Payments

Payments under the Contract shall be made in accordance with Article I.4 of the framework contract. Payments shall be made only if the Contractor has fulfilled all his contractual obligations by the date on which the invoice is submitted. No prefinancing and no interim payments will be applicable.

1.3. SELECTION CRITERIA: EVIDENCE OF THE TECHNICAL AND PROFESSIONAL CAPACITY OF THE TENDERERS

The ability of Tenderers to perform the services will be assessed in particular with regard to their know-how, efficiency, experience and reliability.

Evidence of the technical and professional capacity of the participating Tenderers may be furnished on the basis of the following documents:

- The Tenderer should have at least 3 years of professional experience in the field of the lot. The Tenderer should provide a list with at least 5 (five) of their most important contracts that have been signed and implemented during these years. The list should include information on quantities, amounts, dates, recipients (public or private) and be accompanied by certificates of satisfactory execution, specifying whether they have been carried out in a professional manner and have been completed in full;
- At least 2 years professional experience of the staff responsible for design and graphics.
- The Tenderer shall be able to provide the Commission with a contact person who can communicate and work in English;
- The Tenderer must declare that he has the technical capacity to create, print, engrave and emboss the products described in this invitation to tender, in all the official EU languages, as well as in all minority languages used in the EU.
- The Tenderer should explain how he is incorporating social and environmental criteria, such as the European Eco-label, compliance with ILO rules, the EMAS scheme in his products and work.

Tenderers should note that any total or partial omission of information for which one or more service providers involved in the tender are responsible may lead the Commission to exclude the tender from the rest of the procedure.

1.4. AWARD CRITERIA

Each tender will be assessed on the basis of the following **award criteria**, which serve to identify the most economically advantageous tender.

A) QUALITY:

Quality of products (max 166 points/pass mark 83 points)

(1) The Tenderer shall give a detailed written description of each product accompanied with an image in colour in PowerPoint or any other readable format. In addition, the Tenderer will provide DG ECFIN with one (1) sample of each of the following promotional products from the different categories of the Product list contained in the Chapter 2:

- Note pads (category A – adults, item nr:1)
- Conference pen (category A – adults, item ref. nr:3)
- Pencil case with ruler, in a cover (box, bag etc) category A – children, item ref. nr: 6)
- Luxury ball point pen (or of equal type) in a cover box (category B, item ref. nr: 2)
- Elegant key ring (category B, item ref. nr: 4)
- Mug (category B, item ref. nr: 6)

- T-shirt (category B, item ref. nr: 8)
- Laser pointer (category B, item ref. nr: 14)

The Evaluation Committee will rate each item on the basis of the written description, the image in PowerPoint or any other readable format and, when requested, the samples. Each item will be rated on a scale from 0-4 points regarding its attractiveness and suitability with regard to its targeted public.

(2) As mentioned at point 1.2 under printing requirement, the Tenderer shall provide proof of knowledge in different printing techniques such as digital printing, embossing and engraving and the quality of these services. The Tenderer will provide (1) one sample of the three techniques mentioned above. Each sample will be rated on attractiveness on a scale from 0 to 10.

If the Tenderer does not include a sample of the promotional items listed above, the Tenderer will be excluded from the Tender evaluation.

Packaging of the product (max: 130 points / pass mark 65 points)

The Tenderer shall describe the packaging in which **each** item will be delivered. In its description, the Tenderer will emphasize the quantity of items delivered in the bulk packaging (e.g. lanyard, simple pens, etc. are usually packed by 100) and on the resistance of the packaging material to transport.

In addition, the Tenderer will suggest an individual gift packaging for the following items of category B:

- Luxury ball point pen (category B, item ref. nr: 2)
- Elegant key ring (category B, item ref. nr: 4)
- Mug (category B, item ref. nr: 6)
- Paperweight (category B, item ref. nr: 10)
- Table clock (category B, item ref. nr: 11)
- Laser pointer (category B, item ref. nr: 14)
- USB stick (category B, item ref. nr: 13)

The suggested gift packaging shall be clearly described, in particular with regard to colour and used material. Each description shall be supported by a sample.

The Evaluation Committee will rate the packaging with regards to its practicability (quantity of items delivered in the bulk packaging) and quality of the packaging material (resistance of the packaging material to transport) on a scale from 0-3 points.

The Evaluation Committee will rate each sample of gift packaging for attractiveness and practicability on a scale from 0 to 4 points.

Graphics proposals from the Tenderer (max 64 points/ pass mark 32 points)

The Tenderer must highlight the creativity by adapting and/or creating the 4 visual elements mentioned below. The graphics could be presented on paper, CD-ROM or any other support that the Tenderer considers appropriate.

- Adapt the presentation of the euro symbol into a more attractive graph
 - one for children
 - one for adults
- A map of the European Union for children. The design should be attractive to children under 15 years.
- Create a small visual element with the European flag and the following text "European Commission, Directorate General for Economic and Financial Affairs".

The Evaluation Committee will rate the attractiveness and innovation in the design of each product idea on a scale from 0 to 16 points.

Quality control measures (max 40 points/pass mark 20 points)

The Tenderer should clearly describe the steps he will follow in order to guaranty the quality of the delivered products.

A total of 400 points may be obtained for the qualitative approach. Tenders not obtaining a minimum of 280 points under the qualitative approach in total and a minimum of 50% of the points for each specific criteria will be disregarded at this stage in the procedure.

B) PRICE

Tenders that pass the qualitative evaluation phase will then be evaluated in terms of financial offer. For this, Tenderers should complete the general price schedule in chapter 3. The financial value of the tender will be calculated as the total sum of unit prices in the price schedule. Each price will be multiplied by its corresponding multiplication factor and the final total will be the sum of all multiplied prices. This total represents the price of the offer and will be included in the final evaluation formula. The total price (**Category A adults + category A children + category B + graphic design**), will be taken into account for the financial evaluation of the bids.

The contracts will be awarded to the tender that offers the best quality/financial value ratio. The tenders offering the best value for money will be determined on the basis of the final score obtained using the following formula:

Cheapest financial value among the retained offers/financial value of the offer being considered x points for qualitative award criteria of the offer being considered.

The bids with the highest score win.

Award criteria of specific contracts or order forms

The specific contracts will be awarded by the relevant department according to the best value for money principle. The formula will be adapted every time according to the specific needs of each project and will be indicated in the specific request for services. However, for quality, the maximum of 70 % may be requested.

For each specific price request the cost of transport will be included in the overall total price.

Chapter 2 – General Price Schedule

Please see the document in excel

**ANNEX II: Draft multiple framework service contract accompanied by
specific contract / order form**

See separate document.

ANNEX III: Financial Identification Form

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

ANNEX IV: Legal Entity Form

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

ANNEX V: Declaration of honour

with respect to

the exclusion criteria and absence of conflict of interest

The undersigned [*name of the signatory of this form, to be completed*]:

in his/her own name (*if the economic operator is a natural person or in case of own declaration of a director or person with powers of representation, decision making or control over the economic operator*)

or

representing (*if the economic operator is a legal person*)

official name in full (*only for legal person*):

official legal form (*only for legal person*):

official address in full:

VAT registration number:

declares that the company or organisation that he/she represents / he/she:

- g) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- h) has not been convicted of an offence concerning professional conduct by a judgment which has the force of *res judicata*;
- i) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify;
- j) has fulfilled all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, with those of the country of the contracting authority and those of the country where the contract is to be carried out;
- k) has not 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 Union's financial interests;
- l) is not a subject of the administrative penalty for being guilty of misrepresentation in supplying the information required by the contracting authority as a condition of

participation in the procurement procedure or failing to supply an information, or being declared to be in serious breach of his obligation under contract covered by the budget.

In addition, the undersigned declares on their honour:

- g) they have no conflict of interest in connection with the contract; a conflict of interest could arise in particular as a result of economic interests, political or national affinities, family or emotional ties or any other relevant connection or shared interest;
- h) they will inform the contracting authority, without delay, of any situation considered a conflict of interest or which could give rise to a conflict of interest;
- i) they have not made and will not make any offer of any type whatsoever from which an advantage can be derived under the contract;
- j) they have not granted and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal practice or involving corruption, either directly or indirectly, as an incentive or reward relating to award of the contract;
- k) that the information provided to the Commission within the context of this invitation to tender is accurate, sincere and complete;
- l) that in case of award of contract, they shall provide upon request the evidence that they are not in any of the situations described in points a, b, d, e above.

For situations described in (a), (b) and (e), production of a recent extract from the judicial record is required or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied. Where the Tenderer is a legal person and the national legislation of the country in which the Tenderer is established does not allow the provision of such documents for legal persons, the documents should be provided for natural persons, such as the company directors or any person with powers of representation, decision making or control in relation to the Tenderer.

For the situation described in point (d) above, recent certificates or letters issued by the competent authorities of the State concerned are required. These documents must provide evidence covering all taxes and social security contributions for which the Tenderer is liable, including for example, VAT, income tax (natural persons only), company tax (legal persons only) and social security contributions.

For any of the situations (a), (b), (d) or (e), where any document described in two paragraphs above is not 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.]

By signing this form, the undersigned acknowledges that they have been acquainted with the administrative and financial penalties described under art 133 and 134 b of the Implementing Rules (Commission Regulation 2342/2002 of 23/12/02), which may be applied if any of the declarations or information provided prove to be false.

Full name

Date

Signature

ANNEX VI

Checklists of documents to be supplied with reference to the eligibility, exclusion, selection and award criteria

THESE CHECKLISTS MUST BE COMPLETED AND ENCLOSED WITH THE TENDER

In each checklist, each box of the column headed 'Reference to enclosed documents' must be filled in with the number of the relevant document and the page of the tender where the required document can be found, unless otherwise specified.

ELIGIBILITY CRITERIA see point 1 in Part 2 (page 16)

		Reference to enclosed documents
1	Access to this procurement procedure is granted to candidates from states having ratified the Multilateral Agreement on Government Procurement concluded within the World Trade Organisation.	See document No ... on page ... of the tender submitted

EXCLUSION CRITERIA see point 1 un part 2 (page 16)

		Reference to enclosed documents
2	Filled in and signed declaration of honour with respect to the exclusion criteria and absence of conflict of interest (see Annex V)	See document No ... on page ... of the tender submitted

SELECTION CRITERIA see point 2 in part 2 (pages 18 and 19) and chapter 1 in Annex I for each lot

a) Economic and financial capacity

		Reference to enclosed documents
3	Proof of financial and economic capacity can be provided by the following documents: - Balance sheets and profit and loss accounts of the past three years certified by the Tenderer's authorised representative and - A statement of the annual turnovers in respect to the services related to the concerned lot for the last three financial years	See document No ... on page ... of the tender submitted

b) Technical capacity

For lot 1

		Reference to enclosed documents
4	Information on eight relevant projects, each relating to one or more of the four task headings under 1.2 "Editorial, Graphic design, Web, Strategic communication advice", during the last four years prior to the date of issue of this call for tender, indicating the value, the date and the public or private recipient of the services rendered. The complete set of projects must cover all of the above task headings. At least two of the projects should be for a value above €70 000. The Tenderer should provide references from the clients for all 8 projects, specifying whether they have been carried out in a professional manner and have been completed in full. If project work was done in part by subcontractors, Tenderers must clearly indicate their own role and contribution	See document No ... on page ... of the tender submitted
5	For web based projects, evidence of considerable experience in the field of web multimedia and content management should be proved. For this, experience with Documentum, XML, XSLT, Coldfusion Markup Language (CFML), Flex and Flash is indispensable. If not proved by the eight projects mentioned under first bullet point, the above mentioned experience has to be proved by additional list of projects and references from the clients	See document No ... on page ... of the tender submitted
6	Proof of capacity to draft content in native-level English and French	See document No ... on page ... of the tender submitted
7	Statement of the technical equipment and material available to the Tenderer to deliver the services covered by this invitation to tender	See document No ... on page ... of the tender submitted

For lot 2

		Reference to enclosed documents
8	Tenderers must provide a list of 4 contracts carried out in recent years in the field of exhibitions and stands (of which at least 2 contracts must have been carried out in the exhibition field). They must indicate whether the client was a private or public organisation, the services provided, the	See document No ... on page ... of the tender

	value, the date, as well as reference letters showing that they were carried out in a professional manner and that they were completed in full.	submitted
9	<p>Copies of the CVs of the supervisory staff (including the contract manager) proposed by the Tenderer to perform the work covered by the tender. Given that the Commission may in exceptional cases require that several stands or exhibitions be assembled in different places on the same day or period, Tenderers should therefore demonstrate their technical ability to deal with any such request. Therefore, as well as having a good knowledge of English, the supervisory staff should demonstrate either:</p> <ul style="list-style-type: none"> • at least 5 years professional experience as a senior manager, or • have managed at least 10 projects in the exhibition and stands fields in the past 5 years.. <p>All other members of the team who are in contact with the Commission services must be able to work in English and/or French.</p>	See document No ... on page ... of the tender submitted

For lot 3

		Reference to enclosed documents
10	<p>A list of six relevant audiovisual projects in the communication and information sector carried out in the last three years prior to the date of issue of this call for tender, demonstrating a variety of products (clips, VNR, documentaries, cartoons, stock shots, etc.) and dissemination channels (online, offline, TV, events, etc.). The Tenderer must provide the name of the private or public organisation for which the services were performed, as well as the total values, dates and places of performance of the services. Two of them must relate to two different areas of <u>public</u> policy (separately). At least three must have been of a value equal to or greater than EUR 25 000 and must be accompanied by reference letters or certificates of satisfactory execution, specifying whether they have been carried out in a professional manner and have been fully completed.</p>	See document No ... on page ... of the tender submitted
11	<p><i>Proven expertise and experience of the team proposed by the Tenderer</i></p> <ul style="list-style-type: none"> • Contract manager — 7 years minimum as a senior consultant • Project leader/manager — 7 years minimum as a project leader/project manager • All others specific professions mentioned under Chapter 3 Price schedule (1.Staff) – 3 years minimum in their specific profession <p>The Project leader must have a good understanding of European Economic and Financial Policy. All the members of the team who are <u>in contact with the Commission services</u> must possess excellent communication level in English: C1 or C2 (Common European</p>	See document No ... on page ... of the tender submitted

	<p>Framework of Reference for Languages of the Council of Europe, http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp) or equivalent.</p> <p><u>Evidence:</u> professional and linguistic qualifications of those of the persons responsible for providing the services or carrying out the tasks. For contract manager, project leader/manager, project assistants, film director and production director the Europass curriculum vitae format (http://europass.cedefop.europa.eu/europass/preview.action?locale_id=1) shall be filled in and signed.</p>	
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For lot 4

		Reference to enclosed documents
12	The Tenderer should have at least 3 years of professional experience in the field of the lot. The Tenderer should provide a list with at least 5 (five) of their most important contracts that have been signed and implemented during these years. The list should include information on quantities, amounts, dates, recipients (public or private) and be accompanied by certificates of satisfactory execution, specifying whether they have been carried out in a professional manner and have been completed in full.	See document No ... on page ... of the tender submitted
13	At least 2 years professional experience of the staff responsible for design and graphics.	See document No ... on page ... of the tender submitted
14	The Tenderer shall be able to provide the Commission with a contact person who can communicate and work in English	See document No ... on page ... of the tender submitted
15	The Tenderer must declare that he has the technical capacity to create, print, engrave and emboss the products described in this invitation to tender, in all the official EU languages, as well as in all minority languages used in the EU	See document No ... on page ... of the tender submitted
16	The Tenderer should explain how he is incorporating social and environmental criteria, such as compliance with ILO rules, the European Eco-label and EMAS scheme in his products and work.	See document No ... on page ... of the tender submitted

AWARD CRITERIA see chapter 1 in Annex I for each lot

		Reference to enclosed documents
17	Technical offer: - General part - Case studies (except for Lot 4) including related price estimates.	See documents No ... on page ... of the tender submitted
18	Financial offer (full price schedule)	See document No ... on page ... of the tender submitted

ANNEX VII Hotel ceiling

COUNTRIES IN THE EUROPEAN UNION

DESTINATION	Ceiling in euro
Austria	130
Belgium	140
Bulgaria	169
Cyprus	145
Czech Republic	155
Denmark	150
Estonia	110
Finland	140
France	150
Germany	115
Greece	140
Hungary	150
Ireland	150
Italy	135
Latvia	145
Lithuania	115
Luxembourg	145
Malta	115
Netherlands	170
Poland	145
Portugal	120
Romania	170
Slovakia	125
Slovenia	110
Spain	125
Sweden	160
United Kingdom	175

COUNTRIES OUTSIDE THE EUROPEAN UNION

DESTINATION	Ceiling in euro
Afghanistan	75
Albania	160
Algeria	85
American Samoa	135
Andorra*	126.57
Angola	175
Anguilla	140
Antigua and Barbuda	140
Argentina	210
Armenia	210
Aruba	185
Australia	135
Azerbaijan	200
Bahamas	115
Bahrain	195
Bangladesh	140
Barbados	140
Belarus	135
Belize	135
Benin	100
Bermuda	140
Bhutan	130
Bolivia	100
Bonaire	185
Bosnia-Herzegovina	135
Botswana	135
Brazil	180
British Virgin Islands	140
Brunei	165
Burkina Faso	90
Burundi	115
Cambodia	115
Cameroon	105
Canada	165
Cape Verde	75
Cayman Islands	135
Central African Republic	80
Chad	145
Chile	175
China	155
Columbia	120
Comoros	85
Congo (Democratic Republic)	140
Congo (Republic)	115
Cooks Island	135
Costa Rica	140

Côte d'Ivoire	130
Croatia	120
Cuba	150
Djibouti	170
Dominica	140
Dominican Republic	170
East Timor	110
East Timor	110
Ecuador	140
Egypt	140
El Salvador	125
Equatorial Guinea	85
Eritrea	80
Ethiopia	145
Federal Republic of Yugoslavia	140
Fiji	120
French Guyana	140
French Polynesia	135
Gabon	115
Gambia	120
Georgia	215
Ghana	140
Grenada	140
Guadeloupe	115
Guam	135
Guatemala	125
Guinea Bissau	90
Guyana	160
Haiti	125
Honduras	125
Hong Kong	205
Iceland	160
India	195
Indonesia	145
Iran	145
Iraq	85
Israel	210
Jamaica	170
Japan	275
Jordan	135
Kazakhstan	175
Kenya	165
Kiribati	145
Kuwait	195
Kyrgyzstan	180
Laos	145
Lebanon	190
Lesotho	100
Liberia	150

Libya	175
Liechtenstein	95
Macao	95
Macedonia	160
Madagascar	105
Malaysia	160
Malawi	165
Maldives	135
Mali	95
Marshall Islands	135
Martinique	110
Mauritania	75
Mauritius	140
Mayotte	110
Mexico	185
Micronesia	135
Moldova	170
Monaco*	97.27
Mongolia	90
Montserrat	140
Morocco	130
Mozambique	140
Myanmar	75
Namibia	85
Nauru	135
Nepal	135
Netherlands Antilles	185
New Caledonia	135
New Zealand	125
Nicaragua	135
Niger	75
Nigeria	185
Niue	135
North Korea (P.D.R)	180
Northern Marianas	135
Norway	140
Oman	135
Pakistan	130
Palau	135
Panama	160
Papua New Guinea	135
Paraguay	140
Peru	135
Philippines	150
Puerto Rico	140
Qatar	135
Republic of Guinea	135
Réunion	90
Russia	275

Rwanda	160
Saint Lucia	140
Saint Vincent and the Grenadines	190
Samoa	135
San Marino*	114.33
São Tomé and Príncipe	95
Saudi Arabia	195
Senegal	135
Seychelles	140
Sierra Leone	135
Singapore	150
Solomon Islands	120
Somalia	125
South Africa	145
South Korea	200
Sri Lanka	105
St Kitts and Nevis	185
St Marteen	185
Sudan	215
Suriname	125
Swaziland	90
Switzerland	140
Syria	145
Taiwan	200
Tajikistan	110
Tanzania	200
Thailand	145
The Vatican*	114.33
Togo	95
Tokelau Islands	135
Tonga	105
Trinidad and Tobago	115
Tunisia	85
Turkey	165
Turkmenistan	150
Turks and Caicos Islands	135
Tuvalu	135
Uganda	180
Ukraine	190
United Arab Emirates	195
United States of America (except New York)	200
United States of America (New York)	275
Uruguay	160
US Virgin Islands	140
Uzbekistan	155
Vanuatu	110
Venezuela	125

Vietnam	205
Wallis and Futuna Islands	135
West Bank and Gaza	110
Yemen	165
Zambia	135
Zimbabwe	115
Other countries	145

* Considered to be geographically part of - France: Monaco - Italy: San Marino - Italy: the Vatican - Spain: Andorra

Annex VIII [model] Letter for pre-financing first demand guarantee⁶

Financial institution/Bank (Letterhead)

[Place/Date]

European Union
Represented by the European Commission
Directorate-General [...] – [Unit]
B – 1049 Belgium

Reference: Contract N° and exact title: [...]

ARTICLE 1 – DECLARATION ON GUARANTEE, AMOUNT AND PURPOSE

We, the undersigned [name and address of the financial institution or bank] (hereinafter referred to as "the Guarantor") hereby confirm that we give the European Union, represented by the European Commission (hereinafter referred to as "the Commission"), an unconditional, irrevocable and independent first-demand guarantee consisting in the undertaking to pay to the Commission a sum equivalent to the amount of:

EUR [in figures: ...] (in words: ... EUR)

upon simple demand, for guarantee of the pre-financing(s) stipulated in the contract (N°/exact title, hereinafter referred to as the "contract") concluded between the Commission and [name and address], (hereinafter referred to as "the Contractor").

ARTICLE 2 – EXECUTION OF GUARANTEE

If the Commission gives notice that the Contractor has for any reason failed to reimburse pre-financings paid by the Commission, we, acting by order and for account of the Contractor, shall undertake to immediately pay up to the above amount, in EUR, without exception or objection, into [Option 1: a bank account designated by the Commission] [Option 2: the following bank account: (...)], on receipt of the first written request from the Commission sent by registered letter or by courier with acknowledgement of receipt. We shall inform the Commission in writing as soon as the payment has been made.

ARTICLE 3 – OBLIGATIONS OF THE GUARANTOR

1. We waive the right to require exhaustion of remedies against the Contractor, any right to withhold performance, any right of retention, any right of avoidance, any right to offset, and the right to assert any other claims which the Contractor may have against the Commission under the contract or in connection with it or on any other grounds.
2. Our obligations under this guarantee shall not be affected by any arrangements or agreements made by the Commission with the Contractor which may concern his obligations under the contract.
3. We shall undertake to immediately inform the Commission in writing, by registered letter or by courier with acknowledgement of receipt, in the event of a change of our legal status, ownership or address.

⁶ The footnotes are internal instructions for the authorising officers only and must be deleted before the guarantee is signed. [Plain text]: items to be filled in. [*Text in italics*]: these items are optional and may be deleted depending on the context of the guarantee.

ARTICLE 4 – DATE OF ENTRY INTO FORCE

This guarantee shall come into force upon its signature. If, on the date of its signature, the [first] pre-financing has not been paid to the Contractor, this guarantee shall enter into force on the date on which the Contractor receives the [first] pre-financing.

ARTICLE 5 – END DATE AND CONDITIONS OF RELEASE

1. We may be released from this guarantee only with the Commission’s written consent.
2. This guarantee shall expire on return of this original document by the Commission to our offices by registered letter or by courier with acknowledgement of receipt.
3. [Option 1: *This must occur at the latest one month after the payment of the balance under the contract has been made or three months after the issuance of the corresponding recovery order.*⁷
 [Option 2: *This must occur at the latest during the month after the pre-financing under the contract has been cleared through interim payment[s].*
 [Option 3: *This must occur in any case, at the latest, on (indicate a precise date*⁸.)]
4. After expiry, this guarantee shall become automatically null and void and no claim relating thereto shall be receivable for any reason whatsoever.

ARTICLE 6 – APPLICABLE LAW AND COMPETENT JURISDICTION

Option 1

1. *This guarantee shall be governed by and construed in accordance with the law applicable to the contract.*
2. *The courts having jurisdiction for matters relating to the contract shall have sole jurisdiction in respect of matters relating to this guarantee.*

Option 2

Any dispute concerning this guarantee shall be governed by and construed in accordance with the Law [of the country of establishment of the [Contractor][Bank]] and fall within the sole competence of the [corresponding national] Courts.

ARTICLE 7 - ASSIGNMENT

The rights arising from this guarantee may not be assigned [without our written consent].

Done at [insert place], on [insert date]

_____ [_____]

[Signature/

[Signature/

Function at the Financial Institution/Bank]
Institution/Bank]

Function at the Financial

⁷ In any case, this period should never be reduced.

⁸ This mention has to be inserted where the law applicable to the guarantee imposes a precise expiry date.