



EUROPEAN COMMISSION

DIRECTORATE-GENERAL

Directorate C – Innovative and sustainable mobility

The Director

CALL FOR TENDERS

N°MOVE/C4/2016-285

TENDER SPECIFICATIONS

TABLE OF CONTENTS

1.	INFORMATION ON TENDERING	3
1.1.	Participation	3
1.2.	Contractual conditions	3
1.3.	Joint tenders	3
1.4.	Subcontracting.....	4
1.5.	Content of the tender	4
1.6.	Identification of the tenderer: legal capacity and status.....	4
2.	EVALUATION AND AWARD	5
2.1.	Evaluation steps	5
2.2.	Exclusion criteria	5
2.3.	Selection criteria	5
2.4.	Award criteria.....	8
2.5.	Technical offer	9
2.6.	Financial offer	9
3.	TECHNICAL SPECIFICATIONS	9
3.1	Introduction.....	9
3.2	Objectives and target audience	10
3.3	Tasks	11
3.3.1	Managing the commitments.....	11
3.3.2	Decentralisation towards a national level	12
3.3.3	Promoting the Charter.....	13
3.3.4	Managing and developing the Charter portal.....	15
3.4	Intermediate outputs and deliverables	16
4.	CONTENT, STRUCTURE AND GRAPHIC REQUIREMENTS OF THE FINAL DELIVERABLES	17
5.	ANNEXES.....	17

1. INFORMATION ON TENDERING

1.1. Participation

Participation in this tender procedure is open on equal terms to all natural and legal persons coming within the scope of the Treaties and to all natural and legal persons in a third country which has a special agreement with the Union in the field of public procurement on the conditions laid down in that agreement. Where the Multilateral Agreement on Government Procurement¹ concluded within the WTO applies, the participation to the call for tenders is also open to nationals of the countries that have ratified this Agreement, on the conditions it lays down.

1.2. Contractual conditions

The tenderer should bear in mind the provisions of the draft contract which specifies the rights and obligations of the contractor, particularly those on payments, performance of the contract, confidentiality, and checks and audits.

1.3. Joint tenders

A joint tender is a situation where a tender is submitted by a group of economic operators (consortium). Joint tenders may include subcontractors in addition to the joint tenderers.

In case of joint tender, all economic operators in a joint tender assume joint and several liability towards the Contracting Authority for the performance of the contract as a whole.

These economic operators shall designate one of them to act as leader with full authority to bind the grouping or the consortium and each of its members. It shall be responsible for the receipt and processing of payments for members of the grouping, for managing the service administration and for coordination. The composition and constitution of the grouping or consortium, and the allocation of the scope of tasks amongst the members, shall not be altered without the prior written consent of the Commission.

The tenderers should indicate in their offer whether the partnership takes the form of:

a) a new or existing legal entity which will sign the contract with the Commission in case of award

or

b) a group of partners not constituting a new legal entity, who via a power of attorney, signed by an authorised representative of each partner (except the lead partner), designate one of the partners as lead partner, and mandate him as lead contractor to sign the contract with the Commission in case of award.

¹ See http://www.wto.org/english/tratop_E/gproc_e/gp_gpa_e.htm

1.4. Subcontracting

Subcontracting is permitted in the tender but the contractor will retain full liability towards the Contracting Authority for performance of the contract as a whole.

Tenderers must give an indication of the part of the services and proportion of the contract that they intend to subcontract.

Tenderers are required to identify subcontractors whose share of the contract is above 20%.

During contract execution, the change of any subcontractor identified in the tender will be subject to prior written approval of the Contracting Authority.

1.5. Content of the tender

The tenders must be presented as follows:

Part A: Identification of the tenderer (see section 1.6)

Part B: Evidence for exclusion criteria (see section 2.2)

Part C: Evidence for selection criteria (see section 2.3)

Part D: Technical offer (see section 2.5)

Part E: Financial offer (see section 2.6)

Part F: Power of attorney (for consortia only)

1.6. Identification of the tenderer: legal capacity and status

- The tenderer's identification form in **Annex 1** shall be filled in and signed by:
 - The tenderer (including any member of a consortium or grouping)
 - subcontractor(s) whose share of the work represent more than 20% of the contract.

- In order to prove their legal capacity and their status, all tenderers (including any member of a consortium or grouping) must provide a signed **Legal Entity Form with its supporting evidence**. The form is available on:

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

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

- If it has not been included with the Legal Entity Form, tenderers must provide the following information

- For legal persons, a legible copy of the notice of appointment of the **persons authorised to represent the tenderer** in dealings with third parties and in legal proceedings, or a copy of the publication of such appointment if the legislation which applies to the legal entity concerned requires such publication. Any delegation of this authorisation to another representative not indicated in the official appointment must be evidenced.

- For natural persons, where applicable, a proof of registration on a professional or trade register or any other official document showing the registration number.
- The tenderer (only the leader in case of joint tender) must provide a **Financial Identification Form and supporting** documents. The form is available on: http://ec.europa.eu/budget/contracts_grants/info_contracts/index_en.cfm

2. EVALUATION AND AWARD

2.1. Evaluation steps

The evaluation is based on the information provided in the submitted tender. It takes place in three steps:

- (1) Verification of non-exclusion of tenderers on the basis of the exclusion criteria
- (2) Selection of tenderers on the basis of selection criteria
- (3) Evaluation of tenders on the basis of the award criteria (technical and financial evaluation)

Only tenders meeting the requirements of one step will pass on to the next step.

2.2. Exclusion criteria

All tenderers shall provide a declaration on their honour (see Annex 2), duly signed and dated by an authorised representative, stating that they are not in one of the situations of exclusion listed in the Annex 2.

The declaration on honour is also required for identified subcontractors whose intended share of the contract is above 20%.

The successful tenderer shall provide the documents mentioned as supporting evidence in Annex 2 before signature of the contract and within a deadline given by the contracting authority. This requirement applies to all members of the consortium in case of joint tender. In case of doubt on this declaration on the honour, the contracting authority may also request the evidence for subcontractors whose intended share of the contract is above 20%.

2.3. Selection criteria

Tenderers must prove their economic, financial, technical and professional capacity to carry out the work subject to this call for tenders.

The tenderer may rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. It must in that case prove to the Contracting Authority that it will have at its disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of those entities to place those resources at its disposal.

2.3.1. Economic and financial capacity criteria and evidence

In order to prove their economic and financial capacity, the tenderer (in case of a joint tender the combined capacity of all tenderers and identified subcontractors) must comply with the following criteria:

- The annual turnover of the last two financial years above 650.000 €

The following evidence should be provided:

- Copy of the profit & loss account for the last two years for which accounts have been closed,
- Failing that, appropriate statements from banks,
- If applicable, evidence of professional risk indemnity insurance;

If, for some exceptional reason which the Contracting Authority considers justified, a tenderer is unable to provide one or other of the above documents, he or she may prove his or her economic and financial capacity by any other document which the Contracting Authority considers appropriate. In any case, the Contracting Authority must at least be notified of the exceptional reason and its justification in the tender. The Commission reserves the right to request any other document enabling it to verify the tenderer's economic and financial capacity.

2.3.2. Technical and professional capacity criteria and evidence

a. Criteria relating to tenderers

Tenderers (in case of a joint tender the combined capacity of all tenderers and identified subcontractors) must comply with the following criteria:

- The tenderer must prove experience in carrying out communication and dissemination activities in road safety with at least 1 projects delivered in this field during the last three years with a minimum value of EUR 150.000.
- The tenderer must prove experience in website building and managing with at least 3 projects delivered in this field during the last three years with a minimum value for each project of EUR 50.000.
- The tenderer must have excellent English skills, capacity to draft reports in English and ability to ensure communication and promotion activities in all the official languages of the EU Member States.
- The tenderer must prove experience of across multiple countries with at least five projects delivered each across at least five EU Member States in the last three years.

- The tenderer must prove experience of working in a European environment and capacity to have an EU-wide coverage.

b. Criteria relating to the team delivering the service:

The team delivering the service should include, as a minimum, the following profiles:

Project Manager: At least 5 year experience in project management, including overseeing project delivery, quality control of delivered service, client orientation and conflict resolution experience in project of a similar size (at least €900.000) and coverage (geographical scope at least half of the one subject to this call for tenders), with experience in management of team of at least 5 people.

Communication Senior Expert: At least 5 years of professional experience in the area of communication and dissemination activities, involving large groups of stakeholders.

Road Safety Expert: Relevant higher education degree and at least 3 years of professional experience in the field of road safety.

WWW Senior Expert: at least 5 years of professional experience in the field of website building and managing with at least 5 projects delivered.

Social media expert: at least 3 years of combined experience in managing social media, including content creation, developing social media presence, increasing the number of followers and managing thematic campaigns.

The team should be composed of members with higher education degrees and at least 3 years of professional experience in communication, road safety or information technologies. Collectively the team shall have knowledge of 7 EU official languages.

Linguistic capacity: at least one member of the team should have native-level language skills in English or equivalent, as guaranteed by a certificate or past relevant experience.

Drafting skills: collectively the team should have very good communication and drafting skills in English. This should be proven with examples of at least 3 projects delivered in the last three years which involved text drafting of a similar nature (press releases, information sheets, etc.).

c. Evidence:

The following evidence should be provided to fulfil the above criteria:

- List of relevant services provided in the past three years, with sums, dates and recipients, public or private. The most important services shall be accompanied by certificates of satisfactory execution, specifying that they have been carried out in a professional manner and have been fully completed;
- Description of the team composition specifying the function of each team member

- The educational and professional qualifications of the persons who will provide the service for this tender (CVs) including the management staff. Each CV provided should indicate the intended function in the delivery of the service.

2.4. Award criteria

The contract will be awarded according to the best price-quality ratio method. The quality of the tender will be evaluated based on the following criteria. The maximum total quality score is 100 points.

1. Quality of the proposed methodology (70 points – minimum threshold 60%)

This criterion will assess understanding of the scope of the tender and its objectives and proposed approach to the tasks as described in point 3 below. The points will be attributed as follows:

- Approach to the dedicated communication strategy, including its relevance to the objectives and scope of the tender described under point 3 (up to 15 points);
- Approach to the management of the Charter membership and commitments, including their active promotion (up to 15 points);
- Approach to the decentralisation of the Charter towards a national level, including the choice of national relays, the animation of their network, their involvement in promotional activities and their accountability (up to 10 points);
- Approach to the Charter's promotion, including the organisation of Charter-related events, the production and dissemination of information and promotional materials and the appropriate coverage of all 28 EU Member States (up to 15 points);
- Approach to the dedicated website, including its relevance to the description in point 3.3.4. and the use of innovative solutions for its further developing and promotion (up to 15 points).

• Organisation of the work (20 points – minimum threshold 60%)

This criterion will assess how the roles and responsibilities of the proposed team and of the economic operators (in case of joint tenders, including subcontractors if applicable) are distributed for each task. It also assesses the global allocation of time and resources to the project and to each task or deliverable, and whether this allocation is adequate for the work. The tender should provide details on the allocation of time and resources and the rationale behind the choice of this allocation.

• Quality control measures (10 points – minimum threshold 60%)

This criterion will assess the quality control system applied to the service foreseen in this tender specification concerning the quality of the deliverables, the language quality check, and continuity of the service in case of absence of a member of the team. The quality system should be described in detail in the tender and should be specific to the tasks at hand; a generic quality system will result in a low score.

Tenders must score minimum 60% for each criterion and minimum 70% in total. Tenders that do not reach the minimum quality thresholds will be rejected and will not be ranked.

After evaluation of the quality of the tender, the tenders are ranked using the formula below to determine the tender offering best value for money. A weighting of 70:30 is given to quality and price.

$$\text{Score for tender x} = \frac{\text{Total quality score for award criteria for tender x}}{100} \text{ Multiplied by } 0.7 + \frac{\text{Price of the lowest tender}}{\text{Price of tender x}} \text{ Multiplied by } 0.3$$

2.5. Technical offer

The technical offer must cover all aspects and tasks required in the technical specification and provide all the information needed to apply the award criteria. Offers deviating from the requirements or not covering all requirements may be excluded on the basis of non-conformity with the tender specifications and not evaluated.

2.6. Financial offer

The price for the tender must be quoted in euro. Tenderers from countries outside the euro zone have to quote their prices in euro. The price quoted may not be revised in line with exchange rate movements. It is for the tenderer to assume the risks or the benefits deriving from any variation.

Prices must be quoted free of all duties, taxes and other charges, including VAT, as the European Union is exempt from such charges under Articles 3 and 4 of the Protocol on the privileges and immunities of the European Union. The amount of VAT may be shown separately.

The quoted price must be a fixed amount which includes all charges (including travel and subsistence). Travel and subsistence expenses are not refundable separately.

The value of the contract has been estimated at EUR 900,000. Tenders exceeding this amount will be excluded from further evaluation.

3. TECHNICAL SPECIFICATIONS

3.1 Introduction

Improving road safety in Europe is a cause that the European Commission is strongly committed to. It falls under the Commission's priorities of creating a deeper and fairer internal market, and of boosting jobs, growth and investment. Safer roads are indeed essential for the economic cohesion of the European Union as the significant number of fatalities and serious injuries resulting from road crashes has a very high socio-economic impact including negative effects on jobs, growth and competitiveness.

The European Union has limited scope to legislate in matters related to road safety, given that the largest part of activities fall under the principle of subsidiarity: Member States carry out most of the day-to-day actions through the enforcement of road traffic rules, education campaigns, infrastructure development and maintenance. Therefore, a very important role of the Commission is to help national and local stakeholders as well as the civil society to deliver better results, including the promotion of best practice and the exchange of expertise and experience among different actors.

In that spirit, the European Commission launched in 2004 the European Road Safety Charter (ERSCharter or the Charter, <http://www.erscharter.eu>), which has become the largest civil platform on road safety. Announced in the European Road Safety Action Programme 2001-2010, it aims to develop a positive road safety culture across Europe, create preventive measures and improve common knowledge on risks and how to avoid them. The final goal is to contribute to the ambitious objective of halving the number of road deaths in the EU by 2020.

The European Road Safety Charter encourages road safety stakeholders to share the responsibility of improving road safety and saving lives on European roads. Since 6 April 2004, companies, automobile clubs, associations, research institutes, universities and schools – to name but a few of the potential members – are invited to either subscribe to the principles of the Charter or to sign a commitment to take specific, measurable actions in their areas of responsibility with the aim of contributing to the common goal of improved road safety in Europe.

To date, this unique road safety awareness platform has reached every level of civil society: in all 28 EU Member States more than 2 800 public and private entities have subscribed to the Charter's principles and carried out actions and initiatives targeted at their members, employees and the rest of the civil society.

The commitments are published on the Charter's website. Visitors are invited to look for inspiration on how their associations, cities, companies, unions, schools etc. can contribute to safer roads in Europe. Usually, every year a ceremony is organized with the aim of awarding the best and most innovative commitments.

During these years the Charter has allowed to create a community of members creating a significant impact in the different sectors of society, generated a network to foster exchanges of best practices and expanded progressively its coverage throughout Europe.

In order to keep civil society committed and to win more members, it is essential to continue and further develop the Charter and to ensure pan-European coverage of the campaign.

3.2 Objectives and target audience

This tender aims to increase awareness of the work of the Charter, and support its uptake by relevant actors in the road safety community. The services to be delivered need to cover all the 28 EU Member States.

In particular, the tender aims to seek a contractor to manage and promote the European Road Safety Charter, by

- encouraging potential new members to sign up to the Charter's principles and to make new road safety commitments, as well as managing the existing ones;
- animating the community of the members to facilitate the exchange of information, knowledge and experience;
- identifying and highlighting best practices to be used widely by road safety actors;
- creating a network of national relays;
- realising promotional activities, as well as
- managing and further developing the Charter portal.

The Charter addresses within the 28 EU Member States practically every group or entity of society whose commitment can have a certain multiplier effect, from companies, associations, research institution, university or schools to NGOs. These entities are entitled to apply to the principles, becoming a member of the Charter, and as a second step to sign a commitment. Entities from other countries, being EFTA's or even beyond, are also welcome to join.

3.3 Tasks

The following section describes the minimum requirements concerning the scope of this work. Tenderers are invited to go beyond those minimum requirements and suggest additional ideas and activities meeting the objectives of this tender.

3.3.1 Managing the commitments

The objective is to attract more entities from the public, private and civil sector to subscribe to the principles of the Charter (see Annex 5). Any company, association, local authority, research institution, university or school from any EU Member States is entitled to apply to the principles, becoming a member of the Charter, and as a second step to sign a commitment. Entities from other countries, being EFTA's or even beyond, are also welcome to join.

These entities have to subscribe online, and their request will be registered and validated before providing them a membership. The online platform for subscriptions already exists; it can be maintained and further developed.

Beyond the subscription to the Charter's principles, the interested entities may submit a commitment: this is a road safety plan with concrete and measurable actions with at least one year duration. The Commission asks to provide a final report on the progress of the commitments and to report on both good and bad experiences so that others may learn from them. The annual award ceremony organised in the framework of the Charter recognises those commitments with the best practices.

The registration and validation of applications shall use the existing online platform on the Charter portal, with an invitation to improve and adapt the system to potential new needs. This online space allows users to register as members and enter information about their own activities or events, and create new commitments to road safety. A selection of standard forms can be chosen according to the type of organisation and commitment. Any subscription needs to be examined and validated to check whether they comply with the Charter's principles. Guidelines

have also been published to support members in defining their action plans and registering their commitments (see Annex 6 – Guidelines for Commitments).

A member enjoys the rights to access and disseminate information, participate in the Charter's activities and use the Charter's visuals (except for directly promoting any product or service). Members also gain publicity from the communication tools and promotion activities of the Charter and they are eligible for the yearly Charter Award.

Main tasks and deliverables

- Ensure smooth online registration;
- Register and control applications submitted online (in order to ensure that the company is serious and would not jeopardize the moral principles of the Charter);
- Provide general advice and answer general questions on the Charter, and support applications from new members and commitments;
- Update and follow up the existing commitments (renewal, evaluation, support for dissemination, etc.);
- Provide regular (at least monthly) feedback to the Commission on the memberships and the commitments and make them available on the website;
- At least yearly report to the Commission on detailed information related to members and commitments, including statistical data based on registrations (such as members per year, per country, per type of organisations, per type of projects etc.);
- Evaluate the commitments and support the Commission in selecting at least three award winners a year.

3.3.2 Decentralisation towards a national level

The activities delivered in the framework of the Charter follow by definition a bottom-up approach, while their monitoring has always been centralised at European level. After a decade, we can clearly state that some countries are more active than others, with a larger membership and a higher number of commitments.

In order to foster an equal geographical distribution, to encourage membership, commitment and exchange between national and local entities, which may be unknown out of their locality or region, or face difficulties with not using their national language, a national approach is recommended.

Therefore, the contractor is required to set up a network of national relays in the 28 EU Member States in order to promote the Charter in their respective countries and to liaise between the members. The network should include at least one correspondent in each Member State, representing, as appropriate, the public sector, civil society or experts in road safety.

The main role of a relay is to provide information on the Charter, to foster membership and commitments at national level, to deliver information and promotional activities and to facilitate the role of the contractor by providing country-specific feedback.

The contractor should inform and animate this network of national correspondents by regular contact by e-mail, phone calls and meetings organised at European or regional level.

The exact composition of the network is to be agreed with the Commission and may change during the contract.

Main tasks and deliverables

- Set up a network of national relays in the three months following the signature of the contract;
- Animate the network of the Charter's members at national level.
- Identify national opportunities that could accelerate the uptake of the Charter;
- Promote the Charter at national level using the network of relays as multiplier, in particular by distributing the Charter's promotional material, highlighting the address of the Charter website, and report on activities linked to the Charter in particular, and to road safety in general within the country.
- Verify if planned actions have been completed in order to establish the progress made.
- Report to the Commission regularly (at least yearly) on recent developments and progress.

Different options could be considered, such as where appropriate the creation of national road safety charters, and the applicant may suggest other options as long as the transfer from European to national (or local) level is ensured and the networking and promotional activities are done.

3.3.3 Promoting the Charter

In order to activate potential members and commitments and to raise awareness about the Charter's activities, promotional activities shall be undertaken simultaneously at different levels and by different tools.

Promotion of the Charter targets those associations and other groupings at European or national level that may subscribe to the Charter's principles. It is also conceivable that big companies or other interested parties are directly contacted, if this stimulates a new group of potential members.

The Charter shall be presented and promoted for example at relevant occasions, e.g. automobile fairs, road safety conferences, by articles in relevant publications (following approval by the Commission) or by using social media.

A regular event of the Charter campaign is the yearly Award. The most promising commitments are submitted to a jury and the winners are awarded at a prestigious award ceremony.

The contractor must implement a multilingual strategy and shall be able to ensure communication in English plus any other EU language to be chosen when appropriate.

Main tasks and deliverables

- Develop an effective external communication strategy, within three months from the signature of the contract, both for communication campaigns and single events at European level and in any Member State, including the identification of appropriate target groups, communication channels, tools, messages, partners and relay organisations, time schedules, targets for communication impact and monitoring tools.
- Ensure good coverage of all 28 EU Member States. For example, if the website statistics or other monitoring results suggest that there is a lack of participation from some countries or target groups, then efforts to improve the situation must be made.
- Use the opportunity of different **road safety events, at least three times a year**, to promote the Charter by awareness raising activities, promotional stands etc. and foster exchanges between the members.
- Organise **nine half-day seminars a year** across Europe on '*How to develop an effective road safety commitment*'. These events should be organised in geographic areas with the greatest needs and in agreement with the Commission. Each event should address a national target audience, take place as much as possible in the language of the host country and should be organised together with the support of relevant stakeholders. The preparation of these seminars includes the design of the programme, the identification and invitation of the participants and speakers, the provision of meals, renting facilities and the promotion of the events.
- Produce and disseminate appropriate information and promotional materials. This task should include as a minimum:
 - an **up-to-date brochure** with an electronic and a paper version on the Charter's campaign explaining the rationale behind the project – its objectives, the activities and main tasks planned as well as the expected results;
 - a **Charter poster** with eye-catching design to introduce the campaign at conferences and meetings;
 - **at least four newsletters** a year with the latest news and the announcements of upcoming activities.

The contractor's proposals for the lay-out and design of all promotion and communication material must comply with the visual identity of the Commission and must be approved by the Commission prior to publication.

- Organise, together with the Commission, once a year an **Award Ceremony** recognising the best commitments within the Charter. The Award Ceremony could be linked to a bigger road safety event or be a stand-alone event gathering stakeholders from all over Europe to discuss road safety topics and to award the best commitments of the previous year. The preparation of the award ceremony includes the pre-selection of the award candidates, the design of the programme and the identification and invitation of participants and speakers, the travel and accommodation of the award winners, the provision of meals, renting facilities and the promotion of the event.

- Develop and execute a strategy to ensure a dynamic presence of the Charter on at least Facebook and Twitter and to significantly increase the number of followers.

3.3.4 Managing and developing the Charter portal

The Charter website (<http://www.erscharter.eu>) is the central part of all Charter related communication. It is a place where everybody is invited to seek inspiration on how associations, cities, companies, unions, schools etc. can contribute to safer roads in Europe. It provides all relevant information on the Charter, its members, the commitments and the events related to the Charter, as well as in general on the European road safety policy.

At the same time, this online space allows members to register and communicate in an autonomous way, with the possibility of creating commitments.

The website should work as an interactive forum, promoting road safety as a priority of the Commission. It should be a sort of ‘meeting point’, enabling the creation of a network or community for different groups of interest sharing experience and expertise.

The tenderer shall be able to continue the technical and editorial maintenance of the current website of the Charter and ensure the continuity of the available services and information. At the same time, the tenderer is encouraged to come up with new ideas and approaches to further develop the website, encourage users to return more often for information and attract new visitors.

The website should remain multilingual. All data shall be available in the members’ languages as well as in English.

The website will be hosted by the Commission under the Europa/Transport/Road Safety portal (http://ec.europa.eu/transport/road_safety/ersc). The contractor will receive a special authorisation to access the website for its management and monitoring. All relevant information on the Europa portal is available at: <http://ec.europa.eu/ipg/>.

Main tasks and deliverables

The tenderer is requested to further develop the current Charter portal. As a minimum, the contractor shall:

- Provide technical maintenance in order to ensure the correct functioning of the site;
- Create an inclusive atmosphere for members and visitors to feel part of an EU-wide campaign by a task-oriented website design, as well as optimal structures, search and navigation systems;
- Provide all relevant information on the Charter, on members and commitments, including the Charter-related communication products and events, as well as with relevant information on the European road safety policy;
- Integrate new content in the existing website;
- Analyse the usability of the portal with a view to increasing the number of new visitors and of return visits to the site by its target groups.

- Design new templates or redesign the existing ones, applying technical and editorial quality control, ensuring compliance with required standards, proofreading, etc.
- Implement online promotional activities to improve website visibility and reach;
- Translate web content in any format into any of the EU's official languages to native speaker standard to ensure functioning multilingualism of websites in line with the existing strategy of the Charter website;
- Provide the Commission with all the data related to members and commitments at the end of the contract on a separate electronic data carrier.

3.4 Intermediate outputs and deliverables

The contractor must keep the technical officer in charge within the Commission regularly informed of the progress of work. This will normally be ensured by the delivery itself and the final report, but regular informal communication should be maintained between the reports as and when necessary but at least by a weekly conference-call and e-mails.

The tender must include a proposed timeframe for the required deliverables.

Execution of the tasks begins after the date on which the contract enters into force.

In principle, the deadlines set out below cannot be extended. The contractor is deemed solely responsible for delays occasioned by subcontractors or other third parties (except for rare cases of *force majeure*). Adequate resources and appropriate organisation of the work including management of potential delays should be put in place in order to observe the timetable below.

A **kick-off meeting** will take place in Brussels, at the latest 30 days following the signature of the contract, in order to settle all the details of the work to be undertaken. It shall be followed by an **inception report** at the latest 30 days after the meeting

Progress reports shall be submitted once a year. They will document on the on-going execution of all specified tasks and contain the evaluation of the on-going effectiveness of the Charter campaign. After each progress report, the Commission will have 30 days to provide the Contractor with its comments.

A **first progress report** showing progress of the work covering month 1 to month 12 shall be submitted to the Commission at the latest 13 months after the date of signature of the contract.

A **second progress report** showing progress of the work covering month 13 to month 24 shall be submitted to the Commission at the latest 25 months after the date of signature of the contract.

The contractor will submit a **final report** to the Commission at the latest 35 months after the signature of the contract. To the reports the contractor shall join all the data related to signatories.

3 copies of the reports shall be supplied in paper form and one copy in electronic form, either in MS Word or in HTML format.

All deliverables shall be in English. The Commission may publish the results of the reports. For this purpose, the tenderer must ensure that there are no restrictions deriving from intellectual property rights of third parties. Should he intend to use data, which cannot be published, this must be explicitly mentioned in the offer.

The duration of the execution of the tasks shall not exceed 36 months. This period is calculated in calendar days.

The tasks will be performed on the contractor's premises. However, meetings between the contractor and the Commission may be held on Commission premises in Brussels.

The contractor must ensure that there are no restrictions based on confidentiality and/or intellectual property rights to be expected from any third parties due to the publication of any data and documents on the Charter portal.

4. CONTENT, STRUCTURE AND GRAPHIC REQUIREMENTS OF THE FINAL DELIVERABLES

All communication material produced for the European Commission shall conform to the corporate visual identity of the European Commission by applying the graphic rules set out in the European Commission's Visual Identity Manual, including its logo².

The Commission is committed to making online information as accessible as possible to the largest possible number of users including those with visual, auditory, cognitive or physical disabilities, and those not having the latest technologies. The Commission supports the [Web Content Accessibility Guidelines 2.0](#) of the W3C.

For full details on Commission policy on accessibility for information providers, see: http://ec.europa.eu/ipg/standards/accessibility/index_en.htm

5. ANNEXES

1. Tenderer's Identification Form
2. Declaration of honour on exclusion criteria and selection criteria
3. Power of Attorney (mandate in case of joint tender)
4. Draft Contract
5. Principles of the Charter
6. Guidelines for commitments

² The Visual Identity Manual of the European Commission is available upon request. Requests should be made to the following e-mail address: comm-visual-identity@ec.europa.eu

ANNEX 1

IDENTIFICATION OF THE TENDERER

(Each service provider, including any member of a consortium or grouping and subcontractor(s) whose share of the work is more than 20% of the contract must complete and sign this identification form)

Call for tenders MOVE/C4/2016-285

Identity	
Name of the tenderer	
Legal status of the tenderer	
Date of registration	
Country of registration	
Registration number	
VAT number	
Description of statutory social security cover (at the level of the Member State of origin) and non-statutory cover (supplementary professional indemnity insurance) ³	
Address	
Address of registered office of tenderer	
Where appropriate, administrative address of tenderer for the purposes of this invitation to tender	
Contact Person	
Surname: First name: Title (e.g. Dr, Mr, Ms) : Position (e.g. manager): Telephone number:	

³ For natural persons

Fax number:	
E-mail address:	
Legal Representatives	
Names and function of legal representatives and of other representatives of the tenderer who are authorised to sign contracts with third parties	
Declaration by an authorised representative of the organisation⁴	
I, the undersigned, certify that the information given in this tender is correct and that the tender is valid.	
Surname: First name:	Signature:

⁴ This person must be included in the list of legal representatives; otherwise the signature on the tender will be invalidated.

ANNEX 2

Declaration of honour on exclusion criteria and selection criteria

The undersigned [*insert name of the signatory of this form*], representing:

(<i>only for natural persons</i>) himself or herself	(<i>only for legal persons</i>) the following legal person:
ID or passport number:	Full official name: Official legal form: Statutory registration number: Full official address: VAT registration number:

➤ declares whether the above-mentioned person is in one of the following situations or not:		
SITUATION OF EXCLUSION CONCERNING THE PERSON	YES	NO
a) it is bankrupt, subject to insolvency or winding up procedures, its assets are being administered by a liquidator or by a court, it is in an arrangement with creditors, its business activities are suspended or it is in any analogous situation arising from a similar procedure provided for under national legislation or regulations;	<input type="checkbox"/>	<input type="checkbox"/>
b) it has been established by a final judgement or a final administrative decision that the person is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the law of the country in which it is established, with those of the country in which the contracting authority is located or those of the country of the performance of the contract;	<input type="checkbox"/>	<input type="checkbox"/>
c) it has been established by a final judgement or a final administrative decision that the person is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the person belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes wrongful intent or gross negligence, including, in particular, any of the following:		
(i) fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfilment of selection criteria or in the performance of a contract;	<input type="checkbox"/>	<input type="checkbox"/>
(ii) entering into agreement with other persons with the aim of distorting competition;	<input type="checkbox"/>	<input type="checkbox"/>
(iii) violating intellectual property rights;	<input type="checkbox"/>	<input type="checkbox"/>
(iv) attempting to influence the decision-making process of the contracting authority during the award procedure;	<input type="checkbox"/>	<input type="checkbox"/>
(v) attempting to obtain confidential information that may confer upon it undue advantages in the award procedure;	<input type="checkbox"/>	<input type="checkbox"/>

d) it has been established by a final judgement that the person is guilty of any of the following:		
(i) fraud, within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests, drawn up by the Council Act of 26 July 1995;	<input type="checkbox"/>	<input type="checkbox"/>
(ii) corruption, as defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of EU Member States, drawn up by the Council Act of 26 May 1997, and in Article 2(1) of Council Framework Decision 2003/568/JHA, as well as corruption as defined in the legal provisions of the country where the contracting authority is located, the country in which the person is established or the country of the performance of the contract;	<input type="checkbox"/>	<input type="checkbox"/>
(iii) participation in a criminal organisation, as defined in Article 2 of Council Framework Decision 2008/841/JHA;	<input type="checkbox"/>	<input type="checkbox"/>
iv) money laundering or terrorist financing, as defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council;	<input type="checkbox"/>	<input type="checkbox"/>
(v) terrorist-related offences or offences linked to terrorist activities, as defined in Articles 1 and 3 of Council Framework Decision 2002/475/JHA, respectively, or inciting, aiding, abetting or attempting to commit such offences, as referred to in Article 4 of that Decision;	<input type="checkbox"/>	<input type="checkbox"/>
(vi) child labour or other forms of trafficking in human beings as defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council;	<input type="checkbox"/>	<input type="checkbox"/>
e) the person has shown significant deficiencies in complying with the main obligations in the performance of a contract financed by the Union's budget, which has led to its early termination or to the application of liquidated damages or other contractual penalties, or which has been discovered following checks, audits or investigations by an Authorising Officer, OLAF or the Court of Auditors;	<input type="checkbox"/>	<input type="checkbox"/>
f) it has been established by a final judgment or final administrative decision that the person has committed an irregularity within the meaning of Article 1(2) of Council Regulation (EC, Euratom) No 2988/95;	<input type="checkbox"/>	<input type="checkbox"/>
g) for the situations of grave professional misconduct, fraud, corruption, other criminal offences, significant deficiencies in the performance of the contract or irregularity, the applicant is subject to: <ul style="list-style-type: none"> i. facts established in the context of audits or investigations carried out by the Court of Auditors, OLAF or internal audit, or any other check, audit or control performed under the responsibility of an authorising officer of an EU institution, of a European office or of an EU agency or body; ii. non-final administrative decisions which may include disciplinary measures taken by the competent supervisory body responsible for the verification of the application of standards of professional ethics; iii. decisions of the ECB, the EIB, the European Investment Fund or international organisations; iv. decisions of the Commission relating to the infringement of the Union's competition rules or of a national competent authority relating to the infringement of Union or national competition law; or 	<input type="checkbox"/>	<input type="checkbox"/>

v. decisions of exclusion by an authorising officer of an EU institution, of a European office or of an EU agency or body.		
--	--	--

<i>[Only for legal persons other than Member States and local authorities, otherwise delete this table]</i>		
➤ declares whether a natural person who is a member of the administrative, management or supervisory body of the above-mentioned legal person, or who has powers of representation, decision or control with regard to the above-mentioned legal person (this covers the company directors, members of the management or supervisory bodies, and cases where one natural person holds a majority of shares) is in one of the following situations or not:		
SITUATIONS OF EXCLUSION CONCERNING NATURAL PERSONS WITH POWER OF REPRESENTATION, DECISION-MAKING OR CONTROL OVER THE LEGAL PERSON	YES	NO
Situation (c) above (grave professional misconduct)	<input type="checkbox"/>	<input type="checkbox"/>
Situation (d) above (fraud, corruption or other criminal offence)	<input type="checkbox"/>	<input type="checkbox"/>
Situation (e) above (significant deficiencies in performance of a contract)	<input type="checkbox"/>	<input type="checkbox"/>
Situation (f) above (irregularity)	<input type="checkbox"/>	<input type="checkbox"/>

➤ declares whether a natural or legal person that assumes unlimited liability for the debts of the above-mentioned legal person is in one of the following situations or not:			
SITUATIONS OF EXCLUSION CONCERNING NATURAL OR LEGAL PERSONS ASSUMING UNLIMITED LIABILITY FOR THE DEBTS OF THE LEGAL PERSON	YES	NO	N/A
Situation (a) above (bankruptcy)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Situation (b) above (breach in payment of taxes or social security contributions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

➤ declares whether the above-mentioned person is in one of the following situations or not:		
GROUND FOR REJECTION FROM THIS PROCEDURE	YES	NO
h) has not distorted competition by being previously involved in the preparation of procurement documents for this procurement procedure;	<input type="checkbox"/>	<input type="checkbox"/>
i) has provided accurate, sincere and complete information to the contracting authority within the context of this procurement procedure;	<input type="checkbox"/>	<input type="checkbox"/>
➤ acknowledges that the above-mentioned person may be subject to rejection from this procedure and to administrative sanctions (exclusion or financial penalty) if any of the declarations or information provided as a condition for participating in this procedure prove to be false.		

REMEDIAL MEASURES

If the person declares one of the situations of exclusion listed above, it should indicate the measures it has taken to remedy the exclusion situation, thus demonstrating its reliability. They may include e.g. technical, organisational and personnel measures to prevent further occurrence, compensation of damage or payment of fines. The relevant documentary evidence which appropriately illustrates the remedial measures taken should be provided in annex to this declaration. This does not apply for the situations referred in point (d) of this declaration.

EVIDENCE UPON REQUEST

Upon request and within the time limit set by the contracting authority the person shall provide information on the persons that are members of the administrative, management or supervisory body, as well as the following evidence concerning the person or the natural or legal persons which assume unlimited liability for the debt of the person:

For situations described in (a), (c), (d) or (f), production of a recent extract from the judicial record is required or, failing that, an equivalent document recently issued by a judicial or administrative authority in the country of establishment of the person showing that those requirements are satisfied.

For the situation described in point (a) or (b), production of recent certificates 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 person is liable, including for example, VAT, income tax (natural persons only), company tax (legal persons only) and social security contributions. Where any document described above is not issued in the country concerned, it may be replaced by a sworn statement made before a judicial authority or notary or, failing that, a solemn statement made before an administrative authority or a qualified professional body in its country of establishment.

If the person already submitted such evidence for the purpose of another procedure, its issuing date does not exceed one year and it is still valid, the person shall declare on its honour that the documentary evidence has already been provided and confirm that no changes have occurred in its situation.

➤ declares whether the above-mentioned person complies with the selection criteria as provided in the tender specifications:		
SELECTION CRITERIA	YES	NO
(a) It has the legal and regulatory capacity to pursue the professional activity needed for performing the contract as required in section [insert] of the tender specifications;	<input type="checkbox"/>	<input type="checkbox"/>
(b) It fulfills the applicable economic and financial criteria indicated in section [insert] of the tender specifications;	<input type="checkbox"/>	<input type="checkbox"/>
(c) It fulfills the applicable technical and professional criteria indicated in section [insert] of the tender specifications.	<input type="checkbox"/>	<input type="checkbox"/>
➤ declares that the above-mentioned person will be able to provide the necessary supporting documents listed in the relevant sections of the tender specifications and which are not available electronically upon request and without delay.		

Full name

Date

Signature

ANNEX 3

POWER OF ATTORNEY

mandating one of the partners in a joint tender as lead partner and lead contractors

The undersigned:

– Signatory (Name, Function, Company, Registered address, VAT Number)

having the legal capacity required to act on behalf of his/her company,

HEREBY AGREES TO THE FOLLOWING:

- 1) To submit a tender as a partner in the group of partners constituted by Company 1, Company 2, Company N, and led by Company X, in accordance with the conditions specified in the tender specifications and the terms specified in the tender to which this power of attorney is attached.
- 2) If the European Commission awards the Contract to the group of partners constituted by Company 1, Company 2, Company N, and led by Company X on the basis of the joint tender to which this power of attorney is attached, all the partners shall be co-signatories of the Contract in accordance with the following conditions:
 - (a) All partners shall be jointly and severally liable towards the European Commission for the performance of the Contract.
 - (b) All partners shall comply with the terms and conditions of the Contract and ensure the proper delivery of their respective share of the services and/or supplies subject to the Contract.
- 1) Payments by the European Commission related to the services and/or supplies subject to the Contract shall be made through the lead partner's bank account: [Provide details on bank, address, account number].
- 2) The partners grant to the lead partner all the necessary powers to act on their behalf in the submission of the tender and conclusion of the Contract, including:
 - (a) The lead partner shall submit the tender on behalf of the group of partners.
 - (b) The lead partner shall sign any contractual documents — including the Contract, and Amendments thereto — and issue any invoices related to the Services on behalf of the group of partners.
 - (c) The lead partner shall act as a single contact point with the European Commission in the delivery of the services and/or supplies subject to the Contract. It shall co-ordinate the delivery of the services and/or supplies by the group of partners to the European Commission, and shall see to a proper administration of the Contract.

Any modification to the present power of attorney shall be subject to the European Commission's express approval. This power of attorney shall expire when all the contractual obligations of the group of partners towards the European Commission for the delivery of the services and/or supplies subject to the Contract have ceased to exist. The parties cannot terminate it before that date without the Commission's consent.

Signed in on [dd/mm/yyyy]

Place and date:

Name (in capital letters), function, company and signature:

⁵ To be filled in and signed by each partner in a joint tender, except the lead partner;

ANNEX 4
DRAFT CONTRACT

Please see separate document

ANNEX 5
PRINCIPLES OF THE CHARTER

Please see separate document

ANNEX 6
GUIDELINES FOR COMMITMENTS

Please see separate document