

GSA/OP/37/15

**FRAMEWORK CONTRACT FOR INFORMATION AND COMMUNICATION SERVICES FOR THE
EUROPEAN GNSS AGENCY (GSA) AND THE EUROPEAN COMMISSION (EC) – 2 LOTS**

ANNEX II

TENDER SPECIFICATIONS

Annex II to Invitation to Tender- 'Tender Specifications'

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1 OVERVIEW

The present specifications are attached to the call for requests to participate and are intended to complement the information contained in the Contract Notice 2016/S 079 139456 providing to the Tenderers further information on the procurement procedure and elements to allow them to prepare for the procurement process.

1.1 CONTEXT OF THE TENDER

Background

The European GNSS Agency (hereinafter 'GSA', 'the Agency' or 'Contracting Authority')¹ is the Agency established by the European Union to accomplish specific tasks related to the European GNSS (Global Navigation Satellite Systems - EGNOS and GALILEO) programmes. Along with the Agency's core tasks, related to the promotion, marketing and security of the programmes, the European Commission has delegated a range of tasks to the GSA related to the exploitation of Galileo and EGNOS as well as the management of GNSS-related R&D funds under the EU's Horizon 2020 (H2020) and Fundamental Elements Programmes.

Over the past decade, the market for satellite navigation related products and services, has been growing at double-digit rates. This growth is expected to accelerate once Galileo becomes operational. The GSA plays a unique role in the development of commercial markets for EGNOS and Galileo, and linking space to user needs by:

- Promoting the use of EGNOS to high-potential user sectors;
- Managing EU-funded research on innovative satellite navigation applications and technologies and leveraging the results;
- Preparing the market for the take-up of Galileo;
- Monitoring the GNSS market and forecasting future developments.

In addition, the proper functioning and performance of the Galileo system and services require that highly sophisticated and state-of-the-art security measures, facilities and plans be put in place. The GSA is responsible for a range of matters related to the security of systems such as:

- Operating the Galileo Security Monitoring Centre (GSMC) - The GSMC will monitor the security-related status and performance of Galileo and the secure operation of the Galileo Public Regulated Service (the 'PRS');

¹ - REGULATION (EC) No 1285/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 11 December 2013 on the implementation and exploitation of European satellite navigation systems

- REGULATION (EU) No 912/2010 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 22 September 2010 setting up the European GNSS Agency, repealing Council Regulation (EC) No 1321/2004 on the establishment of structures for the management of the European satellite radio navigation programmes and amending Regulation (EC) No 683/2008 of the European Parliament and of the Council

- Ensuring the functioning of the Security Accreditation Board (SAB) of the EU GNSS systems, which takes accreditation decisions related to system and site operations, authorisation to launch satellites and PRS receivers;
- Securing the PRS and ensuring its availability, integrity and confidentiality;
- Developing the PRS user segment, making high-performance PRS receivers available at an affordable price.

The GSA is also entrusted with key tasks by the European Commission, including the operation and service provision for the EGNOS Programme (since 2014), the operation and service provision for the Galileo Programme (from 2017), and managing EU GNSS research under the Horizon 2020 and Fundamental Elements Programmes.

GSA Mission Statement

The GSA's mission is to support European Union objectives and achieve the highest return on European GNSS investment, in terms of benefits to users and economic growth and competitiveness, by:

- Designing and enabling services that fully respond to user needs, while continuously improving the European GNSS services and Infrastructure;
- Managing the provision of quality services that ensure user satisfaction in the most cost-efficient manner;
- Engaging market stakeholders to develop innovative and effective applications, value-added services and user technology that promote the achievement of full European GNSS adoption;
- Ensuring that European GNSS services and operations are thoroughly secure, safe and accessible

Communications Activities

In order to support activities listed above and more, the GSA is involved in developing and implementing a wide range of communications and information actions and initiatives that include: the management and development of websites and social media channels; the production and distribution of videos, brochures, newsletters and other on and off-line publications and multi-media products; public, media and stakeholder relations activities; and the organisation of, and participation in, a wide range of events, conferences, meetings, workshops and exhibitions across Europe and beyond. For examples of various GSA communications activities that were realised with the assistance of external service providers, please consult the GSA [WEBPAGE](#).

With the present procurement exercise, the GSA and the European Commission intend to acquire external assistance to ensure that the above-mentioned range of communications and information tasks can be carried out swiftly, effectively, efficiently and with high quality.

1.2 OUTLINE OF THE TENDER AND PROCEDURAL PROCESS

Name: GSA/OP/37/15: "Provision of Information and Communication services to the European GNSS Agency (GSA) and the European Commission (EC)" in 2 (two) lots:

Lot1: Event and exhibition organisation, materials and support services



Lot2: Web, paper and video-based publication services, graphic design, public and media relations, print and multi-media production, editorial work and promotional items

Procedure: Open call for tenders in accordance with Article 104a (1) FR and Article 127 (2) RAP for procurement of services, under inter-institutional framework contracts in “cascade” in 2 (two) lots.

The GSA reserves the right to launch an exceptional negotiated procedure for similar services under the FWCs with the same Contractors in case of need, as foreseen in Art. 134(1)(e) RAP.

TIMETABLE	DATE	COMMENTS
Launch of Tender	12 April 2016	Tender All documents available at: http://www.gsa.europa.eu/gsa/procurement
Deadline for request of clarifications from GSA	31 May 2016	Requests to be sent in writing only to: tenders@gsa.europa.eu
Last date on which clarifications are issued by GSA	7 June 2016	All clarifications will be published at: http://www.gsa.europa.eu/gsa/procurement Tenderers are advised to check this webpage on a regular basis possible updates and/or clarifications
Deadline for submission of Tenders	20 June 2016	According to conditions of submissions set in section 4 of these specifications
Opening session and start of evaluation session at GSA premises in Prague	24 June 2016	
Completion of evaluation and award	July 2016	Estimated
Start of the contracts	August 2016	Estimated



1.3 PURPOSE OF THE CONTRACT

The proposed activities should help the GSA and the EC to implement their information and communication strategies and plans coherently and effectively. The purpose of these contracts is to make services available to the GSA and the EC on the basis of specific requests that they may issue. Such requests shall include detailed technical requirements per assignment, after which negotiations between the contractor and the client will culminate in specific contracts. The GSA reserves the right to procure, under the framework, on occasional basis, specific goods which are required in order to implement the information and communication strategies and plan, on the understanding that such goods shall be ancillary to the information and communication services either in quantity, nature or price.

For each Lot, the GSA as leading institution will conclude a multiple framework service contract in cascade with providers of communications and information services. The maximum number of contractors foreseen per each lot for these FWCs is three (3), provided there is a sufficient number of tenderers satisfying all set criteria.

2 TERMS OF REFERENCE

2.1 APPLICABLE LEGAL ACTS

Participation to the Tender is subject to applicable legal restrictions and obligations. The reference documents include:

- REGULATION (EC) No 512/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 16 April 2014 amending Regulation (EU) No 912/2010 of the European Parliament and of the Council setting up the European GNSS Agency²;
- REGULATION (EU) No 1285/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 11 December 2013 on the implementation and exploitation of European satellite navigation systems and repealing Council Regulation (EC) No 876/2002 and Regulation (EC) No 683/2008 of the European Parliament and of the Council³.

As a general and essential principle, it shall be the contractor's responsibility and duty to ensure compliance with its obligations under all applicable laws. As such, the contractors shall, in the performance of all of its rights and obligations under the FWC, comply with all applicable laws, rules, regulations and by-laws and with all orders, decrees, policies and directives issued by any applicable authorities ("Applicable Laws"), and particularly any such Applicable Laws pertaining to maintenance certifications and recertification in Belgium. The contractors shall give written assurance that it will comply with all such Applicable Laws, that it bears sole responsibility for any violation of such

² OJ L 150, 20.5.2014, p. 72

³ OJ L 347, 20.12.2013, p. 1

Applicable Laws by itself and that it will indemnify, defend, and hold the GSA and the EC harmless for the consequences of any such violation.

The procurement procedure will be carried out in accordance with the rules of:

- European GNSS Agency Financial Regulation and its Implementing Rules 2014 adopted by its Administrative Board on 25 April 2014;
- COMMISSION DELEGATED REGULATION (EU) No 1271/2013 of 30 September 2013 on the framework Financial Regulation for the bodies referred to in Article 208 of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council⁴;
- REGULATION (EU, EURATOM) NO 966/2012 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 25 October 2012 on the financial rules applicable to the general budget of the Union as amended by Regulation (EU, EURATOM) No 2015/1929 of the European Parliament and of the Council of 28 October 2015⁵;
- COMMISSION DELEGATED REGULATION (EU) No 1268/2012 on the rules of application of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council on the financial rules applicable to the general budget of the Union as amended by Commission Delegated Regulation (EU) No 2015/2462 of 30 October 2015⁶.

In the general implementation of its activities and for the processing of tendering procedures in particular, regarding confidentiality and public access to documents, the GSA observes the following rules:

Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 and Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data, and;

Council Regulation (EC) No 1049/2001 of 30 May 2001 regarding public access to European Parliament, Council and Commission documents.

GSA Internal Rules relevant to the execution of the FWC will be made available to the Contractor after the signature of the FWC.

⁴ OJ L 328, 7.12.2013, p. 42

⁵ OJ L 286, 30.10.2015, p. 1

(Available at <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L:2015:286:FULL&from=EN>)

⁶ OJ L 342, 29.12.2015, p. 7

(Available at <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32015R2462&from=EN>)

2.2 TECHNICAL TERMS OF REFERENCE

In accordance with the scope of work described below, the Contractor is expected to perform the tasks in line with the requirements listed under 2.2.1 and 2.2.2.

The lists of requirements for each lot may not be exhaustive. They may be completed at a later stage by an amendment to the contract on the condition that new items does not alter the subject-matter and the economic balance of the contract, and does not introduce new conditions which would have allowed for admission of different tenderers would they have been initially listed above.

Would some special security requirements (e.g following the start of Galileo Commercial Service) become necessary for the management of some sections of the website (e.g. GNSS Service Centre web-pages), the GSA reserves the right to request any additional services, in accordance with applicable law.

The prices provided in Annex II.F shall remain applicable for any amendment and any additional unit prices that would be required to fulfil the new tasks shall be agreed by the GSA as part of the amendment.

2.2.1 Lot 1 - Event and exhibition organisation, materials and support services

The GSA regularly organises awareness raising campaigns, events and other promotional activities, exhibitions and displays to promote the European GNSS Programmes (Galileo and EGNOS) as well as the contribution of the Agency to the Programmes. The aim of this activity is to raise awareness of the aims, benefits and progress of the programmes and encourage their use by a range of target, stakeholders and interested citizens across Europe and around the world.

In the context of services concerned by this Lot, the GSA is seeking to better leverage the events and exhibitions it organises and/or participates in more effectively and creatively in order to:

- Promote the positive awareness and use of the European GNSS Programmes, Galileo and EGNOS, to a wide range of user groups and stakeholders, and to;
- Increase the visibility of the GSA and its activities.

It therefore requires high quality, effective, efficient and professional assistance in events / exhibition planning, management, execution and final assessment.

The tasks to be executed are the following:

2.2.1.1 Event/exhibition/promotional décor and display conception, production and logistics

Tasks to be carried out by the contractor:

- a) Development of the event concept and advice on how to present the GSA's messages in places such as conferences, meetings, congresses, exhibitions, GSA facilities, etc. in the most effective and creative way.
- b) Research and booking of appropriate venues (hotels, conference centres, museums, restaurants, stand space, etc.)
- c) Organising logistics and implementation of events and exhibitions, design and management of the available space.
- d) Coordination/liaison with event/exhibition organisers.
- e) Coordination of actions and contacts with other contractors or institution services working on the same event, in particular with the contractor(s) of Lot 2.
- f) Design and production of fixed and portable stands and related decoration and displays (temporary and permanent).
- g) Graphic design work for the event's visual identity and event materials such as panels, banners, posters, etc. (for inside and outside buildings).
- h) Drafting, translation and printing of short messages for event materials.
- i) Printing/production of panels, banners, signs, sign-posting and graphics.
- j) Provision of exhibition equipment, furniture and related decoration (chairs, tables, display shelves, brochure stands, roll-ups, models, display cases, plants, etc.), including when expressly required, the sale thereof.
- k) Provision and installation of audio-visual and informatics equipment (computers with Internet access, video equipment (plasma screens, DVD readers, CD players, touch screens etc.) and any other exhibition/event technology or equipment required for the smooth running and successful implementation of a professional event, including when expressly required, the sale thereof.
- l) Transportation, assembly and dismantling of stands and/or equipment, including furniture, panels, banners, signs, etc., at locations across Europe as well as outside Europe as required.
- m) Assistance with set-up and decoration of stands, including maintaining stock of promotional materials on the stands.
- n) Assistance with manning of stands and provision of hostess services as required.
- o) Maintenance and cleaning of space at venues.

2.2.1.2 Event management and support services

Tasks to be carried out by the contractor:

- a) Coordination of actions and contacts with other contractors or institution services working on the same event, in particular with the contractor(s) of Lot 2.
- b) Management of all correspondence for the event (to speakers, moderators, participants, etc.): sending invitations, creating programmes, promotional leaflets/posters, conference folders and list of participants, dealing with replies and information requests, post-conference proceedings/letters/emails, including drafting, design, translation, production and distribution (either on the basis of mailing lists provided by GSA or on specific instructions).
- c) Consultation of OPOCE mailing lists and lists from others DGs; research for addresses in specialised directories; research for electronic addresses for specified target groups.⁷
- d) Assistance in identifying speakers and moderators and coordination with the selected speakers and moderators, including collecting CVs, photographs and presentations, providing instructions, responding to questions and requests, thank you letters, etc.
- e) Provision of registration system for participants. This includes designing a registration system (web-based or any other type); follow up of replies and sending reminders. The registration system should be able to provide lists of participants, statistics regarding the participants (professional sector, type of organisation, country of origin, etc.)
- f) Provision of identification badges and cloakroom tickets for each of the participants, speakers and moderators.
- g) Provision of on-site catering (food and drinks for coffee breaks, cocktails, lunches, dinners) and entertainment services (musicians, artists, etc.)
- h) Provision of on-site technical assistance to exhibitor(s) including a manned technical or informatics helpdesk where necessary.
- i) Provision of photographic services.
- j) Provision of travel and accommodation support for select speakers/participants as required/requested by the Agency.
- k) Provision of conference assistants; tasks of the assistants could include:
 - Provision and compilation of participants' kits.
 - Preparation and management of on-site registration desk.
 - Organisation and supervision of cloakrooms.
 - Assistance to exhibitors.
 - Provision of information to participants

⁷ In full consideration of all applicable data protection rules and regulations.

l) On-site activities and programme.

- Organising flows of people in the conference spaces.
- Assistance in meeting rooms, including assistance to speakers/VIPs with their presentations, distribution and collection of headphones, managing number of participants, placing name plates, assistance to journalists, photocopying and distributing documents to interpreters, etc.

m) Post-event report.

2.2.2 Lot 2 - Web, paper and video-based publication services, graphic design, public and media relations, print and multi-media production, editorial work and promotional items

This work involves the design, drafting and production, in any medium, of information products and promotional material relating to the activities of the GSA and its work on the European GNSS Programmes, Galileo and EGNOS.

Specific provisions concerning development and maintenance of the websites: the GSA is seeking to improve the quality of its internet presence. For this, professional web expertise and assistance are required. Internet tools should be conceived and implemented in a user-friendly manner, leveraging the latest state-of-the art technology and tools and be understandable to the general public and experts alike.

2.2.2.1 Development and maintenance of websites and social media channels

2.2.2.1.1 Tasks to be carried out by the contractor:

- a) The work will consist of defining, producing, maintaining and upgrading sections under the websites that the agency currently manages (GSA, EGNOS Portal and GSC websites) as well as any new sites as required and requested by the GSA. The tasks involve all activities related to the development and maintenance of multilingual websites, including content development.
- b) In addition to standard information pages the web creation work could include the development of on-line products and multimedia content such as graphics and animations, mobile apps, surveys, tutorials, polls, games, web streaming, webinars; the migration of web content into new templates or into a web content management system; search engine optimisation or technical adaptations (programming, scripting) for the development of new menus, etc.
- c) The contractor should also be able to encode, edit, convert, compress and optimise supplied audio and video files for on-line distribution, download or streaming, in the most common formats (in both low and high bandwidth versions) and using standard technologies

compatible with the GSA web publishing systems (Please refer to the section 'Technical environment and requirements').

- d) The contractor must be able to manage websites ranging from simple sites of a few pages to large multilingual sites including interactive features, audio-visual material, external databases etc. The contractor functions as helpdesk to ensure daily/weekly/monthly updating of information web pages using the GSA's website content management system. Updating activities can include updating the content/layout of existing pages including some rewriting (either based on content to be drafted by the contractor or content provided by the GSA); adding documents/images/links etc. and the subsequent adjustment of all language versions.
- e) The contractor may also be required to provide support for setting up and operating online interactive services and events, such as internet chats, online surveys, RSS/XML feeds, podcasting, social media tools, e-mail marketing, online paid campaigns and advertisements or other new features or services the GSA may decide to implement in the future. This range of activities could include online moderation/filtering, posting/re-editing of messages as well as reporting.

The full details concerning graphic design work, purchase of images/photos, content drafting/editing and translation are presented in sections 2.2.2.2, 2.2.2.3, 2.2.2.4 and 2.2.2.5 of these specifications, but in relation to the web in particular:

- f) In addition to designing page layouts/templates and producing web page mock-ups and HTML prototypes, the graphic design work for the web could consist of the creation of promotional buttons, drawings, photos, illustrations, logos, animations or an entire visual identity for a dedicated website. The acquisition of copyrights should be included where necessary. The deliverables should be provided in standard web formats, if requested, ready to publish and accompanied by clear graphic charts and user guidelines.
- g) Writing/editing/adapting/updating texts (introductions/summaries, articles, success stories, interviews) in a journalistic style, suited for the web and for the requirements of pre-defined target audiences. This may include gathering and compiling base material from various sources.
- h) Content needs to respond as a minimum to:
 - Europa website standards:
http://ec.europa.eu/jpg/standards/accessibility/index_en.htm and usability and accessibility best practices.
 - SEO and SEM best practices, and tenderer needs to be able to report on performance of communication products as well as provide strategic advice on how to improve visibility and impact.

- i) Development of additional language versions to a website (translation included or provided by the GSA) or implementing an overall content update of a multilingual website in all language versions.

2.2.2.1.2 Working methods: Technical environment and requirements

The GSA website is currently hosted externally and provided for under a separate contract, however the contractor must be ready to migrate the sites to new servers if needed/as requested (either externally or possibly within the EU's data centre (DIGIT)). The GSA website is currently managed with the content management system (CMS) Drupal, but for future developments the use of the GSA's web content management system will be considered on a case by case basis.

All web developments should use the GSA's standard IT technical tools as well as be in line with the Inter Institutional Style Guide.

Both sites shall operate upon this CMS and will depend upon a relational database system (RDBMS) that conforms to international SQL:2008 standard, initially MySQL. The site is being developed using the international Java standards JSR-168 and JSR-286 and this will allow the GSA sites to act as, and be built using, portlets. This facility enables greater flexibility, allows for easier management of the sites' user interface elements and enables the use of other third-party portlets to enrich the overall sites. The contractor is expected to be able to develop new portlets for the site as requested by the GSA using the Java standards mentioned.

The hosting service is sourced separately and will confirm to uptime and downtime requirements as laid out by the GSA. The contractor is expected to be able to run tests and provide documentation to show how any downtime has affected the overall availability of the site. Additionally, test results and documentation will be needed to be able to show that any unexpected downtime was caused by the hosting service or by the contractor.

The contractor will carry out work either:

- a) At his premises and using his own infrastructure. He must have access to all the technical equipment and means of communication required to perform the tasks, including the occasional hosting of an application if required. The offer should include a description of the infrastructure and equipment available to perform the contract.
- b) At a GSA premises. The GSA may request the contractor to provide either full or part-time onsite support at a GSA facility. The offer should include a description of the infrastructure required on site to perform activities at the GSA.

2.2.2.1.3 The process of acceptance and provision of deliverables

The process shall contain at least the following phases:

- a) checking of the files by GSA

- b) corrections by the contractor where required
- c) validation by GSA
- d) deployment by the contractor onto the GSA sites using the content management system

To ensure business continuity and quality control, the tenderer shall set up a ticketing system to manage the requests made by GSA.

The contractor must provide 6 (six) months guarantee on deliverables, including designation of a contract person to whom requests for specific technical corrections should be addressed.

2.2.2.1.4 Team required

The contractor will set up a team with the necessary know-how and experience required to professionally and efficiently perform all the tasks in a timely manner (multimedia designer and developer, webmaster, web designer, web editor, web developer, etc.). He must master web techniques and prove his capacity to use the technical tools used for the GSA and EUROPA websites. The team should be capable of responding to one-off service requests as well as fulfilling ongoing maintenance tasks over longer periods of time if and when requested. All team members in direct contact with the GSA must be fluent in English.

2.2.2.2 Editorial support and content development

The editorial component is of major importance. It involves providing support for editorial activities carried out by GSA in the field of websites as well as wide range of online and printed publications and information tools. This includes drafting texts suited to the requirements of numerous target audiences. For most products this requires journalistic working methods such as researching for a human-touch perspective, success stories, conducting interviews, etc. often under very short deadlines.

The tenderer must demonstrate convincingly that they possess a thorough knowledge of European Union space and/or transport policies and the editorial know-how to target numerous audiences.

This category of tasks involves:

- a) Gathering and compiling information and data: proposing outlines and editorial concepts, journalistic research for information on specific subjects from sources identified or delivered by the GSA, or from other sources, interviewing subjects, compiling raw material, reading and analysing documents, monitoring of various online and printed media.
- b) Writing and editing: writing and editing of original content/articles based on the information and raw material gathered.

- c) Proofreading: the text should be proofread to ensure that it is free from errors and that all amendments/corrections have been included correctly. There could be several proof reading stages during the course of the production.
- d) Rewriting text/content: rewriting and adapting existing content to cater for specific target audiences, specific media and publishing formats (web, printed publications); summarising documents, and modification of texts.
- e) Updating texts: ad-hoc updating of existing content; sometimes these updates will be simple but more often they will be substantial.

Compliance with the rules of the Inter-institutional Style Guide is essential for any drafting work in order to ensure the editorial and linguistic quality of the information products. For further information, the Interinstitutional Style Guide can be found at:

<http://publications.europa.eu/code/en/en-000100.htm>.

2.2.2.3 Translation

Given the high workload of the translation service of the EU it is not always possible for them to give priority to publications or web-pages. In view of this it is often necessary to outsource translation work.

Compliance with the rules of the Interinstitutional Style Guide is essential for any translation work in order to ensure the linguistic quality of the information products. The Interinstitutional Style Guide can be found at: <http://publications.europa.eu/code/en/en-000100.htm>

- a) Translations: The tenderer must be capable of working in all the official languages of the European Union (EU), i.e. the 24 official languages at the time of the publication of this tender and any additional language that becomes an official EU language during the period of the contract. There may also be occasions where there will be a need for UN languages including Chinese, Russian and Arabic and other official languages.
- b) The contractor must be capable of handling content and documents (including page layout and preparation of printing) and managing websites, ensuring quality of his output in the 24 official languages, as well as in any further languages that may be required.
- c) Proofreading: The contractor will guarantee high-quality linguistic and journalistic translations, together with proofreading of the texts by highly experienced journalists in the respective languages. One correction round (proofreading) will be done by the contractor before delivery of final linguistic versions to GSA in order to reach the best possible quality. Subsequent proofreading will also be required to ensure that corrections from GSA services have been incorporated correctly.

2.2.2.4 Graphic Design

The use of interesting, innovative and good quality designs are the key to ensuring the continued success of GSA publications both on-line and printed. The tenderer should therefore be able to deal with all the following elements:

- a) Graphic design for the web: the development of templates for use on the internet.
- b) Graphic design for printed materials: for all printed materials including brochures, leaflets, newsletters, posters, banners, folders, reports, postcards, etc.
- c) Logos and visual identities: the creation of logos and visual identities for products, conferences, policy areas, events etc. The visual identity could include a branding platform, a logo and a slogan. The establishment of a dynamic visual identity is essential for information and communication activities to be effective. These visual identities could be applied to a variety of high quality information and communication tools such as posters, post cards, letterhead, etc. They could also be used for conference/event exhibition material such as exhibition panels, the conference/event website and other online materials. The contractor should be able to present all of these communication tools in a Communication Toolbox including tips and advice on how they should be used.
- d) Quality: the designs should be of a high quality, attractive and suitable for the target audience. There should be a link if appropriate to the existing graphic identity of the GSA for printed and on-line material. The tenderer should be willing to produce a minimum of three possible design options at the start of each new project.
- e) Photography and Illustrations: Purchasing of stock photos or taking of original photos for multiple use in various contexts/media, including editorial search, management of related copyright issues and assurance that the GSA has the relevant rights to use these photos will be the responsibility of the contractor. This includes the creation of artistic works like drawings, cartoons or comic strips.

All items created under the terms of the specific contracts linked to the framework contract must include an assignment of copyright to the GSA. The GSA may use, assign to a third party, or even modify any item resulting from work carried out subject to a contract (writing, graphic design and the web).

All visual and graphic content needs to respond as a minimum to:

- Europa website standards http://ec.europa.eu/ipg/standards/accessibility/index_en.htm and usability and accessibility best practices.
- SEO and SEM best practices, and tenderer needs to be able to report on performance of communication products as well as provide strategic advice on how to improve visibility and impact.

Tenderer needs to be able to report on performance as well as provide strategic advice on how to improve visibility and impact. All visual and graphic content needs to respond as well to usability and accessibility best practice.

2.2.2.5 Layout

To ensure a layout that is in line with the rules of producing GSA publications the contractor would have again take into consideration the rules contained in the Interinstitutional Style Guide. The Guide can be found at <http://publications.europa.eu/code/en/en-000100.htm>

In addition to this, GSA will provide a number of elements which must be included in the layout for all materials whether they are printed, video or internet-based. This information may include, but it not limited to:

- a) GSA visual identity manual
- b) Any required publication identifiers including catalogue number, ISBN number and bar code, etc.
- c) the EU Flag
- d) Relevant logos and graphic lines (i.e. Galileo, EGNOS, H2020, etc.)
- e) Logo of the Publications Office

The contractor must proofread the first layout of the text in all languages before sending it to GSA for comments. A second proof reading and possible subsequent proof readings must also be implemented to take account of corrections by the GSA.

2.2.2.6 Printing

The contractor may be required to print quantities of material, sometimes at short notice.

2.2.2.7 Video Development and Production

The contractor may be asked to create a range of video materials of varying lengths, formats and languages from conception to production. The work requested could include scriptwriting, storyboarding, interviewing, sourcing and use of existing footage and well as original filming on location, casting, creation of animations and original music, etc.

2.2.2.8 Dissemination Services

The objective of dissemination services are to promote the GSA website content and attract the targeted audience to visit and interact. Dissemination also applies to GSA/EGNOS/Galileo related

material and events. The dissemination strategy may include, but is not limited, to the following activities:

- a) Press release services;
- b) Direct contact with journalists;
- c) Online advertisement campaigns;
- d) E-mail marketing;
- e) Social media campaign creation and maintenance;
- f) Community networking;
- g) Public, media and stakeholder relations activities;
- h) Search engine optimisation.

2.2.2.9 Communications messaging support

To ensure the quality of the Agency's communications, the GSA will require support in message development and delivery impacting a range of communications activities. Communication messaging support activities may include, but are not limited, to the following activities:

- a) Support in devising GSA's communications messaging related to events and announcements. This can involve stakeholder analysis, helping tailor and target GSA's messages, counsel on stakeholder outreach and strategic drafting support.
- b) Helping speakers effectively convey GSA's messages at events, for instance by supporting on briefing documents and presentations, by running stakeholder outreach training or rehearsing presentations and speeches with staff.
- c) Media messaging advice, hands-on support on media analysis and reaching out to journalists. Provision of coaching for on-camera message delivery.
- d) Assisting GSA staff in contributing to GSA's effective and consistent message delivery by providing coaching for those who contribute with content and materials to the Agency's website, publications and events.
- e) Supporting GSA teams in effectively and responsibly delivering messages via social media.

2.2.2.10 Promotional Items

To support a particular communication campaign or message, the contractor will provide a range of promotional items as needed. This can include items such as pens, t-shirts, USB slicks, notebooks, mousepads, post-its, etc. The promotional materials will be delivered to addresses provided by GSA or EC. The contractor may be requested to stock the produced materials prior to dissemination for up to 3 months. For each article there must be the possibility to print the GSA, European Union logo or other logos, in different colours or in a single colour, and/or the title of the event and/or a website address and graphic line of the particular campaign or message as required for the specific request.

2.2.2.11 Evaluation of GSA communications outreach

In order to improve the quality of GSA's communication actions, it is necessary to analyse the reach and impact of our communication tools, such as printed products, videos, campaigns or events. The contractor must be able to produce surveys and evaluations assessing and measuring:

- brand awareness
- the perception of our publications or videos
- the use and the success of campaigns or events
- the use and the success of websites.

This category of tasks involves:

- a) Definition of evaluation methodology for both quantitative and qualitative research, including sample definition;
- b) Execution of the survey / interviews including drafting questionnaires, layout, collection and processing of data;
- c) Analysis and reporting of results, including comparison with previous surveys (if applicable), if necessary using statistical tools, drafting of reports including charts and executive summary.

2.2.2.12 Monitoring and Reporting

In order to understand and strengthen the performance of GSA's communication actions, the tenderer will be requested to provide, regular and ad-hoc comprehensive reporting on a broad range of metrics and key performance indicators. The tendered may be asked to monitor and report activities at varying levels of granularity, from the performance of a single link to that of a whole campaign.

Based on the data gathered, the tenderer may be requested to deliver a comprehensive analysis of the metrics and performance, distilling intelligence and insights, and drafting recommendations to improve the performance.

2.3 QUALITY ASSURANCE

The contractor shall ensure that the quality and presentation of all services and materials are continuously delivered on the same standards as presented during the tendering process and that adequate quality assurance measures are taken and enforced at all times. In case of non-compliance, reduction in price as mentioned in Article II.13 of framework contract shall apply.

The contractor shall present the contact point that will be responsible for managing the contract.

2.4 LEGAL AND CONTRACTUAL TERMS OF REFERENCE

For each Lot, FWCs will be concluded with up to 3 (three) contractors in the sequence in which they will be offered orders. This sequence reflects the most economically advantageous tenders in descending order. The FWCs will set out the general contractual terms (legal, financial, technical, administrative, etc.) that apply during the period of validity and govern commercial relations between the GSA or the EC and the contractors.

On the basis of the FWCs, the GSA/EC may conclude specific contracts or submit order forms to carry out specific tasks under the scope of the FWCs. The GSA/EC will first contact the contractor that submitted the most economically advantageous tender. If that contractor is unavailable or incapable to respond for reasons which do not entail terminating the contact, the second contractor may be contacted, and then, if necessary and under the same conditions, the third. The details of the deliverables will be agreed as part of service requests made by the GSA/EC. Deliverables may vary in nature from request to request.

The same company can submit a tender for one or more Lots, but a separate tender should be submitted for each individual Lot, specifying the number of the Lot.

A model FWC accompanies the invitation to tender. Tenderers must declare their acceptance of it and must take it into account in drawing up their tender(s).

When the GSA/EC wishes to procure services or supplies under the FWC, it will send the contractor a request for services by post or e-mail. The request will set out the terms of reference for the task.

Tenderers' attention is drawn to the fact that the FWC does not constitute placement of an order but is merely designed to set the legal, financial, technical and administrative terms governing relations between the contracting parties during the contract term. Specific contracts or order forms shall be drawn up for all the tasks requested, using the model contract and forms of Annex III.

The GSA will be the overall manager for the framework contracts defined in these Terms of Reference. It will be the only administrative contact point as regards the framework contracts, will draft and handle the work plan for the framework contracts.

2.4.1 Place of performance

The contractor will carry out work either:

- a) At his premises and using his own infrastructure. He must have access to all the technical equipment and means of communication required to perform the tasks, including the occasional hosting of an application if required. The offer should include a description of the infrastructure and equipment available to perform the contract.

- b) At a GSA or EC premises. The GSA/EC may request the contractor to provide either full or part-time onsite support at a GSA/EC facility. The offer should include a description of the infrastructure required on site to perform activities at the GSA/EC.
- c) At any other location required for e.g. the organisation of GSA/EC events as illustrated in the scenarios under Annex II.F.1

2.4.2 Duration

The FWCs are intended to be signed for an initial period of one year. It shall be renewable up to three times for a total maximum duration of four years.

2.4.3 Language of the Contracts

Unless specified otherwise by GSA, English shall be the working language of the Contract including all correspondence with GSA. Therefore, all proposed personnel should fluently speak English.

2.4.4 Volume of the Contracts

The maximum amount set for the entire duration of the framework contract for Lot 1 is: EUR 9,500,000 (nine million five hundred thousand euro) and for Lot 2 is: EUR 8,500,000 (eight million five hundred thousand euro).

This budget is only indicative as part of it will be subject to the relevant budget allocations made available to the GSA and the EC.

2.4.5 Subcontracting

The Contractors will be able to call on subcontractors to provide specific know-how. However, the Contractors will remain the sole partner and person legally and financially responsible vis-à-vis the GSA/EC.

Particular attention will be paid to the approach proposed by the Contractors for the management of his subcontractors. The tenderers must indicate clearly which parts of the work will be sub-contracted and to what extent (proportion in %). The sub-contractor must not sub-contract further.

Sub-contractors must satisfy the eligibility criteria applicable to the award of the Contract. If the identity of the intended sub-contractor(s) is already known at the time of submitting the tender, tenderers must furnish a statement guaranteeing the eligibility of the sub-contractor. In addition, each sub-contractor shall complete and sign a letter of intent (Annex II.G).

If the identity of the sub-contractor(s) is not known at the time of submitting the tender, the tenderers who are awarded the Contract will have to seek GSA's prior written authorisation before entering into a sub-contract.

Where no sub-contracting is indicated in the tender the work will be assumed to be carried out directly by the tenderer.

2.4.6 Participation conditions

Participation in this procurement procedure shall be open on equal terms to all economic operators (natural and legal persons) established in the territory of the Member States of the European Union and to all economic operators established in a third country which has a special agreement with the EU in the field of public procurement, when applicable to the Agency, under the conditions laid down in that agreement. It shall also be open to international organisations.

Economic operators referred to above are considered established in the EU when they are formed in accordance with the law of an EU Member State, and have their central administration / registered office / principal place of business in an EU Member State (if legal persons) or they are nationals of one of the EU Member States (if natural persons).

Tenderers shall clearly indicate in Annex II.A their place of establishment and present supporting evidence normally acceptable under the law of that state.

2.4.7 Participation of consortia

Consortia may submit a tender on the condition that it complies with the rules of competition. A consortium may be a permanent, legally-established grouping or a grouping which has been constituted informally for a specific tender procedure.

Such grouping (or consortium) must specify the company or person heading the project (the leader) and must also submit a copy of the document authorising this company or person to submit a tender on behalf of the consortium. All members of a consortium (i.e. the leader and all other members) are jointly and severally liable to the Contracting Authority.

In addition, each member of the consortium must provide the required evidence for the exclusion and selection criteria (see section 3 of these Tender Specifications). Concerning the selection criteria "economic and financial capacity" as well as "technical and professional capacity", the evidence provided by each member of the consortium will be checked to ensure that the consortium as a whole fulfils the criteria.

The participation of an ineligible person will result in the automatic exclusion of that person. In particular, if that ineligible person belongs to a consortium, the whole consortium will be excluded.

2.4.8 Confidentiality

Any information not previously released to the general public or any member of the general public shall only be released after the establishment of a Non-Disclosure Agreement (NDA). At that stage, it is not envisaged that a NDA will be necessary as the tenderers shall not have access to any proprietary information.

The contractors shall commit towards the GSA to ensure through adequate arrangements that its personnel is ready to sign a “declaration on confidentiality and absence of conflict of interest” with the GSA before commencing any service provision. The current form of such declaration is attached as Annex VII of the FWC for information on the understanding that such form is liable to evolve and possibly cover additional aspects from time to time and shall not in any way relieve the contractor from any of its obligations.

2.4.9 Application of FWC to Contractor’s Staff

The Contractors shall take all necessary steps, towards its staff executing the FWCs, to ensure the full applicability of FWC conditions, in particular without limitation Article II.1.5, Article II.1.6 and Article II.1.7.

2.4.10 Minimum requirements

The following conditions shall be considered as minimum requirements to be met by the tender:

M1 - The tender must demonstrate how the tenderer intends to guarantee that the communications services requested by the GSA and EC can be effectively executed simultaneously;
M2 - The tender must demonstrate a description of the management structure, including as a minimum a Project Manager with at least 5 years of experience, that will follow the required work, manage the relationship with the services of the contracting authority, and ensure that the timetable and milestones are met;
M3 - The tender must foresee a daily interaction with the contracting authority via email/phone when needed and the Project Manager, as well as key project relevant staff, presence in periodical meetings in either Brussels or Prague;
M4 – The tender must include a detailed description of how the tenderer plans to manage the delivery of multiple priority projects simultaneously.

M5 - The tenderer shall comply with all applicable environmental, social and labour law obligations established by European Union law, national law or collective agreements or by international environmental, social and labour law provisions listed in Annex X of the Directive 2014/24/EU.

Tenders which do not comply with all the above minimum requirements will be rejected and will not be evaluated.

3 ASSESSMENT OF TENDERS

The evaluation is based solely on the information provided in the submitted tender. It involves the following:

1. Verification of compliance with admissibility requirements (referenced under section 4 below);
2. Verification of non-exclusion of tenderers on the basis of the exclusion criteria;
3. Selection of tenderers on the basis of selection criteria verifying the (a) the legal and regulatory capacity, (b) the technical and professional capacity; and (c) the economic and financial capacity of each tenderer;
4. Verification of compliance with the minimum requirements set out in the technical specifications (referenced under section 2.4.10 above);
5. Evaluation of tenders on the basis of the award criteria.

3.1 EXCLUSION CRITERIA

Participation in this tender is only open to tenderers (all entities involved, including sub-contractors) who will be able to sign the Declaration of Honour (Annex II.D. to this document). Failure to do so will lead to exclusion from the procurement process.

Before the signature of contract the successful tenderer will have to submit supporting documents to the Declaration of Honour (listed therein).⁸

In case of joint tender, each member of the group must provide a declaration on honour and submit documentary evidence.

⁸ This does not apply for International Organisations and tenderers that have already submitted the documentary evidence for another procurement procedure and provided the documents are not older than one year. In such cases, the tenderer must declare on its honour that the documentary evidence is still applicable. Any new requirement from the Declaration of Honour will however need to be submitted by the tenderers.

3.2 SELECTION CRITERIA

Tenderers must have the legal and regulatory capacity, the economic and financial capacity as well as the technical and professional capacity to perform the tasks required in this call for Tender.

The tenderer may rely on the capacities of other entities but must include the proportion of the contract that the tenderer intends to subcontract.

To be assessed in selection stage, the Tenderer must have passed the exclusion stage described above.

Reference	Criteria	Evidence
S1 Legal and regulatory capacity	The tenderer (including all consortium members and any proposed sub-contractors) has to be authorised to perform the contract under the national law as evidenced by inclusion in a trade or professional register, or a sworn declaration or certificate, membership of a specific organisation, express authorisation or entry in the VAT register.	A duly filled in and signed Legal Entity Form (see Annex II.B) shall be submitted with the supporting documents.
S2 Economical and financial capacity criteria	The tenderer (all members of consortium cumulatively) is expected to prove minimum general turnover of 500.000,00 (five hundred thousand) EUR per year.	The above shall be evidenced with a duly filled in, and signed Annex II.E, including: <ul style="list-style-type: none"> - A copy of the official balance sheets of the last 3 years (including a consolidated balance sheet and the profit and loss account) approved by external auditors - A statement of turnover relating to the relevant services for this tender for the last 3 financial years
S3 Technical and professional capacity criteria	Relevant tenderer experience acquired in the required field of Communications for an EU funded programme or other publicly-funded programme with a focus on communications initiatives in support of high tech products or services	A reference list of relevant previous projects over the past 3 years must be provided, indicating the sums involved, dates, recipients, public or private, evidence of performance will be in the form of certificates issued or countersigned by the competent authority
S4 Technical and	Experience, technical knowledge and suitability of the proposed	Experience and/or expertise regarding the requested services, as evidenced by qualifications, both educational and



professional capacity criteria	team. The Project Manager and other key project staff shall have: <ul style="list-style-type: none">- Minimum 5 years of professional experience in the required job function /position- Minimum 3 year professional experience in an international environment where the use of English was required.	professional, of the key person responsible for carrying out the web development, conference organisation and publications production. Curriculum vitae must be provided. Proposed team CVs should demonstrate relevant experience acquired in the required job function/field of Communications (e.g. Communications Project Manager, web developer, conference organiser, graphic designer, etc.) an EU funded programme or other publicly-funded programme with a focus on communications initiatives of high tech products or services.
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3.3 AWARD CRITERIA

To be assessed in award stage, the tenderer must have passed the selection stage described above.

All tenders will be assessed in the light of the objectives, specifications and criteria set out in these Tender Specifications.

The assessment of the tenders in award stage is carried out in two successive stages against the Qualitative and Financial Award Criteria set out below.

3.3.1 Qualitative Award Criteria

The technical quality of the tender will be assessed on the basis of the tenderer's technical proposal. The technical tender will be evaluated on the basis of the following award criteria. The maximum quality score is 100 points.

To achieve the technical sufficiency level, the tenders must achieve minimum total score of 60 points, as well as a minimum score per criterion as set out below.

The following table sets out the maximum numbers of points that can be obtained for each individual criterion, along with the minimum numbers of points necessary to achieve technical sufficiency level on that criterion:

Ref no	Qualitative award criterion	Minimum points	Maximum points
Q1.	<p>Quality and relevance of methodology</p> <p>This criterion assesses the suitability and strength of the proposal to meet the needs identified in the technical specifications in terms of technical content, completeness and proposed effort.</p>	24	40
Q2.	<p>Quality of proposed team and approach to project management</p> <p>This criterion relates to the quality of project planning, the organisation and strength of the team, with a view to managing a project of this nature, and how the work will be coordinated with the project manager based on:</p> <ul style="list-style-type: none"> • Description of the composition and organisation of the team proposed to ensure maximum efficiency in terms of the costs, speed, quality and continuity of the services requested; • Description of the mechanisms proposed to control the quality of work performed by the contractor (including subcontractors). 	18	30
Q3.	<p>Creativity</p> <p>This criterion is used to assess the originality of ideas and the creativity the tenderers intent to bring in their approach and accomplish the aims of the communication tools.</p>	18	30
	TOTAL	Minimum required quality score 60	Maximum possible score 100

3.3.2 Financial Award Criteria

Following the appraisal of the qualitative award criteria the tender will be evaluated with regard to the price which shall be provided by filling in and signing the Financial Tables of Answers (**Annex II.F.1 for lot 1 and Annex II.F.2 for lot 2**).

The price quotes given in Appendix 1 to Annex II.F.1 and Appendix 1 to Annex II.F.2 that constitute the price of tender are binding for the tenderer and they will be considered as prices for the framework contract.

PRICES PER LOT

- Tenderers shall specify prices and fees for each lot they tender for specified in the Appendix 1 to Annex II.F.1 and Appendix 1 to Annex II.F.2.
- Further to the specific price schedules, the tenderers shall fill in the scenario cost estimate tables for calculating total cost for each scenario provided for in ANNEX II.F.1 and ANNEX II.F.2 (depending on the lot). This should be done in accordance with requirements specified in the 'Scenarios'. It should be reminded that:
 - The cost of each task needed to perform services requested in the scenario must be stated and all types of costs must be included.
 - Calculations should be based on prices mentioned in the specific price schedules.
 - In case a resource needed to perform a task requested in a scenario is not listed in the specific price schedule provided by the GSA, the tenderer should extend the relevant part of the table and add the missing item (indicating proposed unit price and type of the price unit).
- To estimate total price per Lot per tender, the following hypothetical frequency of scenarios that may occur during the contract year will be assumed:

Lot No.	Scenario No.	Scenario frequency of similar scenarios during contract year ⁹
1	3.1	5
	3.2	7
	3.3	1
2	3.1	1
	3.2	3
	3.3	4
	3.4	100
	3.5	3
	3.6	3
	3.7	1
	3.8	1

⁹ Note: scenarios and frequencies are fictive and are meant for tender purposes only.

The total price of a lot will be established as a sum of total prices of each scenario, multiplied by the scenario frequency.

For clarification purposes, the formula that will be used is provided below:

$$P_{\text{Lot N}} = \sum_{i=1}^n p_i f_i$$

$P_{\text{Lot N}}$ represents the total price of a Lot

N represents the number of the Lot

n represents the total number of the scenarios within the Lot N

p_i represents the total price of the scenario i

f_i represents the frequency of occurrence of scenario i during contract year

It should be noted that all scenarios are based on fictive examples and are intended only for the purpose of the technical evaluation of the offers, as well as for estimating a total price per Lot and tender. They should not be regarded as an indication of the priorities and the exact nature of future operations. There is no guarantee that the various scenarios will actually be used in accordance with the frequencies assumed for the estimation of the total price per Lot per tender.

- To rank the financial offers, the following formula will be applied:

Total number of points for price for tender $X = (\text{lowest price among eligible tenders} / \text{price of tender } X) * 100$

3.3.3 Calculation of final score and ranking of tenderers

The framework contracts will be awarded to the tenderer which offers the best quality price score as measured by the following formula:

FINAL SCORE= 60%* (Total number of points for technical evaluation) + 40% * (Total number of points for financial offer)

The FWCs will be awarded up to the three tenderers who obtain the highest final scores, provided there is a sufficient number of tenderers satisfying all set criteria to be awarded a contract.

4 CONDITIONS OF SUBMISSION OF TENDERS

4.1 DISCLAIMERS

It is important to note that:

- These TS and/or the following procurement documents which will be issued by the GSA in the course of this procurement process are in no way binding on GSA. GSA's contractual relationship commences only upon signature of the contract with the successful tenderer;
- When drawing up the tender, tenderers should keep the provisions of the draft Framework Contracts (FWC) (see Annex III to the Invitation to Tender) in mind;
- Any attempt by candidate to obtain confidential information or enter into any arrangement aimed at distorting competition directly or indirectly or unduly influence the decision-making process of the Contracting Authority is illegal and therefore strictly forbidden;
- Up to the point of signature, GSA may either abandon the procurement or cancel the award procedure, without candidates or tenderers being entitled to claim any compensation;
- The GSA reserves the right to supplement, vary, terminate or otherwise amend the tendering process, to the extent allowed under applicable procurement rules and without any liability for financial compensation of the candidates or tenderers.

4.2 VISITS TO PREMISES OR BRIEFING

Not applicable.

4.3 VARIANTS

Not applicable

4.4 PREPARATION COSTS OF TENDERS

Costs incurred in preparing and submitting Tenders are borne by the Tenderers and will not be reimbursed.

4.5 CONTENT OF THE TENDER TO BE SUBMITTED

4.5.1 General

The Tender must consist of:

- (1) a cover letter, dated and signed by the tenderer or by any other duly appointed representative, declaring tenderer's acceptance of the conditions in this invitation to tender; tenderer's undertaking to provide the services proposed in the tender and listing all the documentation included/enclosed in the tender. If the tender is presented by a consortium or group of service providers, it must be accompanied by a letter signed by each member undertaking to provide the services proposed in the tender and specifying each member's own role and qualifications
- (2) an administrative file
- (3) a technical proposal and
- (4) a financial offer

In addition to the above, in general the tender must be:

- signed by the tenderer or his duly authorised representative;
- perfectly legible so that there can be no doubt as to words and figures;
- (if necessary) drawn up using the model reply forms in the specification;
- clear and concise, with continuous page numbering, and assembled in a coherent fashion (e.g. bound or stapled).

The GSA reserves the right to request additional evidence in relation to the offer submitted for evaluation or verification purposes.

4.5.2 Administrative file

The administrative file will consist of the following elements:

- (1) Identification Sheet of the Tenderer (Template provided in Annex II.A);
- (2) Legal Identification Form (Template provided in Annex II.B);
- (3) Financial Identification Form (Template provided in Annex II.C);
- (4) Declaration of Honour relating to Exclusion and Selection Stages (Template provided in Annex II.D);
- (5) Information required for evaluation of economic and financial capacity selection criteria mentioned in section 3.2.1 (Template provided in Annex II.E and documentary evidences required);
- (6) (In case of subcontracting: Subcontractor Letter of Intent – Annex II.G)

4.5.3 Technical proposal

The technical offer should contain all necessary information to allow evaluation of all the qualitative award criteria, including at least:

- (1) Description of how the contract shall be organised and implemented in response to the services requested in these technical specifications.

- (2) Information required for evaluation of the technical and professional capacity selection criteria (section 3.2.2).
- (3) Information required for evaluation of compliance with the minimum requirements (section 2.3.10).

4.5.4 Financial offer

The financial offer must be provided by filling in and signing Annex II.F to the present Tender Specifications.

The unit prices quoted in Financial Offer will constitute the pricelist for the duration of framework contracts. For avoidance of doubt, the prices quoted in the scenarios will only be used for the financial evaluation of the tender and will not constitute part of the framework contracts.

Price of the Tender must be all-inclusive and expressed in Euro, including for countries which are not part of the Euro zone. For tenderers in countries which do not belong to the Euro zone, the price quoted may not be revised in line with exchange rate movements. It is for the tenderer to select an exchange rate and assume the risks or the benefits deriving from any fluctuation.

4.5.5 VAT Exemption

Prices must be quoted free of all duties, taxes and other charges, including VAT, as the GSA is exempt from it, pursuant to Articles 3 and 4 of the Protocol on the privileges and immunities of the European Communities.

4.6 PRESENTATION OF THE TENDER

Tenders must be submitted in an envelope or parcel that should be sealed with adhesive tape, signed across the seal and carry the following information:

- the reference number of the procurement procedure
- the name of the Tenderer
- the indication "TENDER - NOT TO BE OPENED BY THE INTERNAL MAIL SERVICE"
- the address for submission of Tenders (*as indicated in section 4.6.1*)
- the date of posting (*if applicable*) should be legible on the envelope

The outer envelope must contain **three (3) inner envelopes**, with the content specified above:

- **Envelope 1-** Administrative File;
- **Envelope 2-** Technical Proposal;
- **Envelope 3-** Financial Offer.

Each envelope must contain also an electronic version of the documents (CD-ROM or USB flash drive).

Tenders can be drafted in any one of the official languages of the European Union. However, the tenderers are invited to draft the tenders in English- which is the GSA working language.

Nota bene:

- It is strictly required that Tenders be presented in the correct format and include all documents necessary to enable the evaluation committee to assess them. Failure to respect these requirements will constitute a formal error and may result in the rejection of the Tender.
- GSA retains ownership of all applications received under this procedure. Consequently tenderers shall have no right to have their tenders returned to them.

4.6.1 Submission

Tenders sent by post mail are to be sent not later than on date specified in section 1.2 above, in which case the evidence of the date of dispatch shall be constituted by the postmark or the date of the deposit slip, to the following physical address:

European GNSS Agency
Legal and Procurement Department
Janovskeho 438/2
170 00 Prague 7
Czech Republic

Tenders sent by express mail, commercial courier or hand-delivered should be addressed to the same postal address not later than 17.00 (CET) on date specified in section 1.2 above.

In this case, a receipt must be obtained as proof of submission, signed and dated by the reception desk officer. The reception is open from 08.00 to 17.00 Monday to Thursday, and from 8.00 to 16.00 on Fridays. It is closed on Saturdays, Sundays, European Commission holidays and some Czech national holidays.

4.6.2 Opening of the Tenders

The Tenders will be opened at 11:00 (CET) on date specified in section 1.2 above, in the offices of the GSA, Janovskeho 438/2, Prague 7, Czech Republic.

This opening session will be public. A representative of each tenderer may attend the opening of the tenders. At the end of the opening session, the Chairman of the opening committee will indicate the name of the tenderers and the decision concerning the admissibility of each offer received. The prices indicated in each received tender will not be communicated. Should you wish to attend, please send a request (at least 5 calendar days before the date of the opening) to the following e-mail address: tenders@gsa.europa.eu, indicating the name of the attending person and the tenderer (s)he represents.

Once the contracting authority has opened the tender, it becomes its property and it shall be treated confidentially.

4.6.3 Period of validity of the Tenders

Period of validity of the Tenders, during which tenderers may not modify the terms of their tenders in any respect: nine (9) months from the closing date for the reception of the tenders.

4.6.4 Contact with tenderers

Contacts between the Contracting Authority and tenderers are prohibited throughout the procedure save in exceptional circumstances and under the following conditions only:

Before the final date for submission of Tenders:

- At the request of the tenderer, the Contracting Authority may provide additional information solely for the purpose of clarifying the nature of the Contract. Any requests for additional information must be made in writing only to: tenders@gsa.europa.eu. The subject line of the e-mail has to quote the reference of the procurement procedure.
- Requests for additional information received after deadline specified in section 1.2 will not be processed.
- The GSA may, on its own initiative, inform interested parties of any error, inaccuracy, omission or any other clerical error in the text of the call for tenders.

After the opening of tenders:

- If, after the tenders have been opened, some clarification is required in connection with a tender, or if obvious clerical errors in the submitted tender must be corrected, the GSA may contact the tenderer, although such contact may not lead to any alteration of the terms of the submitted tender.

4.7 INFORMATION FOR TENDERERS

The tenderer must appoint a single point of contact who will be informed of the outcome of this procurement procedure by e-mail only. It is the tenderer's responsibility to provide a valid e-mail address together with contact details and to check this e-mail address regularly.

The GSA will inform tenderers of the grounds for any decision not to award the Contract or to recommence the procedure by e-mail.

If a written request is received, the GSA will inform all rejected tenderers of the reasons for their rejection and all tenderers submitting an admissible tender of the characteristics and relative advantages of the selected Tender and the name of the successful tenderers.

However, certain information may be withheld where its release would impede law enforcement or otherwise be contrary to the public interest, or would prejudice the legitimate commercial interests of economic operators, public or private, or might prejudice fair competition between them.

4.8 DATA PROTECTION

Processing your reply to the invitation to Tender will involve the recording and processing of personal data (such as your name, address and CV). Such data will be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Unless indicated otherwise, your replies to the questions and any personal data requested are required to evaluate your Tender in accordance with the specifications of the invitation to Tender and will be processed solely for that purpose by the GSA. You are entitled to obtain access to your personal data on request and to rectify any such data that is inaccurate or incomplete. If you have any queries concerning the processing of your personal data, you may address them to the GSA. You have the right of recourse at any time to the European Data Protection Supervisor for matters relating to the processing of your personal data.

You are informed that for the purposes of safeguarding the financial interest of the Communities, your personal data may be transferred to internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel and/or to the European Anti-Fraud Office (OLAF).

Data of economic operators which are in one of the situations referred to in Articles 93, 94, 96(1)(b) and 96(2)(a) of the Financial Regulation may be included in a central database and communicated to the designated persons of the European Commission, other institutions, agencies, authorities and bodies mentioned in Article 95(1) and (2) of the Financial Regulation. This refers as well to the persons with powers of representation, decision making or control over the said economic operators. Any party entered into the database has the right to be informed of the data concerning it, up on request to the accounting officer of the European Commission.

5 LIST OF ANNEXES

These Tender Specifications (Annex II to Invitation to Tender) have the following annexes (all separate documents):

ANNEX II.A – TEMPLATE IDENTIFICATION SHEET OF THE TENDERER

ANNEX II.B – TEMPLATE LEGAL IDENTIFICATION FORM

ANNEX II.C – TEMPLATE FINANCIAL IDENTIFICATION FORM

ANNEX II.D – TEMPLATE DECLARATION OF HONOUR ON EXCLUSION AND SELECTION CRITERIA

ANNEX II.E – TEMPLATE ECONOMIC AND FINANCIAL CAPACITY TABLE OF ANSWERS

ANNEX II.F. 1 – FINANCIAL OFFER – LOT 1

APPENDIX I TO ANNEX II.F. 1 – UNIT PRICES FOR LOT 1

ANNEX II.F.2 – FINANCIAL OFFER – LOT 2

APPENDIX I TO ANNEX II.F. 2 – UNIT PRICES FOR LOT 2

ANNEX II.G – TEMPLATE SUBCONTRACTOR LETTER OF INTENT

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