



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.F.2

FINANCIAL OFFER – LOT 2

Annex II.F.2 to Invitation to Tender- 'Financial offer – Lot 2'
Ref: GSA/OP/37/15
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1. GENERAL INFORMATION

1.1 Unit prices / Specific price schedules

The rates quoted in the price schedules will be flat-rate amounts and will include all costs and expenditures (excluding reimbursable expenses) incurred directly and indirectly by the contractor, in the performance of the tasks which may be entrusted to him. If applicable for the type of the service provided, prices must include third-party liability and all compulsory insurance.

The tenderers must use the specific price schedule tables provided by the GSA (see Example 1, below) and must provide rates for all the items specified in the table provided for the Lot they intend to apply for:

Example 1: Specific price schedule table

Specific Price Schedule		
Description	Quantity	Unit price in €
1. Resource 1	/unit
2. Resource 2	/m2
3. Resource 3	/m3
4. Resource 4	/km
5. Resource 5	man-day ¹
6. Resource 6	man-hour
7. etc.		
TOTAL		

The presentation of the table must not be changed but the length of the table can be extended with other types of personnel or material costs further to the methodology developed by the tenderer for the scenarios (type of price unit quoted must be clearly specified).

The lists of unit prices are not exhaustive and, should the need arise, the GSA may ask the tenderer to provide similar or complementary services in order to implement the activities as provided for in point 2.2. of Annex II -Technical Specifications.

¹ 8 hours/day is considered a standard working day and should be used for calculation of quotes expressed in units/day.

1.2 Scenarios

For each of the scenarios, the tenderers must:

- Specify the approach they will take to provide the services required; including the names of any subcontractors and the envisaged supervision arrangements.
- Specify the timetable of work, with key dates and deadlines.
- Provide a cost estimate covering all human, technical, logistical resources that will be needed to perform the task. These resources should be specified in the 'description' column of the price schedule table (see Example 2, below):

Example 2: Scenario Cost Estimate Table

Description	Unit prices €	Quantity	Total
1. Resource 1			
2. Resource 2			
3. etc.			
<i>Total</i>			
Description	Reimbursable expenses €	Quantity	Total
1. Reimbursable expense 1			
2. Reimbursable expense 2			
3. etc.			
<i>Total</i>			
Scenario Grand Total:			

The presentation of the table cannot be changed, but the length can be extended to include all resources needed to provide services requested in the scenario.

Unit prices set out in the specific price schedule table shall be used.

In case a resource needed to perform a task requested in a scenario is not listed in the specific price schedule table provided by the GSA (example 1 above), the tenderer should extend the relevant part of the table and add the missing item. In such a case they need to clearly indicate the unit price and type of unit (e.g. €/km, €/m², €/man-day, etc.).

Travel and subsistence expenses, costs associated with the purchase of rights to use photographs or other illustrations and costs for web domain and costing services (including by third parties) should be quoted on a lump sum basis. The cost of sending and/or storing equipment or unaccompanied luggage, transportation for purposes directly associated with tasks ordered by the GSA and rental of venues are reimbursable expenses and shall not be quoted.

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. Under no circumstances should they be regarded as an indication of the priorities and the exact nature of future operations.

1.3 Reminder

The financial offer must be completed in full and signed by a person able to engage the tenderer financially. Any incomplete tender will be excluded from the evaluation procedure

If, in relation to the tasks to be carried out, a tender appears to the evaluation committee to be abnormally low, the GSA has the right to request in writing details of the constituent elements of the tender which it considers relevant and shall verify those constituent elements, and has the right to reject such a tender on those grounds alone, should the tenderer fail to provide satisfactory explanations (Article 151 of the financial rules of application²).

2. UNIT PRICES

The price schedules shall be directly filled in on the Excel tables provided in Appendix I to Annex II.F.2.

Since a need for other specific services of a character similar to the one described in the technical specifications may arise, tenderers should attach their complete signed price catalogue to this tender.

For items specifically listed in the specific price schedule tables, the tenderer should provide a catalogue reference to illustrate the difference between the standard and prestige categories.

3. SCENARIOS

3.1 Develop a new website for the GSA

3.1.1 Context

GSA has decided to re-vamp its website (www.gsa.europa.eu). The site is used as a communication and promotional tool for the Agency. It should mainly promote the Agency and its activities within the key satellite navigation stakeholder groups in Europe and beyond.

3.1.2 The requirements for the new website are as follows:

- The site should contain all the information that is currently featured on the GSA website and all GSA-managed sites (EGNOS Portal and the GSC HelpDesk) Current content should be re-used, including all textual elements. The tenderer is however invited to make suggestions for improving the attractiveness of the site, and may propose additional features to be added. However no major new elements - such as new audio-visual content – should be included in the budget.
- The look and feel of the site should not be dramatically changed but refreshed – it should adhere to the existing style that is also being used for the GSA publications.
- The deliverable in this fictional scenario is a complete website, in English, developed using Drupal and ready to be put online.

² 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 2015.

3.2.3 Tenderers must:

- outline the approach and methodology for the task;
- explain how the work would be organised within the team, from kick-off to final delivery, including possible sub-contractors, and how long would be required for each stage;
- Provide a detailed and complete cost estimate using the table below. Tenderers should include all the costs related to general administration and coordination, as well as any other expenses linked to providing the services;
- explain in detail the design and content organisation approach and any suggested improvements to the website's structure and/or presentation of the information compared to the current one;
- Propose a mock-up of the new homepage.

Description	Unit prices €	Quantity	Total
Total			
Description	Reimbursable expenses €	Quantity	Total
Total			
Scenario Grand Total			

3.2 Develop a mini-site for the European Space Solutions event

3.2.1 Context

The GSA organises regular events to promote the value and progress of space applications for business and society and encourage their uptake. Mini sites for the events should be implemented. (See info on previous ‘European Space Solutions’ events here: <http://gsa.europa.eu/go/communications/events>).

The objective of the site is to present and promote the event, lead visitors to relevant information and facilitate registration to the event. Following the event it should provide easy access to all relevant material - key presentations, press releases etc.

This mini-site would be integrated with the GSA website. While it should look fresh and attractive, reflecting the graphic identity of the event, it should also comply with the overall look and feel of the GSA website. All introductory texts should be provided by the contractor and other attachments, etc. will be provided by the GSA.

The deliverable in this fictional scenario is a complete website structure and layout in the English language, already with a generic introductory page and including any other preliminary, ready to be uploaded onto the GSA server.

3.2.2 Tenderers must:

- Outline the approach and methodology for the task;

			<i>Total</i>
Description	Reimbursable expenses €	Quantity	Total
1. Reimbursable expense 1			
2. Reimbursable expense 2			
3. etc.			
			<i>Total</i>
Scenario Grand Total:			

3.4 Writing a web story for the GSA web site

3.4.1 Context

GSA publishes regular news stories online in order to report on the progress of different aspects of the Agency's work and the progress of the EGNSS programmes and services.

3.4.2 The requirements for a web story:

- written in English
- translated into FR, DE, ES, IT, CZ
- come with suggested formats and images to be used in the publishing of the story

3.4.3 The tenderer must:

- explain the process the tenderer would follow to prepare the story: from drafting to publishing;
- indicate length, structure of optimal story, timing and rationale for this choice
- gather the information to write the story;
- give a detailed description of the aim and content of the story;
- provide a text of a sample story;
- propose images and captions to properly illustrate the story;
- propose ways to promote the story via social media channels.

Description	Unit prices €	Quantity	Total
1. Resource 1			
2. Resource 2			
3. etc.			
			<i>Total</i>
Description	Reimbursable expenses €	Quantity	Total
1. Reimbursable expense 1			
2. Reimbursable expense 2			
3. etc.			
			<i>Total</i>
Scenario Grand Total:			

3.5 Creation of a visual identity

3.5.1 Context

GSA plans to organise a media event to promote the use of EGNSS for maritime applications. A visual identity needs to be developed to promote the understanding and importance of satellite navigation for safe, clean and smart transport.

The visual identity should include a branding platform, a logo and a slogan. The overall concept should be original and catchy and have both a European and a global dimension.

The tenderer should apply the visual identity to a variety of information and communication tools including: posters, letterheads, PowerPoint templates, banners and postcards, as well as a new webpage for the conference.

For the purpose of this scenario, the tenderer should specify the work necessary to design, produce and co-ordinate such an action.

3.5.2 Tenderers must:

- outline the approach and methodology for the task;
- explain how the work would be organised within the team, from kick-off to final delivery, including possible sub-contractors, and how long would be required for each stage;
- Provide a detailed and complete cost estimate using the table below. Tenderers should include all the costs related to general administration and coordination, as well as any other expenses linked to providing the services.

Description	Unit prices €	Quantity	Total
1. Resource 1			
2. Resource 2			
3. etc.			
<i>Total</i>			
Description	Reimbursable expenses €	Quantity	Total
1. Reimbursable expense 1			
2. Reimbursable expense 2			
3. etc.			
<i>Total</i>			
Scenario Grand Total:			

Note: The organisation and logistics of the conference are not be included in this scenario.

3.6 Creation of a Video Clip

3.6.1. Context

The aim of the project is to develop and produce a short clip video (approximately 6 – 8 minutes) and a shorter version edit of this video (approximately 3 minutes) that introduces and promotes the Initial Services of Galileo.

3.6.2 The clip should:

- Be lively, modern, and up beat
- Be produced in English
- Be produced using new footage of interviews along with existing footage available from the European Commission’s Audio-visual Library, the European Space Agency (ESA), and relevant video material produced by EU Framework Research projects, all of which the contractor will need to source and select based on the approved video concept and budget. The project would also have to include new B-Roll of road applications to be shot by contractor.
- Not be easily dated

- Be a maximum of 7 minutes in length (with a max 3 minute 'short version')

3.6.3 The video should include:

- Interviews of key stakeholders and experts to be shot at 4 locations within the European Union
- Background images that would include existing footage to be sourced from the European Commission or the European Space Agency, new B-Roll to be shot by the contractor that would include footage of commercial and general road, airports and air traffic control
- Voice over for the narrative and a different voice over for the non-English interviews

3.6.4 Video deliverables should include:

- Digital version in 1920x1080 MPEG4
- Digital version in 1920x1080 MPEG4 with all B-Roll and interviews (with shot list included)
- Digital version in 1920x1080 MPEG4 with all A-Roll and interviews (with shot list included)
- Edited version of full interviews

For the purpose of this scenario, the tenderer should specify the work necessary to design, produce and co-ordinate such an action.

3.6.5 Tenderers must:

- Outline the approach and methodology for the task
- Explain how the work would be organised within the team, from kick-off to final delivery
- Include possible sub-contractors, and how long would be required for each stage
- Provide a detailed and complete cost estimate using the table below. Tenderers should include all the costs related to general administration and coordination, as well as any other expenses linked to providing the services

Description	Unit prices €	Quantity	Total
1. Resource 1			
2. Resource 2			
3. etc.			
<i>Total</i>			
Description	Reimbursable expenses €	Quantity	Total
1. Reimbursable expense 1			
2. Reimbursable expense 2			
3. etc.			
<i>Total</i>			
Scenario Grand Total:			

3.7 Provision of promotional items

3.7.1 Context:

GSA will run a pan-European awareness- raising campaign on the European satellite navigation programmes. To support the campaign it has been decided to produce items for each EU country which will be distributed during different national events. On each item there will be a slogan of the campaign printed in the relevant language versions. 24 language versions of the gadgets will be produced. GSA will provide the contractor with the translation of the slogan into 24 languages and with the URL address.

3.7.2 The tenderer's response will include the following tasks:

3.7.2.1. Production of the items, in accordance with the specifications below:

- **Pens:**
 - quantity: 28,000 in total /1000 per country;
 - standard quality;
 - printed with the campaign's slogan (one line of text, 23 official language versions, in four colours)
- **Sacks:**
 - quantity: 13 500 pieces in total / 500 per country;
 - standard quality;
 - One-colour with a 4 colour logo and a slogan (one line of text, 24 official language versions) printed above the pocket.
- **Promotional pin:**
 - quantity: 13 500 pieces in total / 500 per country;
 - standard quality;
 - with a slogan (one line of text, 24 official language versions, in four colours)
- **Proposal of a forth item that is:**
 - Cost efficient
 - Creative/memorable
 - Quantity: 1,000 per country: 28,000 in total

3.7.2.2. Delivering the material to 28 addresses in the EU-28 capital cities.

Description	Unit prices €	Quantity	Total
1. Resource 1			
2. Resource 2			
3. etc.			
<i>Total</i>			
Description	Reimbursable expenses €	Quantity	Total
1. Reimbursable expense 1			
2. Reimbursable expense 2			
3. etc.			
<i>Total</i>			
Scenario Grand Total:			



3.8 Provision of an in-house webmaster

3.8.1 Context

To support the timely development and maintenance of the GSA websites, as well as the optimum production and delivery of GSA internet-based products such as eNewsletters, the GSA requires the placement of a webmaster at the GSA premises in Prague for 6 months.

3.8.2 Tenderers must:

- Outline the approach and methodology for the task
- Outline the activities the tenderer foresees for the in-house webmaster
- Outline the types of equipment, supplies, etc. the tenderer would need to provide on-site to ensure proper execution of the in-house webmaster's tasks/activities
- Explain how the work would be organised
- Provide a detailed and complete cost estimate using the table below. Tenderers should include all the costs related to general administration and coordination (please note that, for external personnel placed in-house for more than three months, no reimbursement of reimbursable expenses is foreseen).

Description	Unit prices €	Quantity	Total
1. Resource 1			
2. Resource 2			
3. etc.			
Scenario Grand Total:			

Name: _____

Position: _____

Tenderer: _____

Date: _____

Signature: _____