

ARES(2021) XXXXXXXX

ANNEX I TO THE INVITATION TO TENDER

TENDER SPECIFICATIONS

Negotiated procedure for a Communication Campaign on Diversity

NP/DUB/2021/1

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1. TITLE OF THE TENDER

Negotiated procedure for a Communication Campaign on Diversity NP/DUB/2021/1

2. OBJECTIVE AND CONTEXT

The European Commission Representation in Ireland plans to produce a new communication campaign on diversity. The purpose of the campaign is to promote awareness of, and support for, EU action to promote equality, diversity and inclusion in Ireland. The campaign takes inspiration from the EU motto ‘United in Diversity’ and the Commission priority of ‘Promoting our European Way of Life’. The target audience is the general public, particularly young people.

3. SUBJECT OF THE CONTRACT

To research, write, design and print a 20 page booklet in print and digital format.

The new communication campaign, under the working title of ‘Diary for Diversity’, will comprise 10 stories on how an individual/community/organisation in Ireland has benefitted from the EU and has seen positive changes as a result, whether through EU funding, policy, legislation etc., in the field of equality, diversity and inclusion.

The Representation will provide suggestions for stories as well as possible sources / contacts. The Representation will provide guidance and support in the development of the written stories.

3.1. Requirements

- (1) Research and write 10 stories with the overarching themes of social inclusion, equality and diversity, producing high quality written content in a format that is accessible to the public.

Provide an introductory text.

The final text must be approved by the European Commission Representation in Ireland.

- (2) Topics for the stories may include, but are not limited to, minorities, tackling disadvantage, education, youth engagement, community participation etc.
- (3) Each story should be a maximum of 400 words long.
- (4) The EU angle in each story must be clear.
- (5) Stories must have a good geographical spread across Ireland.
- (6) Each story should have the capacity to be used on a stand-alone basis so that they can be promoted on the Representation’s webpage and social media accounts.

(7) The booklet must be produced in two language versions; English and Irish. The Representation will provide the Irish translation but all other work for the Irish version (layout, etc) must be completed by the winning tenderer.

(8) All text must be proof read and presented ready for publication for sign-off by the Representation.

(9) Design/

The winning tenderer will design the booklet in consultation and agreement with the Representation. It must take account of the European Commission's standard design requirements.

The winning tenderer will be required to provide appropriate photos and graphics to complement the written stories.

The tender should include the cost of one Dublin City photo shoot and two outside Dublin – each consisting of one location with standard action/head shots.

In the case of copyrighted material, the requisite permissions and consent of identifiable persons must be secured.

The cost of paying for permission to reproduce required material will be payable by the winning tenderer and not recoverable from the Commission.

This should be in line with the requirements at the following link:

<https://ec.europa.eu/eurostat/documents/4443939/4472156/Audiovisual+library>

(10) Digital content/

The winning tenderer will:

- design an interactive on-line/mobile friendly version of the 20-page booklet in portrait format, B5 size.
- provide 2 banners/images for the Representation's webpage with the following dimensions*:

719 x 265 pixels / 200 x 200 pixels

*subject to change pending migration to a new website on 1 May

- for each story, for use on the Representation's website:
 - write a short description/abstract no longer than 170 characters that will be used for search engines and will be on the Rep webpage that links to each story
 - provide links, if such exist, to further information on the project at the centre of the story, e.g. from the Europa website or an Irish website
 - if relevant, provide a start and end date for the project
 - if relevant and available, provide a figure for any EU funding provided as well as any other funding received
 - specify the project location or locations
 - provide an image to accompany the story

- provide names of the project partners and coordinators, if available

(11) Printing/

The winning tenderer will arrange and deliver printed booklets with the following specifications;

- Size: 20 page (portrait) B5 booklet
- Quantity: 1000 copies in English and 400 copies in Irish
- Finish: Matt lamination & spot UV on the cover outside only

(12) Timeline for delivery

The final booklet in both print and online versions, and all other digital and social media content, should be completed and ready for dissemination by **30 June 2021**, for launch by the Representation in July.

The winning tenderer should present an indicative timeline for delivery of each phase of the campaign:

- Shortlist of stories
- Final written 10 stories
- Final text and images for 20 page booklet
- Final digital content
- Proofed and ready for print / upload online.

3.2. Reports

Not applicable

4. SIZE OF THE CONTRACT

The indicative maximum budget for the initial duration of this tender is **€22,000** VAT excluded.

If the condition of budget availability is fulfilled, a contract renewal is possible on another Commission priority topic for the same price payable under the initial contract.

5. CONTRACTUAL FRAMEWORK

The supplies specified above will be the subject of a Purchase Order for Low Value contracts drawn up by the European Commission Representation in Ireland in favour of the tenderer to whom the contract is awarded.

The draft Purchase Order is Annex II to the Invitation to Tender.

In drawing up their bid, the tenderer should bear in mind the general conditions for low value contracts available at the following link:

http://ec.europa.eu/budget/library/contracts_grants/info_contracts/LowVal_contracts/condit_gen_en.pdf

6. SUBMISSION OF BIDS

The tenderer's bid must include:

- The Declaration of Honour concerning the exclusion criteria, duly signed and completed, using the form in Annex III.
- The technical tender, as specified under point 7, in line with the specifications under point 3.
- The financial offer, according to point 8, corresponding to all of the tender specifications, using the table in Annex IV, which must be completed and signed by the tenderer.

7. TECHNICAL TENDER

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

The technical tender should follow the same structure as the subject of the contract (see point 3).

The technical tender must also include:

- Details of **professional experience** in the field of the contract, including details of any similar projects conducted by the tenderer together with copies of written and signed references from the clients concerned proving the efficiency and reliability of the services performed.
- A demonstration of a good **knowledge of the EU institutions; key policies and priorities**.
- Details of the **human resources** to perform the contract in line with best professional practice. As evidence, the tenderer must provide CVs of relevant staff who will perform the services.
- Details of necessary **technical resources** to perform the contract in line with best professional practice. As evidence, the tenderer must provide a description of the infrastructure and equipment available, etc.

The technical tender should not include any of the documents referred to under the exclusion criteria, nor should it refer to issues already covered by the exclusion criteria.

Only technical offers which meet all the minimum technical requirements listed below (see 12.1) will be considered compliant and evaluated.

By submitting a tender, tenderers declare that their technical offer is compliant with applicable obligations under environmental, social and labour law established by Union law, national law and collective agreements or by the international environmental, social and labour law provisions listed in Annex X to Directive 2014/24/EU.¹

¹ Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement - <https://op.europa.eu/en/publication-detail/-/publication/aa61f069-b654-11e3-86f9-01aa75ed71a1/language-en>

The technical tender will be assessed in the light of the award criteria set out under point 12.

8. FINANCIAL OFFER

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

The price must be fixed and quoted in euro.

The price quoted must be all-inclusive and cover all costs related to performance of the contract as described above.

9. EXCLUSION AND SELECTION CRITERIA

Compliance with exclusion and selection criteria is evaluated as follows:

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

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

In the case of joint tenders, all economic operators involved in the tender must provide the Declaration of Honour on exclusion criteria.

In the case of tenders involving subcontracting, the tenderer shall submit a separate Declaration of Honour on exclusion criteria, duly dated and signed by each known subcontractor whose tasks represent more than 20% of the tasks of the contract or who help fulfil the selection criteria.

10. EXCLUSION CRITERIA

Bids from tenderers who do not meet the exclusion criteria referred to in Articles 106 and 107 of the Financial Regulation² will not be considered for the award of the contract.

11. SELECTION CRITERIA

Proof of 3 projects of similar scope and complexity completed in the last four years preceding the tender submission deadline.

Proof must be provided of these projects meeting the minimum level of capacity. The list shall include details of their start and end date, and scope and role of the contractor. In case of projects still on-going only the portion completed during the reference period will be taken into consideration.

As supporting documents for each project referenced, the Contracting Authority may request statements issued by the clients and make contact with them.

² Regulation (EU, Euratom) 2015/1929 of the European Parliament and of the Council of 28 October 2015 amending Regulation (EU, Euratom) No 966/2012 on the financial rules applicable to the general budget of the Union - <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32015R1929>

11.1. Additional requirements for joint tenders and tenders including subcontracting

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

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

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

12. AWARD CRITERIA

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

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

- Technical evaluation.
- Financial evaluation.
- Award of the contract.

12.1. Technical evaluation

The technical tender to be submitted as part of the bid (see point 7) will be assessed as follows:

Quality award criterion	Explanation of the criterion's scope	Maximum number of points per criterion (weighting)	Minimum points to be obtained (at least 60 % per criterion and 70 in total)
Award criterion 1 – Quality and relevance of the methodology	To allow the contracting authority to assess the extent to which its requirements have been fully understood.	50	30
Award criterion 2 – Balance of profiles and breakdown of tasks	To allow the contracting authority to assess how the tenderer will allocate human resources.	20	12
Award Criterion 3 – Proposed project management	To allow the contracting authority to assess how the contractor intends to carry out the work.	30	18

The result of the technical evaluation is the sum of the number of points obtained as a result of the evaluation of each criterion.

Only those bids which are awarded at least 60% for each criterion and a total score of at least 70 points will be considered for the award of the contract.

12.2. Financial evaluation

For the financial bid, the tenderer must use the standard form in Annex IV.

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

12.3. Award of the contract

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

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