

**ANNEX I TO THE INVITATION TO TENDER**

**TENDER SPECIFICATIONS**

**Negotiated procedure for the provision of the service of publishing advertising in  
local papers in Ireland in 2021, 2022 and 2023**

**CALL FOR TENDERS**

**NP/DUB/2021/2**

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## **1. TITLE OF THE TENDER**

**Negotiated procedure for the provision of the service of publishing advertising in local papers in Ireland in 2021, 2022 and 2023 - NP/DUB/2021/2**

## **2. OBJECTIVE AND CONTEXT**

The European Commission Representation in Ireland intends to reach out to local communities in Ireland to raise awareness of the policies and political priorities of the European Commission and their effect on people's daily lives for the period 2021 - 2023.

The European Commission Representation in Ireland requests a quotation for up to 12 campaigns for publishing advertising materials (articles and/or ads) in the print editions of the local papers in Ireland and in their online versions. This tender consists of 2 lots. Tenderers can send their offers for both lots or for each one of the lots.

## **3. SUBJECT OF THE CONTRACT**

### **3.1. Requirements**

#### **Lot 1. Publish advertorials in local newspapers:**

- 1.1 Organise the publication of a maximum of 6 articles (advertorials) of 250 words for 3 years in local papers in Ireland.
- 1.2 Publish an extended version of 500 words of the advertorials in the online version of the local papers.
- 1.3 Each article (advertorial) should be published within two weeks of confirmation of copy by the European Commission Representation.
- 1.4 The articles (advertorials) should be published in local papers that are members of the Press Council of Ireland.
- 1.5 The quotation should provide for the publication of the advertorial in at least 30 local newspaper titles published in at least 18 counties of Ireland.

#### **Lot 2. Publish advertisements for Europe Direct in local newspapers**

- 2.1 Publish up to a maximum 6 advertisement for 3 years for Europe Direct centres in local newspapers.
- 2.2 The quotation should include the creation of a simple design for each separate ad suitable to be published in each of the participating newspapers.

- 2.3 Measures: 10cm down the page by approx. 12cm across the page (depending on the newspaper).
- 2.4 Colour: full colour
- 2.5 The ads should be published in the following newspapers:
- Northside People West
  - Connacht Tribune
  - Northern Standard
  - Donegal Democrat
  - Donegal News
  - Leinster Express
  - Sligo Champion
  - Munster Express
  - Waterford News & Star

### **3.2. Reports**

The contractors should submit a report to the European Commission Representation including press clippings of the article (advertorial) published in the print papers and link to the online version within 2 weeks after the end of the campaign for each article.

### **4. SIZE OF THE CONTRACT**

The indicative maximum budget for this tender (12 campaigns) is €135,000, VAT excluded: the indicative maximum budget for Lot 1 is €90,000; the indicative maximum budget for Lot 2 is €45,000.

### **5. CONTRACTUAL FRAMEWORK**

The service specified above for **lot 1** (see point 3.1.(1)) will be the subject of an individual purchase order for each campaign described and for a maximum of 6 for 3 years.

The service specified above for **lot 2** (see point 3.1.(2)) will be the subject of an individual purchase order for each campaign described and for a maximum of 6 for 3 years.

The tenderer should bear in mind that each purchase order is an individual contract. The draft Purchase Order is Annex II to the Invitation to Tender.

In drawing up his bid, the tenderer should bear in mind the General conditions for low value contracts available at:

## **6. SUBMISSION OF BIDS**

The tenderer's bid must comprise:

- 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 filled in 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 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.

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.

The technical tender will be assessed in the light of the quality award criteria set out under point 11.

## **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 quoted must be all-inclusive and cover all costs related to performance of the contract as described above per a campaign, which includes one advertorial/advertisement as per point 3.1.

## **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 and selection criteria in Annex V 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 and selection criteria.

In the case of tenders involving subcontracting, the tenderer shall submit a separate declaration of honour on exclusion and selection criteria, duly dated and signed by each known subcontractors 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 Regulation<sup>1</sup> will not be considered for the award of the contract

### **10.1. SELECTION CRITERIA**

Not applicable

## **11. AWARD CRITERIA**

Bids from tenderers who do not satisfy the exclusion 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:

### **11.1. Technical evaluation**

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

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<sup>1</sup> 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>

**Lot 1**

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 of the proposal including circulation figures of the participating local papers	25	15
Award Criterion 2	Number of local titles covered (to obtain the minimum points the tender should include at least 30 titles)	50	30
Award Criterion 3	Geographical distribution of publications (to obtain the minimum points the titles covered by the tender should be published in at least 18 counties)	25	15
<b>Total</b>		100	70

**Lot 2:**

Quality award criterion	Explanation of the criterion's scope	Maximum number of points per criterion (weighting)	Minimum points to be obtained  (at least 60%)
Award Criterion 1 (Quality of the proposal)	Timeframe for executing the placement of the ad once an order is received from the Representation.	100	60

The result of the technical evaluation is the sum of the number of points obtained as a result of the evaluation of each criterion. For Lot 1 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. For Lot 2 only those bids which are awarded at least 60% for the criterion will be considered for the award of the contract.

**11.2. 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.

### 11.3. Award of the contract

The contract will be awarded to the tender achieving the highest score obtained by applying the following formula for each of the two lots separately:

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