

**ANNEX I TO THE INVITATION TO TENDER**

**TENDER SPECIFICATIONS**

**Eurobarometer Studies**

**INTERINSTITUTIONAL OPEN CALL FOR TENDERS**

**PO/2016-17/A1**

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## **1. OBJECTIVE AND CONTEXT**

To implement its information and communication strategy, boost its capacity for analysis and help to evaluate its policies and initiatives, the European Commission, hereinafter referred to as “the EC”, together with the European Parliament, hereinafter referred to as “the EP”, carry out studies on public opinion and the European Union. These are qualitative studies involving the general public or selected social groups or other services.

The EC and the EP wish to continue these studies and conclude a “Eurobarometer Studies” framework contract, hereinafter referred to as “the Contract”, to be managed by Unit A1 "Strategy, Corporate Communication Actions and Eurobarometer" of the Commission's Directorate-General for Communication, hereinafter referred to as “DG COMM-A1” or “managing department”. The managing department of the EP is the Unit in charge of the follow-up of public opinion within the Communication Directorate-General, hereinafter referred to as USOP/PE.

The Contract will be signed by the EC and by the tenderer to whom the contract is awarded, hereinafter referred to as "the Contractor".

The Contract will allow the EC and the EP to order ad-hoc surveys. The department requesting the survey will be referred to hereinafter as “the requesting department”.

Use of the Contract will be subject to the prior agreement of the relevant managing department and the timetable of work it will set.

Tenderers may consult the “Qualitative studies” page in the Public Opinion section of the Europa website:

<http://ec.europa.eu/COMFrontOffice/PublicOpinion/index.cfm/Survey/index#p=1&instruments=QUALITATIVE>

## **2. SUBJECT OF THE CONTRACT**

### **2.1. Services required**

The purpose of the Contract is to enable the EC and the EP to be able to call upon a Contractor specialised in the measurement and analysis of public opinion and capable of carrying out and coordinating qualitative surveys and other services in connection with public opinion involving the general public or selected social groups in the 41 countries or territories<sup>1</sup> covered by the Contract. The Contractor must be capable of providing all of the services described in the Specifications and of coordinating the various types of studies in the countries or territories provided for.

#### **2.1.1. Objectives**

The Eurobarometer Studies which may be ordered concern the following objectives:

- To assess in detail the attitudes, opinions, expectations, concerns etc. of the public and/or of selected social groups in the countries or territories covered by the

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<sup>1</sup> See Point 2.1.4.1.1.

Contract with regard to the different policies and initiatives taken by the various players involved in European integration.

- To understand the reasons why attitudes, opinions, expectations or concerns are voiced.
- To carry out tests on various groups regarding the comprehension and adoption of messages or documents (written documents, videos, logos, promotional material, websites, etc.) prepared by the EC and/or the EP for upcoming information and communication campaigns of the European Union.
- To evaluate, both during the preparation or after dissemination, the understanding and impact of such messages or documents in the national cultures, and the different age, sex and socio-professional groups, according to the vectors and styles of communication corresponding to the different target groups.
- To identify the most suitable types of information and media for each of the target groups in the countries or territories covered by the Contract.
- To evaluate the impact of policies and decisions already implemented at European Union level.
- To help in the preparation of questionnaires for quantitative surveys.
- To analyse and interpret the results of quantitative surveys and qualitative studies from Eurobarometer Studies or other sources.
- To identify significant national and socio-demographic differences between the countries or territories covered and within them.
- To help develop knowledge of and ability to analyse phenomena connected with public opinion in the European Union, regionally, nationally, and globally, as well as in other countries or territories covered in the Contract.

Depending on the specific nature of each study and where necessary, the EC/EP may also transmit to the Contractor, the results of some of the quantitative opinion polls it has commissioned, to be kept confidential where necessary.

### **2.1.2. Instruments**

#### **2.1.2.1 Eurobarometer Qualitative Studies**

The purpose of qualitative studies is to find out more about the attitudes towards the European Union (EU) and its policies held by citizens of the countries or territories covered, by understanding the motivation and expectations behind them. Attitudes may relate to elements raised during focus groups or interviews or, on the other hand, to elements not specifically raised, that is to say deliberately avoided or barely touched on because they are considered too contentious.

The reports produced as part of these studies must contain an in-depth analysis of public opinion taking into account the opinions expressed at group discussions (ad

hoc groups or panels) or during individual interviews. In both cases, the subjects for discussion are determined in structured guides called “interview guides”.

The reports and documents produced as a result of the qualitative studies must be directly usable. They should always include final recommendations and make it possible to identify areas where information or a communication plan is needed, and the methods which could be used to provide these.

The results should also include an assessment of policies and decisions which are already implemented. For each Eurobarometer qualitative study, the requesting department will decide whether it should be carried out in one, several or all of the countries or territories covered by the Contract. Qualitative studies may be ordered at any time of year.

The requesting department and the managing department will retain full control over the interview guides and questionnaires upon which the studies will be based.

#### **2.1.2.2 Other services**

The other services (see details in Point 2.1.4.2) are intended to provide the EC/EP with the ability to analyse public opinion and the European Union and/or public opinion issues globally, nationally or regionally in the countries or territories covered in the Contract.

The requesting department will decide on the subject and scope of these services. These services may be ordered at any time of year.

#### **2.1.3. Role of the Contractor**

The Contractor will act as the coordination centre.

This means that the Contractor will be the sole technical partner with which the EC and/or the EP deals for implementing the Eurobarometer studies, especially in the case of subcontracting by the Contractor. It will be expected to provide the requesting departments with all the requisite methodological advice for the qualitative studies (choice and composition of groups, duration of group discussions or interviews, drafting the interview guide, etc.) and to ensure the consistency of the methods and procedures applied in the various countries or territories and compliance with the Specifications below. It will also provide advice on and assistance with the preparation and implementation of the other services. The working languages for its contacts with the EC and/or the EP will be English and French.

The Contractor will also act as an **intellectual partner** with which the EC and/or the EP deals in implementing the Eurobarometer Studies and the other services.

The Contractor will make available at least a research director and a deputy research director in charge of a team consisting of at least two researchers. The names of the Contractor and of the research director and deputy, as well as the Contractor's address and contact details (telephone and e-mail address) will be set out in Annex II to the letter of invitation to tender.

The research director and/or deputy must be able to join meetings with the EC/EP at a minimum 48-hours' notice. Regular direct contact with the requesting department

(preferably in person or by video-conference or telephone) will be needed during all stages of survey development.

As indicated in point 2.1.4.2.5., up to twelve coordination meetings per year with the EC and/or the EP shall also take place in addition to meetings focusing on a specific survey or service.

It must be possible to contact the Contractor easily by telephone or e-mail at any time of the year for any questions. The Contractor should note that the European Institutions public holidays may differ from the national public holidays.

## **2.1.4. Nature of the tasks**

### **2.1.4.1 Qualitative surveys**

#### **- 2.1.4.1.1 Definition of the universe**

##### *a) Countries or territories to be covered*

All tenders must cover the following 41 countries or territories. Each country or territory must be covered in its entirety. The scope of qualitative surveys may however be restricted to regions<sup>2</sup> belonging to these countries or territories.

European Union<sup>3</sup>:

Belgium  
Bulgaria  
Czech Republic  
Denmark  
Germany  
Estonia  
Ireland  
Greece  
Spain  
France  
Croatia  
Italy  
Cyprus  
Latvia  
Lithuania  
Luxembourg  
Hungary  
Malta  
Netherlands  
Austria  
Poland  
Portugal  
Romania

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<sup>2</sup> According to the Nomenclature of Territorial Units for Statistics ("NUTS")

<sup>3</sup> The Member States are listed alphabetically using the spelling of their source language (protocol order). This list is established at the time of publication.

Slovenia  
Slovakia  
Finland  
Sweden  
United Kingdom

Other countries or territories:

Albania  
Former Yugoslav Republic of Macedonia (FYROM)  
Bosnia and Herzegovina  
Turkish-Cypriot community<sup>4</sup>  
Iceland  
Kosovo<sup>5</sup>  
Liechtenstein  
Montenegro  
Norway  
Serbia  
Switzerland  
Turkey

United States of America.

Exceptionally, the requesting department may ask that services under this Contract be extended, for the same services, to include countries<sup>6</sup> not initially provided for in this Contract in those countries' main languages. The number of such countries shall not exceed eight per survey. Tenderers must propose a single price covering any services of this type (in accordance with the price tables in Annex V) applicable to every country (including their own main national language(s)).

Prior to each survey the requesting department will decide if and which of these countries or territories will be covered. As a guide, surveys most often cover the Member States of the EU and candidate countries for accession to the European Union.

*b) Languages to be covered*

Group discussions and interviews are to be conducted by native speakers of the language of the country or territory concerned or by individuals whose mastery of the language in question is equivalent. With regard to the European group (level D<sup>7</sup>), group discussions are to be conducted by native speakers of English or French, or by individuals fluent in one of these two languages, according to the needs of the study.

For each country or territory concerned, group meetings and interviews may be conducted in the following languages:

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<sup>4</sup> Part of the country not controlled by the government of the Republic of Cyprus and identified as "CY(tcc)" [tcc: *Turkish Cypriot Community*]

<sup>5</sup> Under United Nations Security Council Resolution 1244/1999.

<sup>6</sup> These countries may vary from one study to the next.

<sup>7</sup> See Point 2.1.4.1.2



## European Union:

Belgium	Dutch, French, German
Bulgaria	Bulgarian, Turkish
Czech Republic	Czech
Denmark	Danish
Germany	German
Estonia	Estonian, Russian
Ireland	English, Irish
Greece	Greek
Spain	Spanish (Castilian), Catalan, Basque, Galician
France	French
Croatia	Croatian
Italy	Italian, German
Cyprus	Greek
Latvia	Latvian, Russian
Lithuania	Lithuanian
Luxembourg	Luxembourgish, French, German
Hungary	Hungarian
Malta	Maltese, English
Netherlands	Dutch
Austria	German
Poland	Polish
Portugal	Portuguese
Romania	Romanian
Slovenia	Slovene
Slovakia	Slovak
Finland	Finnish, Swedish
Sweden	Swedish
United Kingdom	English

## Other countries or territories:

Albania	Albanian
FYROM	македонски <sup>8</sup> , Albanian
Bosnia and Herzegovina	Bosnian, Croatian, Serbian
Turkish-Cypriot community <sup>9</sup>	Turkish
Iceland	Icelandic
Kosovo <sup>10</sup>	Albanian, Serbian
Liechtenstein	German
Montenegro	Montenegrin, Serbian
Norway	Norwegian
Serbia	Serbian
Switzerland	German, French, Italian

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<sup>8</sup> Identified as MAC and MKD (code ISO 639-2). For further information see:  
[http://www.loc.gov/standards/iso639-2/php/code\\_list.php](http://www.loc.gov/standards/iso639-2/php/code_list.php)

<sup>9</sup> Part of the country not controlled by the government of the Republic of Cyprus and identified as "CY(tcc)" [tcc: *Turkish Cypriot Community*]

<sup>10</sup> Under United Nations Security Council Resolution 1244/1999.

Turkey

Turkish, Kurdish

United States of America

English, Spanish

The requesting department will decide on the languages from the list above to be used for each study. Exceptionally, some of the languages above may be used for a country or territory for which they are not currently planned, e.g. English in France. Also in exceptional cases certain other languages not listed above could be used. Tenderers are to propose a percentage premium<sup>11</sup> (see Annex V-F) for the use of additional languages in one or the other of the abovementioned cases. This percentage premium will affect the price of group discussions and interviews for the countries or territories in question<sup>12</sup>.

#### **- 2.1.4.1.2 Methodology**

In order to achieve the objectives set out in point 2.1.1, group discussions or individual interviews with the general public or with groups selected along the lines of major socio-demographic characteristics (level A) or more finely selected social groups (levels B, C and D) will be set up.

##### *a) General characteristics of group discussions*<sup>13</sup>

The number of people required to make up a group is as follows:

- Level A: 8 persons minimum to 10 persons maximum
- Levels B and C: 7 persons minimum to 8 persons maximum
- Level D: 5 persons minimum to 7 persons maximum

If the minimum number of persons required is not reached at the time the group discussion is planned to commence, the group discussion will not take place and will have to be reconvened as soon as possible.

The length of discussions will vary but will be a minimum of 120 minutes. Additional 30 minute periods are possible. The maximum length for group discussions shall be 180 minutes (120+30+30) for levels A, B and C. For level D, the maximum length for group discussions shall be 120 minutes.

##### *b) Composition of Groups*

Groups shall be made up of residents of the country or territory, aged 18 or over, who hold the nationality of the country or territory where the study is being conducted. Young people aged from 13 to 17 inclusive may be asked to take part in a group discussion<sup>14</sup>. This also applies to persons whose nationality is not that of the country

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<sup>11</sup> Maximum 12%

<sup>12</sup> Note that this does not concern the eight countries “not initially provided for in this Contract” referred to in Point 2.1.4.1.1.

<sup>13</sup> These characteristics also concern panels and discussion groups.

<sup>14</sup> Parental permission to take part in a group discussion is required up to the age of 17 inclusive. These youths may not be mixed with another age group within a discussion group.

or territory where the study is being carried out, for example, an Italian taking part in a discussion group in Belgium.

See Point 2.1.4.1.7 for the rules on recruiting the interviewees.

There will be four levels (A, B, C and D) according to the level of difficulty of recruitment and analysis. Recruitment costs must be included in the price.

- Level A

Group discussions with the general public or with groups selected along the lines of sex, age, occupation, educational background, geographic distribution, etc., with no particular recruitment difficulties. If the target group in question presents at least one and up to three of the following characteristics, it will be considered as level A.

This group comprises the following people:

- men;
- women;
- aged between 15 and 17;
- aged between 18 and 29;
- aged between 30 and 44;
- aged between 18 and 44;
- aged between 45 and 59;
- aged between 30 and 59
- aged between 60 and 65;
- aged 55 and over;
- aged 60 and over;
- aged 66 and over;
- stopped full-time education before the age of 15;
- stopped full-time education between 16 and 20;
- stopped full-time education after the age of 20;
- who are full-time students;
- who are part-time students;
- without any educational qualification;
- with a secondary school-leaving certificate;
- with a university degree;
- with a post-graduate degree;
- who are doing an internship;
- who employees, workers, jobseekers;
- who are of working age, but are without gainful employment, whether deliberately or not;
- who are retired;
- who reside in a capital or metropolitan area (population over 100 000);
- who reside in a town/urban centre other than a capital or metropolitan area;
- who reside in a rural area;
- who reside in a designated region (according to NUTS) of one of the countries or territories covered by the contract;
- who have a mobile telephone;
- who do not have a mobile telephone;
- who have a landline telephone;
- who do not have a landline telephone
- who use the Internet at home;

- who do not use the Internet at home;
- who do not use the Internet whether at home or elsewhere;
- who have a positive image of the EU;
- who have a neutral image of the EU;
- who have a negative image of the EU;
- who are legally eligible for voting in their country or territory regardless of age;
- who voted "Leave" in the UK referendum on EU membership of 23 June 2016 (UK respondents);
- who voted "Remain" in the UK referendum on EU membership of 23 June 2016 (UK respondents);
- who did not vote in the UK referendum on EU membership of 23 June 2016 (UK respondents).

#### - Level B

Discussions with specific sub-groups, where recruitment is more difficult than for Level A.

This group comprises the following people:

- people whose nationality is not that of the country or territory where the study is being carried out;
- (self-employed) farmers, foresters, fishermen, farm workers;
- self-employed traders, tradespeople, and other;
- teachers;
- professionals (lawyers, medical practitioners, accountants, architects, etc.);
- journalists (local and regional media, websites), bloggers;
- middle-managers in businesses employing more than 50 people;
- managers and directors of businesses employing fewer than 50 people;
- people with disabilities;
- people having participated in the Erasmus programme.

**This may also include groups of people not specifically mentioned in levels A, C and D. This could be case, for example, when selecting groups of people identified after social or political events, such as demonstrations, elections, referenda, etc.**

#### - Level C

Discussions with groups with the highest degree of difficulty in recruitment. The strictest confidentiality must be maintained when recruiting people from this group.

This group comprises the following people:

- people aged between 13 and 14;
- national, regional and local elected representatives (capitals and cities/metropolitan areas with a population greater than 100 000) and party leaders;
- national senior civil servants and directors of national public authorities;
- national trade union leaders, leaders of professional or employer organisations;

- media executives (press/radio/television/web), editors in chief, editors, editorial writers;
- leaders of cultural and religious associations, charities and universities;
- managers and directors of businesses employing more than 50 people;
- university lecturers and professors;
- public opinion specialists.

#### **- Level D**

Discussions with groups with the highest degree of difficulty in recruitment. The strictest confidentiality must be maintained when recruiting people from this group called the “European group”. This European group will be formed on the basis of the requesting service’s order.

This group comprises managers, decision-makers and specialists who are experts at European level and who are extremely difficult to recruit and also:

- political representatives at European level;
- leaders of European associations;
- European-level trade union leaders, leaders of professional or employer organisations;
- directors and members of think tanks;
- university specialists in European issues;
- journalists accredited by the European Institutions;
- other people with relevant expertise at European level (determined in agreement with the EC or the EP).

This group will meet in Brussels, Luxembourg or Strasbourg or, according to the needs of the study, in a capital of one of the EU Member States or one of the candidate countries for accession to the European Union. The group discussion will be held in English or French, with no interpreting.

#### ***c) Pilot groups and pilot interviews***

One or several pilot groups – or pilot in-depth individual interviews – may be organised at the request of the requesting department and/or managing department for qualitative surveys of level A or level B.

The goal of such pilot groups or pilot interviews is to check the validity of the various interview guide elements and the understanding of the issues at stake by the group members or interviewees.

The inclusion of one or several pilot groups or pilot interviews in a study shall be indicated from the start of the project in the specific contract where it is to be considered in the same way as other groups of the same level. It shall not modify the timing of a study as indicated below in Point 2.2.1.1.

#### **- 2.1.4.1.3 Discussion panels**

Discussion panels may concern any of the four recruitment levels. The purpose of the panels is to enable the opinion of the same people to be monitored over time (variation of no more than 20% maximum of the members of a panel is permitted from one meeting to the next). The recruitment level (A, B, C or D) shall be set for the

first meeting and shall not be changed for subsequent meetings. Each panel must meet at least twice, with a certain amount of time between meetings.

A percentage premium<sup>15</sup> to be applied to the rate for the first meeting for the level in question is to be submitted by the tenderers; the rate will thus differ for the first meeting as compared to subsequent meetings (see Annex V-B) in order to take account of the exceptional difficulty in recruiting a panel.

#### **- 2.1.4.1.4 Deliberation groups**

The deliberation groups may concern recruitment levels A, B and C. The purpose of these groups is to make it possible to record how the opinions of the same people evolve when questioned before and after the involvement of a third party (expert, civil servant, politician, etc.). The recruitment level (A, B and C) shall be set for the first meeting and shall not be changed for subsequent meetings. Such groups must meet at least twice.

A percentage premium<sup>16</sup> to be applied to the rate for the first meeting for the level in question is to be submitted by the tenderers; the rate will thus differ for the first meeting as compared to subsequent meetings – see Annex V-C – in order to take account of the difficulty in recruiting a deliberation group and the additional expenses arising from the logistics of deliberation groups, such as the recruitment and invitation of a third party to participate in the deliberation group.

#### **- 2.1.4.1.5 In-depth individual interviews**

The general characteristics of individual interviews are:

There will be four levels (A, B, C and D), according to the level of difficulty of recruitment and analysis, as described in Point 2.1.4.1.2 (cf. Annex V-D).

Minimum length of interview: 45 minutes

Additional periods: 15 minutes (maximum three)

Maximum length of interview: 90 minutes (45+15+15+15)

Individual interviews are conducted face-to-face. However, for the levels of people who are most difficult to contact (C and D), use of the telephone or videoconferencing can be tolerated. However, this shall nonetheless be subject to the agreement of the managing department and requesting department and no additional fee may be charged.

It will also be possible to set up small discussion groups with two (dyads) or three people (triads) of the same recruitment level. The length of these small discussion groups shall not be less than 90 minutes. The price for these services are calculated as follows: for a dyad, cost of 1.5 individual interview for 90 minutes; for a triad, cost of 2.5 individual interviews for 90 minutes. The conditions applicable to the conduct of individual interviews other than price and length apply. This approach requires authorisation from the managing and requesting department.

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<sup>15</sup> Maximum 10%

<sup>16</sup> Maximum 18%

#### **- 2.1.4.1.6 On-line qualitative studies**

The general characteristics of on-line qualitative studies are:

The four levels of recruitment (A, B, C and D) shall apply for the implementation of on-line qualitative surveys (see Annex V-E).

There are three types of on-line qualitative studies:

- a) *on-line group discussions*: recreate the conditions of a group discussion on line.
- b) *on-line individual interviews*: recreate the conditions of an individual interview on line.
- c) *on-line personal journals*: ask the people being surveyed to keep a record of their opinions and reactions either as free text or using a questionnaire over a length of time, which may vary (from two days to one month).

With regard to on-line personal journals, a percentage premium<sup>17</sup> will be applied to the rate for one on-line individual interview in order to take account of the additional costs associated with this approach.

On-line qualitative studies will be conducted on the Contractor's website or a website especially created for that purpose under the responsibility and at the expense of the Contractor. In all cases, the websites used must comply with the legislation in force.

#### **- 2.1.4.1.7 Recruitment**

For these different types of qualitative surveys, the method used to recruit the persons interviewed is left to the Contractor's judgement, following the ESOMAR/WAPOR recommendations, and is applied under his or her responsibility. Project confidentiality must be maintained when approaching people for recruitment. They must be approached with tact and discretion and in a manner that can under no circumstances harm the credibility of the EC or the EP.

The Contractor may compensate the persons interviewed for the travelling and time dedicated to the group discussions/individual interviews/on-line qualitative studies. However, the EC and the EP asks that such compensation, under no circumstances and for no level of recruitment, consist of cash or luxury goods or services (champagne, wines, alcohol, gourmet foods, jewellery, leather goods, hotel stays, massage sessions, spas, etc.).

#### **2.1.4.2 Other services required**

This section of the Specifications covers different types of services in connection with analysis of public opinion.

The countries or territories and languages to be covered are the same as those set out for the qualitative studies.

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<sup>17</sup> Maximum 15%

The cost of the services, except for debates, will be calculated as a function of the time devoted to them by staff at expert, research director, researcher/IT expert/statistician and administrative assistant/secretary/technician levels.

Tenderers must specify the daily rate in euros (net of VAT) for each of these categories (see Annex V-G).

Regarding debates (Point 2.1.4.2.4.), the cost will be calculated according to the number of experts in the programme and the number of participants. Prices will be proposed on the basis of half days.

#### **- 2.1.4.2.1 Data analysis**

This concerns trend analyses, in-depth analyses, content analyses, public opinion analyses, sociological analyses based on public opinion, comparative analyses, secondary analyses, preparation of questionnaires for quantitative surveys, summaries of existing reports and documents, preparation of documents on public opinion related to EC/EP activities, reviews of national contexts, etc.

#### **- 2.1.4.2.2 Research and foresight work**

This point covers studies carried out with a view to improving understanding of public opinion phenomena, electoral issues, sociological developments and media trends. These studies will also cover the implementation of European policies and, if necessary, how they are perceived by the general public or separate segments of the population. In addition to studying existing phenomena, which is covered by the data analysis service (see Point 2.1.4.2.1), these studies will be able to develop their own investigative tools where necessary.

#### **- 2.1.4.2.3 Presentation of work**

This point covers work done by experts in public opinion, political science, sociology, statistics, etc. at conferences, seminars or any other event organised by the EC or EP, or any external events. These experts will be put forward by the Contractor and approved by the requesting department.

It also covers presentations given by the Contractor at conferences on a request from the EC or EP or the requesting department.

The EC or EP may film or make an audio recording of the work done or of the presentations given by experts/by the Contractor. If the work or presentation is filmed, the Contractor must ensure it has the appropriate authorisations to record and use the image of the speakers (see Articles I.10 and II.13 of the draft framework contract) and to use the materials presented by the speakers.

A written document (study, report, presentation) will have to be submitted as proof that the service was provided.

#### **- 2.1.4.2.4 Debates**

This point covers the organisation of debates in connection with Eurobarometer and/or public opinion in Europe. The debates may focus on a specific topic or be more



general. These debates will last no less than half a calendar day and no more than two consecutive calendar days.

The EC or EP may film or make an audio recording of the debates. If the debates are filmed, the Contractor must ensure it has the appropriate authorisations to record and use the image of the speakers and of the participants (see Articles I.10 and II.13 of the draft framework contract) and to use the materials presented by the speakers or participants.

A report will have to be submitted after each debate as proof that the service was provided.

Tenderers will propose a global price covering the different aspects of the organisation of a debate including: tenderers' expenses, if any, expert fees, transport and accommodation costs for experts, meeting rooms and equipment rental, interpreters, refreshments, meals, etc.

#### **- 2.1.4.2.5 Coordination of work**

The cost of coordinating the work must be included in the prices of the services as set out in Annex V.

“Coordination” means:

- defining and designing the study while taking account of the comments of the requesting department;
- with regard to qualitative surveys, the preparation of an **interview guide** and of any other document (written, video, audio) needed for the group discussions or individual interviews. The English and French versions of the interview guide must be validated by the requesting department before work in the field begins;
- coordination of data gathering in the various countries or territories covered by the study;
- all travel arrangements (transport, accommodation, subsistence costs and other related expenses) needed to organise and perform the work to be carried out;
- all work and costs connected with the recruitment of the interviewees;
- up to three preparatory meetings with the requesting department (in Brussels or any other EC or EP premises, for example any Representation of the EC or the EP);
- once the study has been carried out in the field, one or two debriefing meetings will be held with the managing department in Brussels or the requesting department; the purpose of these meetings is to highlight the main trends discovered by the work in the field with a view to drawing up the reports and documents;
- an oral presentation of the reports and final documents to the managing department or the requesting department;
- the reports and documents listed in Point 2.2.;

- archiving (see Point 2.2.3.);
- checks on quality carried out by the Contractor or under its authority.

This point also includes:

- up to twelve coordination meetings per year with the EC and/or the EP. At these meetings, the Contractor, in addition to monitoring ongoing and future projects, shall inform the EC and/or the EP of ongoing developments in the field of the studies and research, in fields connected with public opinion in the European Union and in the world;
- making available, managing and updating in real time an “extranet” communication network, permanently accessible to the Contractor’s staff and the managing department’s teams for the studies it is coordinating (simultaneous access for a maximum of 10 people for the latter); this shall contain the expected timetable for ongoing and future studies and, for each study, the reports and documents defined in Point 2.2. as they are completed, together with the expected timetable of the on-site work for the qualitative studies in each country or territory, and the methodological and technical specifications; the members of the managing department must be automatically notified of all new documents uploaded to the extranet. The extranet and its content must be accessible to the managing department at least 12 months after expiry of the framework contract. The extranet must be user-friendly and updated daily.

## 2.2. Reports and documents

During the course of the qualitative study or of another service and, if mentioned in the specific contract, the contractor may claim an interim payment. In that case, the Contractor shall submit a progress report to the requesting department.

The **progress report** will indicate the following elements: countries where the work has started, number of focus groups or interviews carried out with dates, locations and number of people involved. For the other services, the progress report will provide all the information allowing establishing the start of the work foreseen in the specific contract.

When a qualitative study or another service is completed, the Contractor shall submit a series of deliverables (reports and documents). Each of the documents produced as part of a qualitative study or another service must be delivered to the requesting department and the managing department. These documents will be provided in electronic (pdf and editable) format<sup>18</sup> (on the extranet and by delivery of three CD-ROMs/DVD-ROMs for the requesting department and two CD-ROM/DVD-ROM for the managing department). Paper copies<sup>19</sup> will also be delivered, as follows: three copies for the requesting department and one copy for the managing department.

The actual presentation and delivery of reports and documents will be agreed with the EC or EP<sup>20</sup>, in the specific contract where necessary. Unless otherwise indicated, the

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<sup>18</sup> Microsoft Word type.

<sup>19</sup> A4 Format. Minimum 80g/m<sup>2</sup> paper.

<sup>20</sup> See Point 2.2.1.2 for the basic language versions.

reports are to be provided according to Point 2.2.1. and printed using the Times New Roman font, 12 point, single spaced.

## **2.2.1. Documents to be provided**

### **- 2.2.1.1 Qualitative surveys**

For each qualitative study carried out, the Contractor shall provide as soon as possible and in any case no later than eight calendar weeks after the specific contract is signed by both parties (ten calendar weeks maximum if level C or D group discussions or interviews were conducted):

- The **overall report** (see Point 2.2.1.2 *infra*).
- An **electronic presentation** of the results and the lessons to be learned from the study, using presentation software<sup>21</sup>, in French and English. It should also be provided in German at no extra charge upon request of the requesting department or of the managing department. This presentation must be innovative and dynamic.
- A **national analytical report for each country or territory** covered by the study, in French or English (as stipulated by the requesting department), using a common structure for all the countries or territories. This structure will be proposed by the Contractor and approved by the requesting department, in agreement with the managing department where necessary. Quotations from the group discussions and/or the interviews will be included in these reports. Each of the quotations will be included in the original language and the language used in the report (English or French).
- **For each country or territory, an electronic presentation** of the results and the lessons to be learned from the study, using presentation software<sup>22</sup>, in French or English (as stipulated by the requesting department). These presentations must be innovative and dynamic.
- **For each country or territory, all the interview guides** used.
- A detailed **technical report** containing the methodological and technical annexes, and in particular the number and composition of the groups or the profile of the interviewees, the methods of recruitment, the dates and locations of the group discussions and interviews, the interview guide, the study's quality control<sup>23</sup>, and an assessment of the methodological questions raised by the study. This report is to be drafted in English or French (as stipulated by the requesting department).

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<sup>21</sup> Microsoft PowerPoint type.

<sup>22</sup> Microsoft PowerPoint type.

<sup>23</sup> See Point 2.2.6.

**- 2.2.1.2 The overall report to be submitted for each qualitative survey**

- (a) will not be merely descriptive, but provide detailed analysis for all the countries or territories covered by the study;
- (b) shall be based on an analysis of the opinions expressed by the participants during the group discussions or the interviews;
- (c) will be of a high enough standard, in a neutral style accurately describing the lessons drawn from the study, to allow its publication without the need for rewriting or amendments, should the EC or EP wish to do so.
- (d) will highlight relevant quotations from the group discussions or the interviews. All quotations will be in English or French depending on the language used in the report. Certain quotations may be included in the original language if requested by the requesting department or managing department.
- (e) will include a summary of the survey's main issues and conclusions (approximately 10-20 A4 pages), in both English and French;
- (f) will also include a brief summary (approximately two to four pages) of the main lessons to be learnt from the survey, in both English and French;
- (g) will include conclusions and recommendations that can be applied directly.
- (h) The first version will be drafted in English or French, as stipulated by the requesting department; at the end of the project, the overall report must be provided in English and French. It should also be provided in German at no extra charge upon request of the requesting department or of the managing department.
- (i) The Annexes are to include the list of the various groups, the dates of meetings, the composition of groups, as well as the profile of the interviewees and the interview guide.
- (j) Up to 50 colour printed copies of the overall report shall be provided at no extra charge upon request of the requesting department.

**- 2.2.1.3 Other services**

For each service, the Contractor must provide, according to a timetable to be defined in the specific contract:

- an overall report, as described in Point 2.2.1.4;
- an electronic presentation of the results and the lessons to be learned from the services set out in the specific contract, using presentation software<sup>24</sup>, in French and English. This presentation must be innovative and dynamic.

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<sup>24</sup> Microsoft PowerPoint type.

- if the specific contract so specifies, a national analytical report for each country or territory covered, in French or English, as specified by the requesting department, summarising the national results;
- if the specific contract so specifies, an electronic presentation of the results and the lessons to be learned from the services set out in the specific contract for each country or territory covered, using presentation software<sup>25</sup> in French or English, as specified by the requesting department. These presentations must be innovative and dynamic.
- if the specific contract so specifies, a technical report containing the methodological and technical annexes and the quality control of the services set out in the specific contract<sup>26</sup> and an evaluation of the methodological issues raised. This report is to be provided in English or French as stipulated by the requesting department.

#### **- 2.2.1.4 The report to be submitted for the other services**

- (a) will not be merely descriptive, but will analyse all the issues raised in each of the countries or territories covered by the specific contract;
- (b) will be provided in English or French as stipulated by the requesting department. It should also be provided in German at no extra charge upon request of the requesting department or of the managing department;
- (c) will include, in addition to the complete and detailed analysis of the lessons to be learned from the services set out in the specific contract, a summary of the main problems and conclusions and a brief summary describing the main lessons learned;
- (d) will include conclusions and recommendations that can be applied directly;
- (e) will be of a high enough standard, in a neutral style accurately describing the lessons drawn from the studies, to allow its publication without the need for rewriting or amendments, should the EC or EP wish to do so.
- (f) Up to 50 colour printed copies of the report shall be provided at no extra charge upon request of the requesting department.

#### **2.2.2. Translations – Basic language versions**

The documents listed in Point 2.2.1. must be provided in English and/or in French at no extra charge as appropriate and upon request of the requesting department or the managing department. Some of the documents listed in the same point may also be provided in German at no extra charge upon request. Translations must be done by professional translators.

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<sup>25</sup> Microsoft PowerPoint type.

<sup>26</sup> See Point 2.2.6.

The requesting department may request the translation of documents related to the study from any of the languages listed in Point 2.1.4.1.1 into English, French, German, or any other language listed in Point 2.1.4.1.1. The translation must be done by professional translators.

The deadline for submitting the translated reports and documents will be stipulated in the specific contract. As for the overall report on the qualitative studies (see Point 2.2.1.2.), the deadline for translation may not exceed four calendar weeks.

For the purpose of determining the price of translations, one page is defined as a set of 1 500 characters excluding spaces and including footnotes. Pages will be counted as follows:

- Document up to 1 500 characters (excluding spaces): 1 page
- Document of 1 501 to 3 000 characters (excluding spaces): 2 pages;
- Etc.

Tenderers must also state in Annex V-H the price per page of translation into one of the official EU languages - except for English or French -, or any other language listed under Point 2.1.4.1.1.

### **2.2.3. Archiving and publication**

The Contractor is to keep and archive at least one paper and one electronic copy of each document regarding the data, results and reports used or produced under this Contract, with the exception of data making it possible to identify the interviewees (address, telephone number, etc.).

All the data must be kept and archived by the Contractor for five years after expiry of the framework contract. With regard to the extranet, this period shall be a minimum of 12 months after expiry of the framework contract.

No document based in whole or in part upon the work carried out under this Contract may be published by the Contractor on paper or on the Internet in whole or in part without the prior written approval of the EC and of the EP for studies conducted at its request.

### **2.2.4. Printing documents**

The requesting department may ask for documents to be printed in black and white or in colour. Documents must be printed on white paper, minimum 80 g/m<sup>2</sup>.

Tenderers should state in Annex V-I the price per A4 page of black-and-white and colour print-outs.

### **2.2.5. Annual Activity Report/Eurobarometer Studies Seminar/Eurobarometer Studies Advisory Committee**

#### **- 2.2.5.1 Annual Activity Report**

No later than one month after the end of the first year of the contract, the Contractor must submit to the EC's managing department an Annual Activity Report based on the work carried out during the previous year of activity. This report will include an

"activity section" with a detailed presentation of the surveys or work finalised or still ongoing, an "evaluation section" and a "technical section" summarising the main results of the evaluation and technical reports drafted through the year. This report will have to be approved by the EC's managing department.

The procedure will be the same for the following years. The last Annual Activity Report will be submitted at the latest one month after the end of the contract.

#### **- 2.2.5.2 Eurobarometer Studies Seminar**

At the request of the managing departments, the Contractor may be requested to organise, at his own expense and at no cost to the managing departments, up to four seminars during the total duration of the contract on methodology and coordination of work regarding Eurobarometer Studies.

The seminars shall be held in one of the countries covered by the contract. The seminars will last at least one day or two consecutive half-days. The Contractor will propose detailed venues and agendas in advance to the managing departments who will have to approve them. The travel and accommodation costs of participants outside the managing departments may not be invoiced to them. Representatives of the managing departments may attend part or the entire seminar. Their respective institutions will bear the costs related to travel and accommodation, if any.

#### **- 2.2.5.3 Eurobarometer Studies Advisory Committee**

An Advisory Committee will be set up by the Contractor and will act as a reference body for the EC and the EP. It will, inter alia, provide the managing departments with updates on relevant work or issues linked to qualitative research and, more generally, public opinion in the EU. It will also review the surveys or other reports done under the Eurobarometer Studies framework contract and strive to continuously improve the quality of Eurobarometer work. The managing departments may also suggest themes that they would like the Advisory Committee to investigate.

Meetings of the Advisory Committee should be followed by a report to be transmitted for information without delay to the EC's managing department.

The Eurobarometer Studies Advisory Committee will be composed of a maximum of four experts preferably coming from the academic world, with a speciality in qualitative research and/or opinion polling and/or political science in the European Union:

- The Contractor will appoint one expert to sit on the Committee.
- The Contractor will also propose a list of experts of which the EC will choose up to three of them to sit on the Committee.

The EC will also have the possibility of proposing names of experts to the Contractor in view of sitting on the Committee.

The Eurobarometer Studies Advisory Committee body is to meet at least once a year. All costs related to the Advisory Committee shall be borne by the Contractor.

## **2.2.6. Quality control**

### **- 2.2.6.1 Quality control by the Contractor**

Quality assurance shall be carried out on every qualitative study and its procedures and conclusions shall be included in the technical report<sup>27</sup>.

Quality assurance may be carried out on the other services if a technical report is requested in the specific contract<sup>28</sup>.

### **- 2.2.6.2 Quality control by the EC, the EP or a body appointed by them**

The EC and the EP reserve the right to conduct quality control of the services performed throughout the duration of the Contract, either directly or via organisations or companies of their choice.

The EC and the EP reserve the right to send a representative to group discussions, interviews or on-line studies without prior notice.

Any controls may also be carried out by the EC, the EP, or the organisations or companies they will choose for this purpose, and which must have access to all resources used (instructions, recordings, etc.).

The Contractor must therefore keep all the documents that would be useful for carrying out such controls for at least five years after expiry of the framework contract.

The European Court of Auditors and the European Anti-Fraud Office (OLAF) will have the same rights of access to documents as the EC and the EP, as set out in Article II.24 of the draft framework contract (see Annex II to the Invitation to Tender).

## **3. SIZE OF THE CONTRACT**

The maximum budget for this tender is EUR 12,000,000 (twelve million euros) over four years, VAT excluded.

Pursuant to Article 134(1)e and Article 134(4) of Commission delegated Regulation (EU) 2015/2462 of 30 October 2015 amending 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, the contracting authority may use a negotiated procedure for the award of new services which entail the repetition of similar services entrusted to the contractor who was awarded the original contract. That procedure may be used only during the three years following conclusion of the original contract.

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<sup>27</sup> See Point 2.2.1.1.

<sup>28</sup> See Point 2.2.1.3.



#### **4. CONTRACTUAL FRAMEWORK**

The services specified above will be the subject of an interinstitutional Service Framework Contract drawn up between the European Commission (Unit A1 "Strategy, Corporate Communication Actions and Eurobarometer") and the tenderer to whom the contract is awarded. The draft contract is attached in Annex II to the Invitation to Tender.

In drawing up his bid, the tenderer should bear in mind the provisions of this draft contract and, notably:

Article I.4.	Appointment of the contractor and implementation of the FWC
Article I.5	Prices
Article I.6	Payment arrangements
Article I.10	Exploitation of the results
Article II.4	Provision of services
Article II.4.3	Compliance with minimum requirements including applicable obligations under environmental, social and labour law
Article II.13	Intellectual property rights
Article II.21	Payments and guarantees

#### **5. SUBMISSION OF BIDS**

The tenderer's bid must comprise all the documents required in the checklist in Annex IV – Part A. Part B of this annex lists the elements to be provided upon request at a later stage.

#### **6. TECHNICAL TENDER**

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

The technical offer should follow the same structure as the subject of the contract (see Point 2).

Tenderers are invited to submit a technical offer. It is recommended that the technical offer does not exceed a total of 167 A4 pages (Times New Roman, 12-point font, single-spaced). This includes the technical offer and annexes (100 pages) and the practical cases (67 pages). In addition, a maximum of 15 slides can be submitted.

Tenderers must clearly indicate which document in their technical bid refer to which award criterion so that the relevant information can be assessed.

In the tender all quotations or information originating from other sources and to which third parties may claim rights have to be clearly marked (source publication including date and place, creator, number, full title etc.) in a way allowing easy identification.

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

Only technical offers which meet all the minimum technical requirements listed below will be considered compliant and evaluated:

1. 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](#).

2. Tenderers must comply with all the technical specifications.

3. Tenderers should draw up propositions for handling the 4 hypothetical case studies in Point 9.1. They must be realistic and should not exceed a total of 67 A4 pages written in Times New Roman, 12-point font, single-spaced and 15 slides.

The technical offer will be assessed in the light of the quality award criteria set out under Point 9.

## **7. FINANCIAL OFFER**

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

The prices must be fixed and quoted in euros, including for countries which are not in the euro-area.

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

## **8. 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 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 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.

- the checklist of documents to be provided in Annex IV duly completed, together with the relevant evidence required in Part A.

The other pieces of evidence listed in Part B of Annex IV may be requested by the contracting authority from any tenderer at a later stage. They will in all cases be requested from the winning tenderer.

### **8.1. Exclusion criteria**

Bids from tenderers who do not meet the exclusion criteria referred to in Articles 106 and 107 of the Financial Regulation<sup>29</sup> will not be considered for the award of the contract.

### **8.2. Selection criteria**

The tenderer must demonstrate sufficient legal and regulatory, economic, financial, technical and professional capacity to be able to perform the tasks as specified in point 2 of these specifications.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other entities to achieve the required level of economic, financial and technical capacity, regardless of the legal nature of the links that it has with them (subcontractor, parent company, third party). It must in that case prove to the contracting authority that it will have at its disposal the resources necessary to perform the contract, for example by producing an undertaking on the part of those entities to place those resources at its disposal (see Point 8.3 below).

If a third party provides the whole or a very large part of the financial capacity, the contracting authority may demand that that entity signs the contract or that it provides a joint and several first-call guarantee, should that tender be awarded the contract.

#### **a) Legal and regulatory capacity**

The tenderer will provide a 'Legal Entity File (LEF)' and a 'Bank Account File (BAF)' duly completed and signed, with the necessary annexes. The forms to be used are available at the following addresses:

[http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/legal\\_entities/legal\\_entities\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm)

[http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/financial\\_id/financial\\_id\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/financial_id/financial_id_en.cfm)

For joint tenders, the LEF should be provided for each participating entity whereas the BAF is requested for the leader of the group only.

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

#### **b) Financial and economic capacity**

The tenderer must have the necessary economic and financial capacity to perform this contract until its end. In order to prove its capacity, the tenderer must comply with the following selection criterion:

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<sup>29</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>

- ,Turnover during the last three financial years, with a minimum of EUR 1,000,000 (one million) per year. Combined annual turnover of the grouping in case of a joint tender or tender with subcontracting.

If, for some exceptional reason which the contracting authority considers justified, the tenderer is unable to provide the references requested by the contracting authority, he may prove his economic and financial capacity by any other means which the contracting authority considers appropriate (evidence of professional risk indemnity insurance, business plan for newly created entities, etc.).

In any case the Contracting Authority must at least be notified of the exceptional reason and its justification in the tender. The Commission reserves the right to request any other document enabling it to verify the tenderer's economic and financial capacity.

c) Technical and professional capacity

The tenderer must demonstrate convincingly that he has the ability to undertake the tasks requested.

Any tenderer with a professional conflicting interest that may affect the performance of the contract may be rejected on the basis of not fulfilling selection criteria for professional capacity.

• Selection criterion 1:

Professional experience in similar services: the tenderer must prove his experience in the fields of public opinion, qualitative studies and in the coordination of international projects.

As evidence, the tenderer must provide a list of at least five and maximum seven qualitative studies on public opinion or market surveys, each carried out in at least five countries or territories covered by this tender in the past three years, with the approximate sums, dates and recipients, and the human resources that were involved (how many members of staff and their profile) demonstrating his capacity in conducting and coordinating qualitative studies of an international scope, together with project reference letters from the contracting authority if permitted by the national legislation. If national legislation does not permit this, please provide a reference to the relevant provisions. If services were partially performed by sub-contractors, the tenderer shall indicate the nature and percentage of the services sub-contracted.

• Selection criterion 2:

Necessary human resources to perform the contract in line with best professional practice:

As evidence, the tenderer must provide a full list of the staff performing the work, on either a permanent or temporary basis. A minimum of four people holding a permanent position is required to meet this criterion.

The detailed curricula vitae (CV) and the job descriptions of the research director and deputy research director must be provided as evidence of this. Each of these

people must have a minimum of three years of professional experience in the field of qualitative studies and of public opinion studies, university level education as evidenced by a degree, and have a perfect command of English and French<sup>30</sup>.

The detailed curricula vitae (CV) and the job descriptions of each of the minimum two researchers must be provided as evidence of this. The researchers must have at least two years of professional experience in the field of opinion surveys, of which at least one must have been in the field of qualitative studies, and must have university level education as evidenced by a degree. They must also have a perfect command of English or French<sup>31</sup>.

- Selection criterion 3:

Necessary technical resources to perform the contract in line with best professional practice:

Tenderers must have the capacity to direct and coordinate the work to carry out studies in the countries or territories covered in the contract. A list of the bodies intended to cover the countries or territories mentioned in Point 2.1.4.1.1. must be provided as evidence with a letter of intent. The minimum requirement is to provide a list showing that all 41 countries or territories are covered.

- Selection criterion 4:

Respect of professional ethics and rules for research

Tenderers must demonstrate that they comply with the code of ethics and ethical rules governing research enterprises. Proof of membership of ESOMAR, WAPOR or an equivalent body, or a signed declaration (Annex III to the letter of invitation to tender) to comply with the ESOMAR/WAPOR Code of Conduct on opinion surveys or equivalent must be provided as evidence. The minimum requirement is a signed declaration to comply with above-mentioned industry rules or equivalent.

- Selection criterion 5:

Language skills

Tenderers must have the linguistic skills needed, or be able to mobilise the resources necessary to perform the requested services in the languages covered by this tender. They must also possess the ability to draft all types of texts and materials related to the services covered by this tender and express themselves in English and French.

As a minimum requirement, tenderers must provide at least five interview guides in their original version and translated in another language.

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<sup>30</sup> Level C2: <https://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr>

<sup>31</sup> Level C2: <https://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr>

### **8.3. Additional requirements for joint tenders and tenders including subcontracting**

Please refer to the Checklist of documents to be provided (see Annex IV).

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.

## **9. AWARD CRITERIA**

Bids from tenderers who do not satisfy the exclusion or 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.

### **9.1. Technical evaluation**

The technical tender to be submitted as part of the tender (see point 6) will be assessed as follows:

Quality award criterion (AC)	Explanation of the criterion's scope	Maximum number of points per criterion (weighting)	Minimum points to be obtained (at least 60 % per criterion $\frac{1560}{3} = 520$ )
AC 1: Quality of the management and coordination of the Eurobarometer Studies framework contract, including the Seminar and the Advisory Committee	Quality of the organisation of the work proposed to ensure the efficiency, responsiveness and adaptability of the tenderer in performing the framework contract.	120	78
AC 2: Quality of the proposed "extranet" communications network.	Quality of the proposed "extranet" communications network: security, user-friendliness (ease and comfort of use), extent of content. All the information submitted must be provided on paper and on CD/DVD. No references to an Internet address are to be made.	20	12
AC 3: Quality of the organisation of the work for delivery of service: focus groups.	Quality and efficiency of the proposed method for focus groups, notably organisation, recruitment, language issues, deliverables, data collection	100	60

	and analysis.		
AC 4: Quality of the organisation of the work for delivery of service: in-depth interviews.	Quality and efficiency of the proposed method for in-depth interviews, notably organisation, recruitment, language issues, deliverables, data collection and analysis.	80	48
AC 5: Quality of the organisation of the work for delivery of service: panels, deliberation groups and on-line qualitative studies.	Quality and efficiency of the proposed method for panels, deliberation groups and on-line qualitative studies notably organisation, recruitment, language issues, deliverables, data collection and analysis.	50	30
AC 6: Quality of the measures implemented for a continuous high performance throughout the contract period, including quality control measures.	Quality control system applied to the service foreseen in these tender specifications concerning the quality of the deliverables and the continuity of the service. The quality system should be detailed and specific to the tasks at hand. A generic quality system will result in a low score.	80	48
AC 7: Case study –Qualitative study: “Better communicating the European project”: overall proposal and interview guide.	<p>Tenderers must provide an overall proposal and an interview guide for a qualitative study on the topic "Better communicating the European project" for focus groups in the EU according to Point 2.1.4.1.2. Maximum 20 pages.</p> <p>Evaluation criteria will be: clarity, style, relevance, innovation, understanding of the issue at stake, timing issues and indications to the moderator.</p>	130	78
AC 8: Case study - Proposed deliverables for a qualitative study: “Better communicating the European project”.	Proposed deliverables for a qualitative study: “Better communicating the European project”. Following the overall proposal and interview guide proposed for AC 7,	70	42

	<p>tenderers must propose a structure for the overall report, a structure for the national reports, an example of a PowerPoint-type presentation and a draft structure for the quality control report according to Points 2.2.1.1 and 2.2.1.2. Maximum 20 pages and 15 slides.</p> <p>Evaluation criteria will be: clarity, style, relevance, innovation, understanding of the issue at stake, added value of the analysis, graphic presentation.</p>		
AC 9: Case study - Proposal for the draft data analysis report on “The state of public opinion and attitudes towards the European project in Italy”.	<p>Proposal for the draft data analysis report on “The state of public opinion and attitudes towards the European project in Italy” according to Point 2.1.4.2.1 of the Specifications. Maximum 20 pages.</p> <p>Evaluation criteria will be: clarity, style, relevance, innovation, understanding of the issue at stake, added value of the analysis.</p>	130	78
AC 10: Case study - Proposed approach for organising a one-day debate on the subject of “The future of the EU – Perspectives for 2030 and 2050.” and draft documentation for distributing to participants at the event.	<p>Proposed approach for organising a one-day debate on the subject of “The future of the EU – Perspectives for 2030 and 2050.” and draft documentation for distributing to participants at the event according to Point 2.1.4.2.4 of the Specifications. Maximum 7 pages.</p> <p>Evaluation criteria will be: clarity, relevance, understanding of the issue at stake.</p>	20	12
<b>Total</b>		800	560 (at least 70% of the total points)



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 tenders which are awarded at least 60% for each criterion and a total score of at least 70% of the total points, i.e. 560 points will be considered for the award of the contract.

## **9.2. Financial evaluation**

For the financial tender, the tenderer must use the standard price tables in Annex V.

For the purpose of evaluation and comparison of the financial offers, the Commission will use a reference price: the total of the prices for the various services that are listed in Annex V-J.

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

## **9.3. Award of the contract**

The contract will be awarded to the tender achieving the highest score obtained by applying the following formula, in which the weighting will be 70 for quality and 30 for price:

$$R = 70 * (Q / Q \text{ max}) + 30 * (P \text{ min} / P)$$

R = final score

Q = score (out of 800) for the quality of the tender

Qmax = score (out of 800) for the quality of the tender with the best score

Pmin = reference price of the least expensive tender

P = reference price of the tender