

**TENDER SPECIFICATIONS**

**PART I**

**No EEAS/DELRUSM/2019/OP/0039**

**EU-RUSSIA MULTIMEDIA PROJECT 'EUROPULSE'  
FOR THE DELEGATION OF THE EUROPEAN UNION TO RUSSIA**

**Services contract**

**OPEN PROCEDURE**

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## 1. INTRODUCTION

The contracting authority is the European Union (hereinafter referred to as "contracting authority"), represented by the Head of the Delegation of the European Union to Russia or its duly authorized representative.

The contracting authority intends to conclude a service contract for the provision of services for management of an EU-Russia multimedia project 'Europulse', in accordance with the specifications set out in the procurement documents.

## 2. SUBJECT OF THE CONTRACT

The contractor shall provide the human and material resources necessary to provide the services in the non-exhaustive list below:

- modernization of current web site (one-off task for the first six months);
- management, development and promotion of a Russian-language web platform;
- production of journalistic written content for the web platform;
- production of audio-visual content;
- management of accounts in the Russian social media.

The place of performance is mainly Russia.

## 3. DESCRIPTION OF PUBLIC PROCUREMENT PROCEDURE

Tenderers must submit the tender electronically via the **e-Submission application** available for on the e-Tendering website ('submit a tender' in Data tab).

First, tenderers (each member of the group in the case of a joint tender) will need to register in the European Commission's Participant Register - an online register of organisations participating in EU calls for tenders or proposals. On registering, each organisation obtains a **Participant Identification Code** (PIC, 9-digit number) which acts as its unique identifier in the above register. Instructions on how to create a PIC can be found in the [PIC-management Quick Guide for Economic Operators](#). Tenderers already registered in the Participant Register shall reuse their existing PICs when preparing tenders in e-Submission.

Instructions on how to submit a tender by means of e-Submission can be found in [the e-Submission Quick Guide](#). The tender shall contain the **"Request to participate form"** duly completed and accompanied by all the information and documents listed in the form. The tender shall be submitted by the deadline indicated in the contract notice.

In addition, **the hand-signed originals of the below documents must be sent by letter** to the contracting authority's postal address indicated under Heading I.1 of the contract notice at the latest on the first working day following the electronic submission of tender:

- Declaration(s) on honour,
- Tender report (a document generated by e-Submission and listing all the documents included in the tender, to be signed by the tenderer or the group leader in case of a joint tender).

The **e-Tendering site** on which all procurement documents are published will be updated regularly and it is the tenderer's responsibility to check for updates and modifications during the tendering period.

#### **4. GROUPS OF ECONOMIC OPERATORS AND SUBCONTRACTING**

Tenders can be submitted by a single economic operator or jointly by two or more economic operators.

##### **4.1. Joint tender**

A joint tender is a situation where a tender is submitted by a group of economic operators; in other words, by several legal entities (natural or legal persons) regardless of the link they may have between them.

Each individual legal entity of the group shall assume joint and several liabilities with all its resources towards the contracting authority for the fulfilment of the terms and conditions of the contract.

The group shall nominate one legal entity ('the leader') who shall be granted by the other members of the group the full authority to bind the group and each of its members, and who shall be responsible for the administrative management of the contract (including invoicing, receiving payments, etc.) on behalf of all other entities.

The "Request to participate form" will identify the leader.

The tender will clearly identify the division of tasks amongst the different members of the group.

Any change in the composition of the group during the procurement procedure or after the signature of the contract may lead to the rejection of the tender or to the termination of the contract by the contracting authority, respectively.

The group will not be required to adopt a specific legal form in order to submit a tender.

The contract shall be signed by all legal entities or, through a power of attorney to be attached to the contract, by the leader duly authorised to bind the group and each of its members.

##### **4.2. Subcontracting**

"Subcontractor" means an economic operator that is proposed by a tenderer or contractor to perform part of the contract.

Subcontracting is allowed but the contractor will retain full liability towards the contracting authority for the implementation of the contract.

Tenderers must give an indication of the tasks that they intend to subcontract and are required to identify all subcontractors whose share of the contract is above 20%.

The subcontractors whose share of the contract is above 20% must comply with the same exclusion criteria applicable to tenderers.

If the subcontractors' capacity is necessary to fulfil the selection criteria applicable to tenderers, they shall submit the relevant documentary evidence.

Any change in subcontracting during the procurement procedure or after the signature of the contract may lead to the rejection of the tender or to the termination of the contract, respectively. During contract execution, the change of any subcontractor identified in the tender will be subject to prior written approval of the contracting authority (see Art.II.10 of the contract).

## **5. ELIGIBILITY OF ECONOMIC OPERATORS**

### **5.1. Access to public procurement**

Participation in this tender procedure is open on equal terms to all natural and legal persons whose domicile (natural person) or whose registration of their headquarters (legal persons) is:

- in one of the European Union Member States;
- in a third country which has a special agreement with the European Union in the field of public procurement **on the conditions laid down in the agreement**;
- exceptionally, in Russia.

Participation is also open to international organisations.

Economic operators, including each member of a joint tender, must confirm that the legal entity's headquarters (for legal persons) or domicile (for natural person) is in one of the abovementioned States and present the supporting evidence normally acceptable under their own law (**for example, an extract from a trade register or companies' register**). The evidence must contain the official registration number of the economic operator.

Please be aware that after the UK's withdrawal from the EU, the rules of access to EU procurement procedures of economic operators established in third countries will apply to candidates or tenderers from the UK depending on the outcome of the negotiations. In case such access is not provided by legal provisions in force, candidates or tenderers from the UK could be rejected from the procurement procedure.

### **5.2. Non-exclusion of economic operators**

Tenderers who have access to public procurement are evaluated on the basis of the information provided in their tenders for exclusion criteria.

Tenderers shall provide a **"Declaration on Honour" on exclusion criteria and selection criteria** (declaration on honour) duly filled in, signed and dated by their legally authorised representative.

The declaration on honour shall be provided by each member of the group in case of joint tenders and by the entities on whose capacity it intends to rely and by all identified subcontractors whose share of the contract is above 20%.

Upon request by the contracting authority, the tenderer, as well as other entities which provided the above mentioned declaration on honour, shall provide within a time limit

defined by the contracting authority the evidence referred to in paragraph "**Evidence upon request**", to support the declaration on honour. In any case, this evidence shall be requested from the successful tenderer, including each member of the group in the case of a joint tender, to whom the contract is to be awarded, prior to the signature of the contract.

The contracting authority may waive the obligation for a tenderer to submit the documentary evidence if it has already been submitted for a previous procurement procedure and provided the documents were issued not more than one year earlier and are still valid at the date of the request by the contracting authority. In such cases, the tenderer must declare on its honour that the documentary evidence has already been provided in a previous procurement procedure and confirm that there has been no change in the situation.

The contracting authority may also waive the obligation for a candidate or tenderer to submit the documentary evidence if it can access it on a national database free of charge.

### **5.3. Selection of economic operators**

Tenderers must prove their legal, regulatory, economic, financial, technical and professional capacity to perform the services subject to this call for tender by meeting the minimum capacity levels as listed at points 5.3.1, 5.3.2 and 5.3.3 hereafter.

Tenderers must provide only a declaration on selection criteria available on **<https://etendering.ted.europa.eu/cft/cft-display.html?cftId=5437>** duly filled in, signed and dated by the legally authorised representative. The selection criteria are to be met respecting the requirements defined here below.

The successful tenderer will be requested to provide the documents mentioned as supporting documents on selection criteria in the declaration on their honour and in this tender specifications before the signature of the contract and within a deadline given by the contracting authority.

If a tenderer is relying on the capacities of other entities (e.g. parent company, other company in the same group, or third party) in order to achieve the required minimum level of the capacity, its request to participate must contain a signed and dated statement by the concerned entity which clearly confirms which relevant resources shall be placed at the disposal of the tenderer for the performance of this contract. The contracting authority will verify whether the entities on whose capacity the tenderer intends to rely fulfil the relevant selection criteria. The tenderer may only rely on the technical and professional capacities of other entities where the latter will perform the services or works for which these capacities are required.

If an entity provides the whole or a very large part of the economic and financial capacity to the tenderer, the contracting authority may demand that the said entity be jointly liable for the performance of the contract in case of award. In order to do so, the contracting authority may require that this entity signs the contract or that it provides a joint and several first-demand guarantees, should that tenderer be awarded the contract. If this entity is required to sign the contract, it has to have access to public procurement and shall not be in an exclusion situation as indicated in points 5.1 and 5.2 of these tender specifications.

### *5.3.1. Legal and regulatory capacity criteria and evidence*

The economic operators are required to have the following:

**Criterion 5.3.1.a): Authorisation to provide the services at the place of performance of the contract.**

**Minimum capacity level:**

The tenderer shall be authorised to provide the services being subject to this contract at the place of performance of the contract. The relevant certificate must be valid on the date of the deadline for the submission of tenders. Before the signature of the contract, the validity of the certificate will be verified again.

**Supporting document(s)/evidence requested:**

The certificate of enrolment in a relevant professional or trade register, except for international organisations.

**The criterion is applied and the evidence pertains to:**

The economic operators who will perform the services, for which the certificate is requested.

### *5.3.2. Economic and financial capacity criteria and evidence*

Tenderers must prove the financial and economic capacity to perform this contract by meeting the following criterion:

**Criterion 5.3.2.a) Turnover.**

**Minimum capacity level:**

The average annual turnover for the last 3 (three) financial years for which accounts have been closed must be at least EUR 120 000.

The exchange rate used to convert the turnover into EUR will be the rate of December of the year of the financial statement as published at [http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/inforeuro/inforeuro\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/inforeuro_en.cfm).

**Supporting document(s)/evidence requested:**

1. Duly completed table of the "Request to participate form".
2. Profit and loss accounts (Income statement) for the last three financial years for which accounts have been closed.

**The criterion is applied to:**

The tenderer; In case of joint tender this selection criterion will be applied to the group as a whole.

**The evidence shall pertain to:**

At least one economic operator provided that the minimum capacity level is met.

### *5.3.3. Technical and professional capacity criteria and evidence*

Tenderers must prove the technical and professional capacity to perform this contract by meeting the following criteria:

#### **Criterion 5.3.3.a): Previous contracts.**

##### **Minimum capacity level:**

1. At least 2 (two) service contracts managed by the economic operator related to minimum 2 (two) of the services set up in the point 2 of these tender specifications during the past 3 (three) calendar years.
2. At least one contract listed under 1. having a duration of at least 6 (six) months.
3. The cumulative value during the past 3 (three) calendar years of the above mentioned listed contracts must be at least EUR 40 000 (forty thousand euro).

##### **Supporting document(s)/evidence requested:**

1. Duly completed table (list) of the "Request to participate form". The tenderer may include in the list any contract implemented at any moment during the past three calendar years. The tenderer may include any contract started or completed during that period and any contract ongoing through the whole period.
2. For each contract in the table (list), the tenderer must present a client's reference letter relevant to minimum 2 (two) of the services specifying whether the services have been carried out in a professional manner in compliance with the contractual terms.

Contracts without reference letters shall not be included in the list of the contracts as they will not be accepted. The reference letters provided for the contracts which are not in the list will not be accepted either.

##### **The criterion is applied to:**

The tenderer; In case of joint tender, this selection criterion will be applied to the group as a whole.

##### **The evidence pertains to:**

At least one of the economic operators who will perform services set up in point 2 of these tender specifications as provided for in the table (list) by the tenderer.

#### **Criterion 5.3.3.b): Manpower.**

##### **Minimum capacity level:**

The tenderer must currently employ at least 8 staff in the fields related to minimum 2 (two) of the services set up in the point 2 of these tender specifications at the date of deadline for submission of tender.



The declared manpower in the above-mentioned fields cannot be higher than the total manpower.

**Supporting document(s)/evidence requested:**

Duly completed table of the "Request to participate form".

**The criterion is applied to:**

The tenderer; In case of joint tender, this selection criterion will be applied to the group as a whole.

**The evidence pertains to:**

At least one of the economic operators who will perform services set up in point 2 of these tender specifications as provided for by the tenderer to meet the minimum capacity level.

**Criterion 5.3.3.c): Key Staff/Experts.**

**Minimum capacity level:**

The CVs of the tenderer's key staff/experts who will perform the contract must meet minimum requirements as stated in point 1.8 of the technical specifications. The portfolios of videographer and of photo editor/designer as stated in point 1.8 of the technical specifications must be of the last three years from the date of submission of tender.

**Supporting document(s)/evidence requested:**

1. CVs of the tenderer's key staff/experts proposed for the project, i.e.: 1 team leader, 1 editor-in-chief, 1 editor, 1 social media editor, 1 videographer, 1 photo editor/designer. For each person, the intended function in the implementation of the contract shall be indicated.
2. Portfolio of videographer.
3. Portfolio of photo editor/designer.

The maximum upload size of a file in e-Submission, in case this should be the chosen form of submission of portfolio(s), is 100 MB. Examples of other forms of submission of portfolios are provided in point 1.8 of the technical specifications. Only secure link(s) to the existing portfolios on web site(s) shall be provided, if applicable.

4. At least 2 reference letters for each of the key staff/experts as provided for by the tenderer by submitting the CVs under point 1. of the "supporting document(s)/evidence requested".

**The criterion is applied to:**

The tenderer; In case of joint tender, this selection criterion will be applied to the group as a whole.

**The evidence pertains to:**

At least one of the economic operators who will perform services set up in point 2 of these tender specifications.

**6. EVALUATION OF TENDERS**

**6.1. Evaluation of tenders on the basis of the award criteria**

The tenders are evaluated in order to award the contract to the tender offering the best price / quality ratio. For this purpose, the tender will be evaluated technically and financially.

The tenderers shall upload on e-Submission a "**Statement of compliance with the procurement documents**" in Annex 1 of technical specifications duly dated and signed in order to be considered technically compliant.

The technically compliant tenders are then evaluated in order to award the contract to the tender offering the best price / quality ratio. For this purpose, the tenders will be evaluated technically and financially.

**6.2. Technical tender**

The technical quality of the tenders will be evaluated on the basis of the documents provided by the tenderers in the technical tender with regard to the award criteria described in the table below.

Technical award criteria

No	Criteria	Max. number of points	Sub-criteria
1	<p><b>Criterion 1</b></p> <p><b><u>Methodology and organisation of the services</u></b></p> <p>This criterion will enable to assess the overall approach to the project implementation methodology and to assess the organisation of the services offered by the tender, including the different members of a joint tender and the resort to subcontractors.</p> <p>Tenderers will develop in</p>	<p><b>(65 points – minimum threshold 50%)</b></p>	<p>1. <b>Sub-criterion 1.1 (20 points):</b> The overall methodology the tenderer offers to implement the project; what concrete steps will be taken to fulfil each task;</p> <p>2. <b>Sub-criterion 1.2 (15 points):</b> How does the tenderer commit to employ an effective, result-oriented promotion strategy to ensure the required increase in readers/viewers/followers numbers; the creativity and innovative approaches to promotion of written and video content that the tenderer intends to apply;</p> <p>3. <b>Sub-criterion 1.3 (10 points):</b></p>

	<p>detail the methods and organisation they offer and in particular provide detailed information for each task in these tender specifications.</p> <p>It also assesses the global allocation of resources to the contract and to each service, and whether this allocation is adequate for the performance of the services. The tenderer shall provide details on the allocation of resources and the rationale behind the choice of this allocation.</p>		<p>How does the tenderer commit to ensure active exchange of opinions in social media;</p> <p>4. <b>Sub-criterion 1.4 (10 points):</b> How are the roles of the proposed team (including subcontractors if applicable) distributed for each task;</p> <p>5. <b>Sub-criterion 1.5 (10 points):</b> How does the tenderer commit to ensure the modernization of the current website.</p>
2	<p><b>Criterion 2</b></p> <p><b><u>Timelines</u></b></p> <p>This criterion will enable to assess the capacity to realistically and clearly plan the implementation of each task.</p> <p>The tender shall provide details on the allocation of time and the rationale behind the choice of this allocation.</p>	<p>(10 points – minimum threshold 50%)</p>	<ul style="list-style-type: none"> <li>• How is the project planned and what timelines does the tenderer establish for the proper implementation of all tasks (tentative schedule for the modernization of the current website, and for the management of 'Europulse' project).</li> </ul>
3	<p><b>Criterion 3</b></p> <p><b><u>Quality control measures</u></b></p> <p>This criterion will enable to assess the quality of control system applied to the services foreseen in these tender specifications, including the quality and continuity of the service in case of absence of the member(s) of the team.</p> <p>The quality system shall</p>	<p>(25 points – minimum threshold 50%)</p>	<ul style="list-style-type: none"> <li>• <b>Sub-criterion 3.1 (12 points):</b> How are the services monitored and evaluated in order to guarantee their quality, including continuous production of high-quality written and video content;</li> <li>• <b>Sub-criterion 3.2 (8 points):</b> What mechanisms are employed to tackle unforeseen situations both regarding human and technical resources;</li> <li>• <b>Sub-criterion 3.3 (5 points):</b> What mechanisms are employed</li> </ul>

	be detailed in the tender and specific to the services at hand; a generic quality system will result in a low score.		to tackle unforeseen external situations (e.g. downing of servers).
	<b>TOTAL</b>	<b>100</b>	

### 6.3. Financial tender

Only the financial tenders submitted by those tenderers who have obtained an overall technical score of **60%** of total points or more and at least **50%** of the maximum score allocated for each individual criterion will be considered for the award.

The prices for the tender must be tendered:

- in EUR;
- free of all duties, taxes and other charges, including VAT, as the Delegation of the European Union to Russia is exempt from such charges under the Settlement Agreement of 8 February 1991;
- all inclusive. This means that, unless otherwise mentioned in these tender specifications, prices tendered for shall include all the costs to be incurred by the tenderers in order to fully implement the contract;
- using the price schedule (Annex A). Any change in the table as annexed to these tender specifications will lead to the rejection of the tender.

During the validity of the tender and the implementation of the contract, prices cannot be revised.

The price schedule (Annex A) is binding during implementation of the contract.

Financial tenders will then be checked for arithmetical accuracy. Where arithmetical errors are found, tenderers will be requested to correct them.

### 6.4. Calculation of the overall score

The tender chosen will be that which offers the best price / quality ratio among the technically compliant tenders, namely the tender obtaining the best overall score  $P_i$  calculated as follows, where the weighting is 60% for the quality and 40 % for the price:

$$P_i = T_i * [0.60] + F_i * [0.40]$$

$T_i$  = (technical quality score of the tender under consideration / score of the best technical quality tender) \* 100

$F_i$  = (cheapest total price (A2+B2) for the price schedule / total price (A2+B2) of the price schedule of the tender under consideration) \* 100

## **7. CONTENT OF THE TENDER**

**The tenderers shall submit** via the electronic submission system e-Submission the "*Request to participate form*" duly completed, accompanied by all the information and documents listed in the form.