

ANNEX I TO THE INVITATION TO TENDER

TENDER SPECIFICATIONS

**Supply of Media Consultancy Services
to the Representation of the European Commission in Austria**

OPEN¹ CALL FOR TENDERS

PO/2016-14/Vienna

¹ This basic template can be adapted for other procedures (restricted, negotiated, etc.).

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1. OBJECTIVE AND CONTEXT

The European Commission has Representations in all 28 EU Member States. These Representations have the task of informing the media and citizens the activities of the Commission and to communicate the objectives and goals of its policies and actions

In recent years social media has become an important communication tool alongside traditional print and AV media. Consequently, the European Commission's Representation in Austria (the Representation, website: <http://ec.europa.eu/austria/>) has its own Facebook page (<https://www.facebook.com/ekoesterreich>), Twitter account (@EUKommWien), Flickr account <https://www.flickr.com/photos/125657602@N07/albums>, and Youtube channel: <https://www.youtube.com/channel/UCEGIYZBVLq8TMt3yj9mA9Q>

Using these tools, the Representation aims to inform its followers on social media on the current Commission policy initiatives and get them engaged with the Representation's social media team.

In this context, the Representation is looking for a supplier of media consultancy services, in particular, audio-visual and on-line communication consultancy services.

2. SUBJECT OF THE CONTRACT

The aim is to supply the Representation with services enabling it to provide the general public, other specified target groups, and the media with information on Commission policies. The services requested by the Commission should enable it to improve and further develop its information and communication activities.

Ultimately the goal is to make the activities, objectives and policies of the European Commission better known to the general public via audiovisual, on-line and social media.

According to its Work Programme 2016 (http://ec.europa.eu/dgs/communication/contracts-and-grants/annual_work_programme/index_en.htm), DG COMM will put particular emphasis on the ten Commission political priorities (http://ec.europa.eu/atwork/key-documents/index_en.htm)

2.1. Services required

In the framework of its communication policy, the Representation is organising a range of activities for the general public or specific target groups to explain the European Union, its policies and its Institutions.

In this context the contractor is requested to provide the following services:

2.1.1. Provision of on-line communication services, online content and social media account management, in close cooperation and under the supervision of the Representation:

- Draft articles and other news items for the Representation's website
- Create and/or adapt and provide images, visuals, illustrations and infographic materials in German (including translation from English to German) for use on the Commission's websites and social media accounts. The contractor creates either the images/visuals himself or adapts pre-existing material e.g. from a photo-database, or EU visuals and images. The contractor must ensure that there are no copyright's restrictions for the images/visuals used;
- Propose and draft rebuttals and reactions to misleading interpretations, 'myths', etc. published on traditional, online and social media channels, in close cooperation with the contracting authority
- Develop and promote social media applications
- Advice on how to improve the acquisition of new fans and followers, in order to increase the "engagement rate" and to improve the quality of both Facebook page and twitter account
- Advice on the use of other social media platforms and cross-media usage of platforms
- Propose, draft and place posts for the abovementioned Facebook and Twitter accounts in consultation with the contracting authority (topics such as: The European Commission's latest news, events, Commissioners' quotes, picture galleries of events at the EU House, etc.)
- Comment, "like" or "retweet" on appropriate posts on EU related issues coming from other Facebook or Twitter accounts
- Cooperate with 'influencers' in Austria and their social media accounts (e.g. Foreign Office, Austrian Society for European policy, Europe Direct information centres, etc.)
- Cooperate and engagement with the Austrian bloggosphere
- Participate in events organised by the Representation and reporting on them in the social media
- Inform the Press Section on technical and data protection related changes concerning social media channels
- Reply to technical questions by Representation staff related to the management of the social media channels (e.g. for placement of text, images, graphics or videos as well as linkage or creation of new accounts for staff members)
- Promote specific posts from Facebook and tweets coming from the Representation (page-post ads) as well as the page/profile itself (page adds) in close consultation with the contracting authority.

Promotional activities shall possibly be paid on a cost-per-click/fan respectively follower basis. For promotional activities on the social media accounts including small prizes for eventual targeted competitions (normally low value-prices for participation in a quiz, sending in photos etc.) there is a budget available of at least (EUR 10,000 Euro per year). The intention of the Representation in Austria mainly consists in reaching people who are already active on Facebook, Twitter and other platforms, but are not yet familiar with the EU Commission. By means of advertisement, they should become

fans/followers of the Commission's page/profile and be encouraged to post/tweet their views and questions via the comments function.

The Contractor must refrain from 'buying' fans consisting in fake-profiles and not in genuine and interacting persons.

2.1.2. Audio-visual communication services

- Web-streaming and recording of public events organised by the Representation and edition of related video material: There are two types of Web-streaming services: a) With three movable cameras provided by the Contractor, normally for larger public events in the House of the European Union or at other locations in Austria including directing and editing, and b) video-registrations with the 2 fixed cameras in the conference room of the House of the European Union including directing and editing. Participants of events in the House of the European Union are made aware by sign-postings that the event is being recorded and that pictures are being taken.
- Delivery of edited movie files to the Contracting Authority
- Hosting of the web-streaming files and of edited video registrations on an external server (owned by the contractor or a server provider in Austria) for up to a minimum of two years
- Production of videos (two different types of videos: a) 3 minute videos and b) 30 second videos), of sound podcasts and of reports for distribution on Audio-visual and social media (e.g. Facebook, Youtube)
- Assisting the Representation in its efforts to integrate EU aspects in the audio-visual programming of the principal AV media in Austria, including regional channels, by promoting the use by AV media of the material produced by the European Commission, identifying forms of content placement other than traditional advertisements
- Provision of photographic services. For image rights in the House of the EU see above (2.1.2, first indent), for image rights when recording events outside the House of the EU, the Contractor shall take responsibility for image rights.

2.1.3. Permanent cooperation with the Contracting Authority

- Weekly coordination on the Representation's thematic priorities, event planning, political agenda, etc. in the Representation's premises. The Contracting Authority will order concrete activities and will inform the Contractor once per week, usually on Friday the week before.
- Regular debriefing on media consultancy activities

2.2. Reports

Starting from the date of signature of the contract and until the end of the period, the Contractor will submit an invoice to the Commission every month, together with a technical report on the implementation of the contract.

In particular, the Contractor will assess the relevance and the outcomes of the media consultancy activities:

- Outreach of activities (number of views, number of readers etc.)
- Analysis of the evolution of the internet presence by means of key performance indicators such as number of posts, followers, likes, comments, retweets etc..
- Analysis of problems encountered and respective solutions as well as strategic recommendations for the next steps.

The Contractor must report in German on the services provided, as well as the results of the media impact achieved. This report will also contain a summary of the main results; this summary will be drafted in German. The Contractor must provide one copy of the report by electronic mail and two paper copies not later than 30 days after the end of the operation.

Costs incurred in the production of reports must be included in the total costs per month.

3. SIZE OF THE CONTRACT

The budget for this tender is between EUR 210,000 and EUR 300,000 over four years, VAT excluded.

The European Commission Representation assigns concrete tasks to be carried out each week, with some services to be provided on a specific date (e.g. participation in events). As a general rule, the service is provided from Monday to Friday, and also on Saturdays and Sundays, in exceptional cases.

For services under 2.1.1. Provision of on-line communication services, online content and social media account management

The minimum estimated amount of man-hours per month is 50 (600 per year). In addition, under these categories a yearly budget of 10,000 EUR is to be used for advertising on social media including prizes of lower value for competitions. This budget is to be used in agreement with the Representation.

For services under 2.1.2. Audio-visual consultancy services

These services are ordered on an ad hoc basis. A rough estimation of the number of services is the following:

- web-streaming including edited video registration, type a), 2-hour long event: 5 events per year.
- Video registration and editing, type b), 2-hour long event, 10 per year
- production of videos: 15 three-minutes-video clips per year and 20 thirty-second-videos per year.
- sound podcast: 15 per year (Audio registration provided by the Representation).
- photographic services: 25 events per year.

Please refer also to the price table in Annex V for the amount of services all inclusive price per year required.

The services provided by the Contractor will be remunerated on a monthly basis further to the invoice and report detailing the specific services provided plus the advertising costs incurred during that month. There will be 12 payments per year.

4. CONTRACTUAL FRAMEWORK

The services specified above will be the subject of a Direct Contract drawn up between the Representation 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 1.4	Price
Article I.5	Payment arrangements
Article I.10	Exploitation of the results of the Contract
Article II.4	Performance of the Contract
Article II.4.2	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

The technical tender should cover all the services and deliverables listed under part 2.1. Special attention should be given to the writing and presentation of the offer.

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

- A description of their methodological approach to perform the tasks covered by the contract, in compliance with all requirements of the tender specifications.
- A description of the measures to be implemented by the contractor for a cost-effective and continuous high performance throughout the contract period, including quality control measures, including a description of interaction and modalities for coordination with the client during the contract (work meetings, availability, reporting, social media monitoring)

The technical tender 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. **In addition**, for each category, tenderers should submit a proposition for handling the case studies described below.

a. A sample media action plan on the Investment Plan (http://ec.europa.eu/priorities/jobs-growth-and-investment/investment-plan_de) and its implication for Austria (about three (3) A4 pages) for a year-long campaign targeted specifically to stakeholders as well as the broader public.

b. Draft of an on-line piece of news about an EU-funded infrastructure project in Austria. Additionally, the article must include a relevant metadescription, key words and a royalty free picture or from the Audiovisual Services of the EC.

c. Draft of a Social Media campaign encouraging youth to take part in the Erasmus+ programme (http://ec.europa.eu/programmes/erasmus-plus/index_de.htm) for study and work exchanges abroad. At least this campaign should include:

- Social media editorial plan;
- Graphical proposal for the campaign;
- Concept and design for a social media contest;

d. List of social media influencers that should be contacted to promote the Investment Plan of the EU in Austria (http://ec.europa.eu/priorities/jobs-growth-and-investment/investment-plan_de) and a description on how to approach them. This case study should also include a description of the tools and processes a tenderer will use to monitor the actions and the online debate.

e. Summary, script and storyboard for a one-minute-long viral video about the leading role of the European Commission in the management of the refugee crises

The technical tender will be assessed in the light of the 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 as a result of answers to the questions in Part A (see remedial measures).

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 any case be requested from the winning tenderer before signature of the contract and within a deadline to be provided by the contracting authority.

This requirement applies to each member of the group in case of joint tenders (and to subcontractors whose capacity is necessary to fulfil the selection criteria).

8.1. Exclusion criteria

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

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

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

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

Evidence of financial and economic standing must be provided by the following documents:

- A statement of overall turnover during the last two financial years, with a minimum of 100,000 EUR 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.

- Criterion 1:

Professional experience in similar services:

The tenderer must prove his experience in the field of the activities covered by this contract, with a minimum value for each project of 30,000 €.

As evidence, the tenderer must provide a list of a minimum of three and a maximum of 6 relevant services carried out in the past three years, with the approximate sums, dates and recipients, demonstrating his capacity in the activities required by this contract, together with project reference letters from the contracting authority if permitted by the national legislation certifying that the services were performed effectively. If national legislation does not permit this, please provide a reference to the relevant provisions.

- Criterion 2:

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

- A statement of the average annual manpower and the number of managerial staff in the last two years;

A detailed description of the human resources that will be mobilised to perform the services. The team delivering the services should include, as a minimum, the following profiles:

Minimum Requirements:

- **Project Manager:** Relevant higher-level degree in Communications or equivalent, to be proven by a certificate issued by the institution, and at least five years' experience in project management, including control of delivered service, client orientation and conflict resolution experience in projects of similar size and coverage, with experience in management team of at least three people, to be proven by references from employers/recipients.

- **Expert in Communication:** Relevant higher-level degree in Communications or equivalent, to be proven by a certificate issued by the institution, and at least three years' professional experience in the field of communication, to be proven by references from employers/recipients.

- Language quality check for the Project Manager and the Expert in Communication: a minimum requirement of native-level language skills in German, to be proven by a certificate of completion of Secondary level studies or C2 level of CEFR in German, and C2 level of CEFR in English (for reference: <https://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr>).

In addition the Project Manager and Expert in Communication must provide evidence of (to be proven by references from employers/recipients):

- On line communication consultancy services: Experience of a minimum of four years in professional digital communication.

- Audio-visual consultancy services.

Knowledge of the media landscape in Austria at national and regional levels (print, audio-visual, online and social media outlets and their reach by population segments).

Minimum Requirements:

Experience of a minimum of three years in the production of audiovisual material.

As evidence, the tenderer will provide the educational and qualifications of the persons who will provide the services for this tender (CVs), including the management staff. Each CV provided should indicate the intended function in the delivery of the services.

• Criterion 3:

Necessary technical resources to perform the contract in line with best professional practice to ensure high quality results.

Minimum Requirements:

The tenderer must have at his/her disposal:

- Professional hardware;
- Professional audiovisual for webstreaming, editing and graphical tools;

As evidence, the tenderer will provide a detailed list including description of the infrastructure, tools and equipment available for the provision of the services detailed under point 2.1.

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 technical tender to be submitted as part of the bid (see point 6) will be assessed on the basis of the following quality criteria:

Quality of the general technical tender

1) Quality, comprehensiveness and consistency of the methodological approach to perform the tasks covered by the contract, in compliance with all requirements of the tender specifications.

2) Quality and consistency of the measures to be implemented by the contractor for a cost-effective and continuous high performance throughout the contract period, including quality control measures and including a description of interaction and modalities for coordination with the client during the contract (work meetings, availability, reporting, social media monitoring).

The contract will be awarded to the tender offering the best value for money.

Quality of the case studies

3) Relevance, comprehensiveness and cogency of the proposed action plan

4) Quality of the proposed article for the web. Notably:

- Quality and information accuracy.
- Drafting and presentation of the article adapted to Internet.
- Didactic style.
- Metadescription and keywords.

5) Quality of the campaign to promote the Erasmus+ programme, notably:

- Creativity

- Innovation
- Accuracy
- Adaptation to the target and topic.

6) Relevance, accuracy and completeness of social media influencers list for Investment Plan of the EU in Austria

7) Quality, clarity, creativity style and relevance for the one minutes video.

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	Explanation of the criterion's scope	Maximum number of points per criterion (weighting)	Minimum points to be obtained (at least 60 % per criterion and 70 in total)
Award criterion 1: Quality, comprehensiveness and consistency of the methodological approach to perform the tasks covered by the contract, in compliance with all requirements of the tender specifications	Do the proposed methods, tools and team allow for performing the services as effectively as possible?	30	18
Award criterion 2: Quality and consistency of the measures to be implemented by the contractor for a cost-effective and continuous high performance throughout the contract period, including quality control measures and including a description of interaction and modalities for coordination with the client during the contract (work meetings, availability, reporting, social media monitoring).	Is the proposed approach realistic, feasible, efficient and relevant?	20	12
Award criterion 3: Action Plan, under 6.2a.	Relevance, comprehensiveness and cogency of the proposed action plan	10	6
Award criterion 4: (Web article, under 6.2b.	Quality and information accuracy.; Drafting and presentation of the; article adapted to Internet; Didactic style; Metadescription and keywords	10	6
Award criterion 5: Social Media Campaign Erasmus +, under 6.2c.	Creativity; Innovation; Accuracy; Adaptation to the target and topic.	10	6
Award criterion 6: List of Social Media Influencers, under 6.2d.	Relevance, accuracy and completeness of social media influencers list for the investment plan of the EU in Austria.	10	6
Award criterion 7: One-minute viral video, under 6.2e.	Quality, clarity, creativity style and relevance.	10	6
Total		100	70

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 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 table in Annex V.

Any omission or amendment to the original price table 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:

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

The European Commission is not liable to pay compensation to tenderers whose tenders are not accepted. The same applies if the Commission decides not to award the contract.