

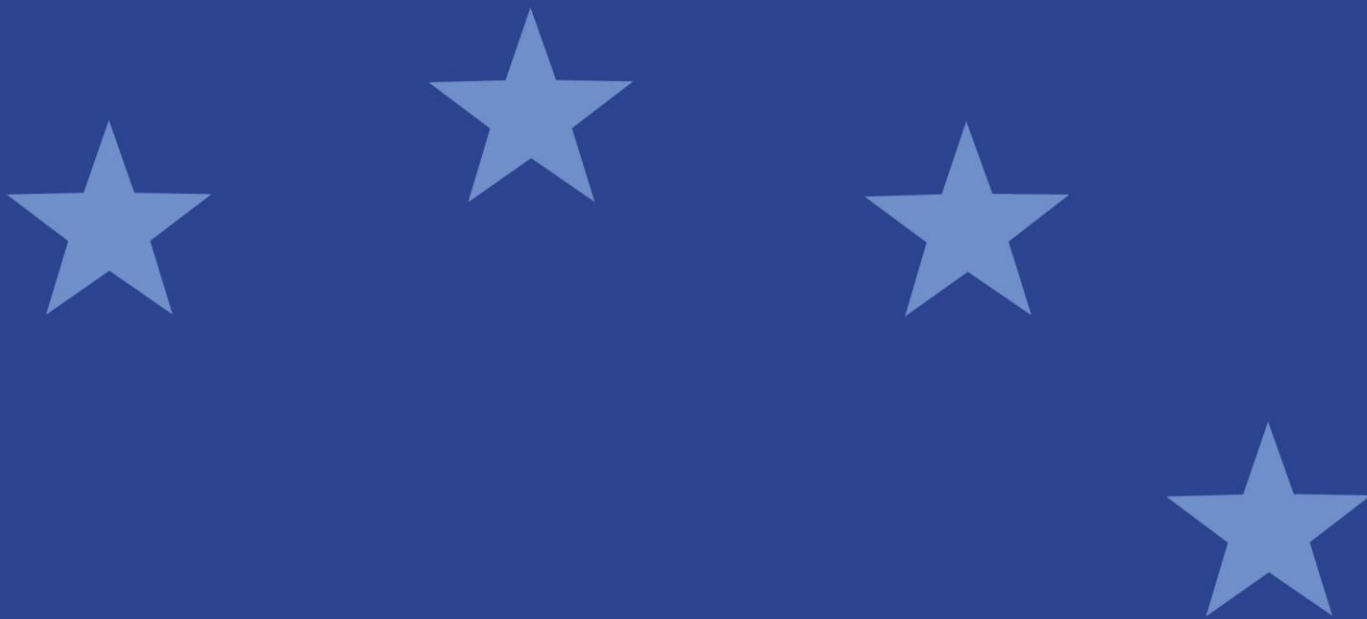


European Securities and  
Markets Authority

# Tender specifications

***Technical e-learning services for ESMA***

Invitation to tender n° PROC/2017/10



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## Introduction to ESMA

The European Securities and Markets Authority (ESMA) is an EU agency established by the European Parliament and Council Regulation 1095/2010 of 24 November 2010.

It has its seat in Paris (France) and has around 250 employees. Following to the allocation of new tasks ESMA might grow significantly (will probably double the size) during the next years.

ESMA's mission is to enhance investor protection and promote stable and orderly financial markets. The mission consists of our three objectives:

1. Investor protection;
2. Orderly markets;
3. Financial stability.

Achieved through four activities:

- Assessing risks to investors, markets and financial stability;
- Completing a single rulebook for EU financial markets;
- Promoting supervisory convergence; and
- Supervising specific financial entities.

Further information about ESMA can be found on the ESMA website [www.esma.europa.eu](http://www.esma.europa.eu).

## 1. Overview of this tender

### 1.1 Description of the contract

The services required by ESMA are described in the terms of reference in these tender specifications.

In drawing up a tender, tenderers should bear in mind the provisions of the draft contract in **Annex I**. The contract will contain all of the legal, financial, technical and administrative provisions between ESMA and the Contractor for the period of its validity.

Contractual negotiations will not be possible after submission of the offers. Therefore, any issues in relation to the draft contract must be clarified in the framework of a request for information prior to the submission of an offer.

This tender procedure concerns the establishment of a framework contract signed between ESMA and the successful tenderer/s.

This tender is not divided into lots.

The duration of the contract shall be of one year with three possible extensions of one year each. The maximum expenditure for the complete lifetime of the contract shall be up to €600.000 (six hundred thousand euros).

According to Art. 134(1) (e) of the Rules of Application (RAP), ESMA may make use of a negotiated procedure without prior publication of a contract notice to increase the value of the contract up to 50%. In compliance with Art. 134(4) RAP, this procedure may be used only during the execution of the original contract.

## 1.2 Timetable

Activity	Date	Comments
Launching of tender	14/12/2017	Dispatch of contract notice to the OJ
Deadline for request of clarifications from ESMA	23/01/2018	
Site visit or clarification meeting (if any)	-	Not applicable to this tender
Last date on which clarifications are issued by ESMA	25/01/2018	
<b>Deadline for submission of offers (OFFERS MUST BE SUBMITTED IN e-Submission)*</b>	<b>31/01/2018</b>	<b>15:00 (Paris, CET)</b>
Interviews (if any)	-	Not applicable to this tender
Opening session	01/02/2018	At 10:00 local time (Paris CET )
Date for evaluation of offers	Opening date plus 4 weeks	Estimated
Notification of award to the selected Tenderer	Evaluation date plus 2 weeks	Estimated
Contract signature	Notification date plus minimum 2 weeks	Estimated

\*Tenderers' offers shall be deemed received on time only if the upload is complete by the deadline. See Annex VI of these tender specifications.

### 1.3 Participation of consortia

A consortium may submit a tender on condition that it complies with the rules of competition.

A consortium may be a permanent, legally-established grouping or a grouping which has been constituted informally for a specific tender procedure. **Such grouping (or consortium) must specify the legal entity heading the project (the leader) and must also submit a copy of the document authorising this legal entity to submit a tender.** All members of a consortium (i.e., the leader and all other members) are jointly and severally liable to the ESMA.

Joint offers shall be assessed as follows:

- The exclusion and selection criteria for legal capacity will be assessed in relation to each legal entity individually (therefore must be provided for each legal entity);
- The selection criteria for economic and financial capacity and professional capacity will be assessed in relation to the tendering group as a whole;
- The award criteria will be assessed in relation to the tender.

The participation of an ineligible legal entity will result in the automatic exclusion of that legal entity. It should be noted that if an ineligible legal entity belongs to a consortium the whole consortium shall be excluded.

### 1.4 Subcontracting

If subcontracting is envisaged, the tenderer must clearly indicate in the tender which parts of the work will be subcontracted.

If the tender is successful, the main contractor retains full liability towards ESMA for performance of the contract as a whole. ESMA does not recognise any contractual link between itself and subcontractors and will address contractual matters exclusively with the main contractor – whether or not tasks are performed by a subcontractor.

Tenderers are required to identify all subcontractors.

***Tenders including subcontracting shall include a document mentioning the reasons why subcontracting is envisaged and stating clearly the names, roles, activities and responsibilities of subcontractors. Additionally a letter of intent from each subcontractor stating indicating willingness to collaborate with the tenderer in case it wins the contract.***

Offers involving subcontracting shall be assessed as follows:

- The exclusion and selection criteria for legal capacity will be assessed in relation to the tenderer and each subcontracted company individually (therefore must be provided for each company);
- The selection criteria for economic and financial capacity and professional capacity will be assessed individually only for subcontractors representing 10% of the value of the contract;

- The award criteria will be assessed in relation to the tender.

Where no subcontracting information is provided, the work will be assumed to be carried out directly by the tenderer.

During contract performance, the change of any subcontractor identified in the tender or additional subcontracting will be subject to prior written approval of ESMA.

## 2. Terms of reference

### 2.1 Introduction: background to the invitation to tender

ESMA (in line with paragraph (e) of the article 29 of the Regulation establishing ESMA<sup>1</sup>) uses various tools to foster the supervisory convergence on the European financial markets. One of these tools is training for the National Competent Authorities, which among the other methods (classroom training, technical seminars, webinars, etc.) includes providing e-learning courses focusing on the regulation and supervision of the financial markets.

### 2.2 Lots

This tender is not divided into lots. The tenderer must be in a position to provide all the services requested.

### 2.3 Description of the services & scope of the contract

#### 2.3.1 Objectives and scope

The objective of this tender is to find the **provider with an existing e-learning catalogue and courses**, which can be accessed using a single entry point, for the ESMA technical e-learning. As for the e-learning solution, ESMA prefers the classic e-learning solution and not webinars or video-based courses.

In ESMA's understanding:

- A tutorial consists of one lesson in general, with an average duration of 30 minutes – one hour. A tutorial can be divided into sections and may end with a test or control questions;
- A course usually consists of 3-6 tutorials, from which one might be the introduction to the topic. A course may end with test or control questions;
- Control questions give feedback to the learner, but the result is not visible for the administrator (primary purpose is to give feedback to the learner);

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<sup>1</sup> REGULATION (EU) No 1095/2010 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 24 November 2010 establishing a European Supervisory Authority (European Securities and Markets Authority), Article 29

The Authority shall play an active role in building a common Union supervisory culture and consistent supervisory practices, as well as in ensuring uniform procedures and consistent approaches throughout the Union. The Authority shall carry out, at a minimum, the following activities:

(e) Establishing sectoral and cross-sectoral training programmes, facilitating personnel exchanges and encouraging competent authorities to intensify the use of secondment schemes and other tools.

- Tests are usually to check the achievements of the learner and besides giving feedback to the learner the results are also visible for the learning administrator.

The relevant domains for ESMA are (but not limited to):

Financial markets in general, Money markets, Equity, Commodities, Derivatives, Bonds, Options, Financial Analysis, Benchmarks, Securitisation, Financial reporting, Risk Management (Credit, Operational, etc.), Economic Analysis, Corporate Governance and areas linked to the regulations in ESMA's remit like MiFID II/MiFIR, CCPs, TR, CRA, EMIR, Financial Reporting, IFRS, UCITS, AIFMD, EMIR, MAR, etc.

It is also understood that there is no providers who covers all of these courses alone.

### **2.3.2 Description of the tasks**

The contractor shall provide the following services for an estimated number of users between 300 and 600:

- Learning Management System which runs the courses, the administration, and handles the users;
- Administration interface for ESMA administrators;
- Support to users and handling of registrations. In particular, learners will have access free of charge to a technical support to assist with any technical problems encountered. This support will be able to give an answer to any technical question within two working days and this should be included in the unit price of the license;
- A course catalogue with at least 300 tutorials / lessons in the domain of financial markets and economics;
- Provide a web-based platform that shall be available 24 hours a day, seven days a week, 100% of the time, without taking into account the scheduled maintenance. The server downtime for scheduled maintenance will not be more than four hours per month any three-month period.

### **2.3.3 Deliverables, reporting and project schedule**

The contractor shall perform the following tasks:

- Set up the Learning Management System and the access point / entry page within no more than one month after signing the first specific contract;
- Set up the user accounts within no more than one week after receiving the necessary information;
- Upon enrolment, send notifications to learners, in particular:
  - invitation mails to start their training course;
  - monthly reminder emails, if the training has not started yet, or the platform has not been accessed for an agreed period of time;
  - messages of congratulation when the learner has finished a course.
- Issue monthly reporting on the below topics in electronic format (word, excel):
  - number of users;

- usage statistic (user based);
- course statistic (learning based);
- list of arisen issues and solutions.

### 2.3.4 Technical requirements

The technical requirements for e-learning of ESMA are:

<b>OS<sup>2</sup></b>	Windows 7+ Office 2010+	
<b>Flash player</b>	15	
<b>Java</b>	1.6	
<b>Web browsers<sup>2</sup></b>	Fully supported Firefox ESR Internet Explorer 9+ Edge for Windows 10	Best effort supported Google Chrome 14 Firefox non ESR 29+ Mobile browsers
<b>eLearning content</b>	SCORM standards (AICC, SCORM 1.1, SCORM 1.2, SCORM 2004 2nd – 3rd and 4th Edition) to be incorporated in ESMA's platform if necessary	

The contractor shall be able to make its online courses work on ESMA computers.

These requirements refer to the existing situation only. There is a general obligation for the contractor to comply with evolving standards and environments of ESMA.

## 2.4 Place of performance of the contract

The place of execution is the Contractors' premises, but both the user and administrator interfaces have to be accessible from any computer connected to the internet.

## 2.5 Intellectual property rights

Not applicable.

## 2.6 Payments

The first invoice may be issued by the contractor not before the first 100 users accounts have been created (and made accessible), or three months after the specific contract has been signed for the 100% of the costs of actual licences.

For accesses created after the first invoice, the Contractor has the right to issue new invoices at the end of each quarter, as per calendar year.

Additional services may be invoiced when the related task has been successfully finished.

<sup>2</sup> + means all newer versions than the version stated



Payment shall be made within thirty days of the receipt of the invoice.

### **3. Tender Part 1 – Administrative Offer (exclusion and selection criteria)**

#### **3.1 Exclusion criteria**

Tenderers are required to attest to not being in one or more of the positions listed in the Declaration on Honour (**Annex II**), by including a signed copy into Part 1 of their tender.

Additionally, any attempt to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or ESMA during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of its tender and may result in other action.

Attention is drawn to the fact that the tenderer to whom the contract is to be awarded shall provide, within 15 days following the notification of award and preceding the signature of the contract, documentary proof to confirm the statements made in the Declaration on Honour. Further information on the required documentation can be found in the Declaration itself.

#### **3.2 Selection criteria**

Tenderers must submit prove their legal, economic and financial, technical and professional capacity to perform the contract.

In order to do this, tenderers must provide a Declaration on Honour (see Annex II), signed and dated by an authorised representative; evidences may be checked upon ESMA's request.

**Tenderers do not need to submit any supporting documentation/evidence with their tender submission. Only the winning tenderer will be requested (although ESMA reserves the right to request from any tenderer) to demonstrate full compliance with documentary evidence. If compliance cannot be demonstrated by a tenderer upon request, the tenderer shall not be awarded the contract.**

#### **3.3 Legal capacity**

Tenderers shall prove that they have the legal capacity and status to perform the contract. In order to do this, tenderers shall provide:

- Registration with national Chamber of Commerce or proof of authorisation to perform the contract under national law, as evidenced by inclusion on a professional trade register or a sworn declaration or certificate, membership of a specific organisation, express authorisation or entry in the VAT register;

- Statement if the tenderer intends to subcontract certain services, and if so, specifically which services are to be subcontracted, including any other relevant information (see point 1.4).

***Note: Legal entity form and Financial identification form***

Please be informed that, unless already listed in the European Commission's contractor database, the winning tenderer shall be asked to submit to ESMA printouts of the European Commission's Legal entity form and Financial identification form before signature of the contract. Further information on these forms can be found on the European Commission website at:

[http://ec.europa.eu/budget/library/contracts\\_grants/info\\_contracts/legal\\_entities/legEnt\\_privComp\\_en.pdf](http://ec.europa.eu/budget/library/contracts_grants/info_contracts/legal_entities/legEnt_privComp_en.pdf)

and

[http://ec.europa.eu/budget/library/contracts\\_grants/info\\_contracts/financial\\_id/fich\\_sign\\_ba\\_gb\\_en.pdf](http://ec.europa.eu/budget/library/contracts_grants/info_contracts/financial_id/fich_sign_ba_gb_en.pdf)

**3.3.1 Economic and financial capacity** (tenderers may rely on joint capacity if applying as consortia or with subcontractors)

Tenderers shall prove that they have sufficient economic and financial capacity to perform the contract. The tenderer's average annual turnover for the last three years shall be at least €300,000 (three hundred thousand euro).

**Evidences to be provided (upon request)**

To that end, tenderers shall provide for the last 3 financial years:

- Balance sheets;
- Statements of the undertaking's overall annual turnover; and
- Statements of the undertaking's overall cash flow.

If, for some exceptional reason which ESMA considers justified, the tenderer is unable to provide the above documents, he or she may prove his or her economic and financial capacity by any other means which ESMA considers appropriate.

ESMA reserves the right to request any other document enabling it to verify the tenderer's economic and financial capacity.

**3.3.2 Technical and professional capacity** (tenderers may rely on joint capacity if applying as consortia or with subcontractors)

Tenderers shall prove that they have sufficient technical and professional capacity to perform the contract. In order to prove their capacity, the tenderer must comply with the following selection criteria:

- Number and quality of the courses in the course catalogue: the tenderer has to have at least 50 courses (each consisting of at least 3 tutorials) or at least 300 tutorials in the area of financial markets and economics;
- System must be SCORM compliant;
- Size, capacity and quality of the system proposed for running the existing catalogue and for hosting ESMA's courses: the tenderer has to have at least 5,000 users currently registered and administered in their system;
- In the last three years tenderer has provided similar services to at least 3 customers that are comparable with ESMA;
- Experience of working in English language with at least ten projects delivered in the last three years showing the necessary language coverage;
- Have to have procedures and methods in place for the review of the course catalogue;
- Have to have at least two people with proficiency in English who will deal with ESMA's requests;
- Tenderer has to have data handling and protection policy;
- Tenderer has to have quality assurance accreditation or quality assurance policy;
- The contractor's server should be located in Europe or the contractor shall prove that the servers are fully compliant with the European rules on data protection.

### **Evidences to be provided (upon request)**

In order to do this, tenderers shall provide:

- Description of the system and of the courses (including technical specification, compatibility, SCORM compliance, required software for user and admins);
- Proof of the development and review process;
- Description of the current usage (number of users and statistic);
- A list of the principal services performed during the last three years giving the dates, name and address of the client, and description of the services undertaken including name and role of any sub-contractors and/or consortium members. ESMA may elect to contact any of the aforementioned companies for a reference;
- Details of any quality assurance accreditation the tenderer holds or if no accreditation is held an outline of any quality assurance policy;
- Tenderer's (in case of a consortium all members') data handling and data protection policy;
- Evidence of experience of working in English languages with at least ten projects delivered in the last three years showing the necessary language coverage;
- Proof that the staff supporting ESMA includes at least two staff members (administrative coordinators) who are able to communicate fluently in English (C1 according to CEFR scale). If the contractor is a consortium, the administrative coordinators must come from the principal partner. In this case, the administrative coordinators will also manage relations between the partners in their respective fields (administrative, teaching) and act as their spokesperson;
- Declaration on the location of the servers used to deliver the services for ESMA and if necessary a statement that the servers are fully compliant with the European rules on data protection.

## 4. Tender part 2 – Technical offer

The technical offer shall address all matters laid down in the terms of reference and as such be consistent with them. The tenderers' attention is drawn to the award criteria (point 6) which defines those parts of the technical offer to which the tenderers should pay particular attention.

The technical offer should contain:

- Course catalogue and description of the courses (including as detailed as possible information on the quality of the courses: number of tests, audio guidance, subtitling, videos, animation);
- It should contain the information on which of the areas relevant for ESMA (listed under 2.3.1) are covered by the courses/tutorials;
- Description how to access test accounts that ESMA requires for testing and evaluating the course catalogue and Learning Management System:
  - 5 test accounts for the catalogue; and
  - 2 test accounts for the admin interface.
- Description of the system;
- Description of the education methods, pedagogy, development methodology, user motivation methods;
- Description about the capacities of the system;
- Helpdesk and supports for the users including availability, reply time, access (email or telephone);
- Description of the technical quality control on the provision of distance-learning courses (bugs, business continuity, upgrades, patches, etc.);
- Description of the proposed performance and customer-satisfaction indicators, quality control tools and methods in relation to courses and services;
- The internal manual of the procedure for the updating the course content;
- Process description for the way how contractor intends to implement the possible request of ESMA and organise the services;
- The detailed procedure for handling, resolving and remedying any complaints from ESMA.

**The tenderers are requested to submit both:**

- 1. The technical offer** (preferable following the structure of the technical evaluation table with regard to linking the parts with the relevant criteria); and,
- 2. The technical offer overview form.**

Tenders, which are not following the structure of the technical evaluation or which do not include the technical offer overview form, might be excluded from the evaluation or might not be fully evaluated.

**Definition of the minimum requirement on the tender:**

1. Tenderer should be able to provide the service within one month after the signature of the contract;
2. Tenderer has to be able to handle requests in English;
3. The tender must be compliant with applicable obligations in the fields of environmental, social and labour law established by European Union law, national law or collective

agreements or by international environmental, social and labour law provisions listed in Annex X of the Directive 2014/24/EU.

Tenders which do not comply with all the above minimum requirements will be rejected and will not be evaluated.

The tenderer has to state compliance with the requirements in the Declaration on Honour (Annex II). ESMA reserves the right to request supporting evidence during the tendering procedure or upon notification of award by ESMA.

## 5. Tender part 3 – Financial offer

The tenderers must submit a detailed financial offer in the financial proposal form (Annex IV). The prices must be:

- In Euro, including for countries which are not part of the Euro zone. For tenderers in countries which do not belong to the Euro zone, the price quoted may not be revised in line with exchange rate movements. It is for the tenderer to select an exchange rate and assume the risks or the benefits deriving from any fluctuation;
- Free of all duties and taxes (in particular VAT); ESMA is, as a rule, exempt from all taxes and duties, including value added tax (VAT) pursuant to the provisions of Articles 3 and 4 of the Protocol 7 on the Privileges and Immunities of the European Union (OJEU 9 May 2008 C115/266).

Unit prices quoted in the financial offer are fixed and are not subject to revision. The unit prices in the financial offer will constitute the price list for the duration of the framework contract, and shall include all costs and expenses which are necessary for performance of the tasks.

## 6. Award criteria for contract award

The contract will be awarded to the tenderer who has submitted the most economically advantageous tender.

For most economically advantageous offer, the following criteria will be used for the evaluation of tenders:

1. Technical evaluation: the level to which the proposed application meets the requirements detailed in the tender specifications: 70%
2. Financial evaluation: the costs: 30%

## 6.1 Technical evaluation

The technical offers will be evaluated in accordance with the criteria and the associated weighting as detailed below.

No	Criteria	Maximum points
1	<b><u>Suitability and quality of the proposed courses</u></b> <ul style="list-style-type: none"> <li>a) Relevance of the proposed content and learning objectives;</li> <li>b) Quality of the courses;</li> <li>c) User experience.</li> </ul>	35
2	<b><u>Suitability and quality of the proposed learning methodology</u></b> <ul style="list-style-type: none"> <li>a) Educational methods used in the courses;</li> <li>b) Pedagogical approach;</li> <li>c) Description of the development methodology;</li> <li>d) Quality of the feedback and motivation provided for the learners.</li> </ul>	30
3	<b><u>Quality of the technology and support</u></b> <ul style="list-style-type: none"> <li>a) User experience based on the testing of the system/courses;</li> <li>b) The variety of multimedia interactivity (web technology used, audio, visual, sound, etc., by language);</li> <li>c) Simplicity of use, ergonomics, quality and relevance of the technical support tools;</li> <li>d) Simplicity of the “hotline”/helpdesk use, average waiting time of response, technical solutions, follow-up of technical problems, FAQs;</li> <li>e) Availability in mobile devices;</li> <li>f) Accessibility for people with special needs.</li> </ul>	20
4	<b><u>Quality control and work monitoring</u></b> <ul style="list-style-type: none"> <li>a) Technical quality control on the provision of distance-learning courses (bugs, business continuity, upgrades, patches, etc.);</li> <li>b) The relevance of the proposed performance and customer-satisfaction indicators through continuous quality control in relation to courses and services;</li> <li>c) The internal manual of the procedure for the updating the course content;</li> <li>d) The way the contractor intends to implement the possible request of ESMA and organise the services;</li> <li>e) The detailed procedure for handling, resolving and remedying any complaints from ESMA.</li> </ul>	15
<b>TOTAL</b>		<b>100</b>

Only tenders scoring 70 points or more (of a maximum of 100) points against the technical award criteria will have their financial proposal evaluated.

Offers scoring less than 60% for any individual award criterion will be deemed to be of insufficient quality and eliminated from further consideration.

## 6.2 Financial evaluation

The financial evaluation is based on the total price provided by the tenderer in its financial offer.

## 6.3 Choice of the selected tender

The contract will be awarded to the tenderer offering the best technical/financial offer (most economically advantageous offer), taking into account the award criteria listed above.

The weighting of technical and financial offers will be applied as follows:

Score for tender X	=	$\frac{\text{cheapest price}}{\text{price of tender X}}$	X	30	+	$\frac{\text{Total quality score of tender X}}{100}$	x	70
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## 6.4 No obligation to award

Completing the procedure of the call for tenders in no way imposes on the ESMA an obligation to award the contract. The ESMA shall not be liable for any compensation with respect to tenderers whose offers have not been accepted, nor shall ESMA be liable when deciding not to award the contract.

## List of Annexes

- Annex I — Draft contract
- Annex II — Declaration on honour
- Annex III — Authorised signatory form
- Annex IV — Financial proposal form
- Annex V — Technical offer overview form
- Annex VI — e-Submission Application Guide



## **Annex I — Draft contract**

Please see the attached document

## **Annex II — Declaration on honour**

Please see the attached document

## Annex III — Authorised signatory form

### Address and contact details

Tenderer name	
Address	
Post code	
Tel	
Fax	
Email	
Web Site (if applicable)	
Legal status	
Legal signatory(ies)	

## Annex IV — Financial proposal form

**Company:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

The maximum estimated budget for this assignment is € 600.000 (six hundred thousand euros).

Prices should be quoted free of all duties, taxes and other charges including VAT, as ESMA is exempt from such charges under Article 3 and 4 of the Protocol on the Privileges and Immunities of the European Union.

The total price must be fixed and **include all costs** (project management, quality control, training of the contractor's staff, support resources, etc.) and **all expenditure** (management of the firm, secretarial services, social security, salaries, etc.) incurred directly and indirectly by the contractor in performance of the tasks.

	Item	Price per unit	Units	Price
1	Cost of licence for one tutorial for a 12 months period.		500	
2	Cost of unlimited licence (which can access all tutorials) for a 12 months period.		500	
TOTAL PRICE				€

## **Annex V — Technical offer overview form**

Please see the attached document

## **Annex VI — e-Submission Application Guide**

Please see the attached document