

**ANNEX I TO THE INVITATION TO TENDER**

**TENDER SPECIFICATIONS**

**Framework contract for the organisation of public events  
for the EC Representation in Cyprus**

**CALL FOR TENDERS IN OPEN PROCEDURE**

**COMM/NIC/2019/OP/0009**

## Table of contents

1. OBJECTIVE AND CONTEXT .....	3
2. SUBJECT OF THE CONTRACT.....	3
2.1. Services required.....	3
2.1.1. Design, planning and implementation of communication events, activities and campaigns .....	4
2.1.2. Venue.....	5
2.1.3. Rental of equipment/decoration .....	6
2.1.4. Design/Printing .....	7
2.1.5. Interpretation services.....	8
2.1.6. Catering services.....	8
2.1.7. Transport.....	8
2.1.8. Stands / Pavilion / Fair .....	9
2.1.9. Contingency .....	9
2.1.10. Supporting reimbursable services .....	9
2.2. Reports .....	10
2.3. Green Procurement .....	10
3. SIZE OF THE CONTRACT .....	11
4. CONTRACTUAL FRAMEWORK.....	12
5. SUBMISSION OF BIDS .....	12
5.1 Content of the tender: what documents to submit with the tender? .....	12
5.2 Rules on access to procurement: who may submit a tender? .....	12
6. TECHNICAL TENDER.....	13
7. FINANCIAL OFFER.....	14
8. EVALUATION .....	14
8.1. EXCLUSION AND SELECTION CRITERIA .....	15
8.2. Exclusion criteria .....	15
8.3. Selection criteria.....	16
8.4. Additional requirements for joint tenders and tenders including subcontracting.....	19
9. AWARD CRITERIA .....	19
9.1. Technical evaluation.....	19
9.2. Financial evaluation.....	21
9.3. Award of the contract.....	21

## **1. OBJECTIVE AND CONTEXT**

The European Commission Representation in Cyprus, hereinafter called "the EC Representation", shall be the Contracting Authority for this Contract.

The EC Representation acts as the official representative of the Commission in Cyprus as a Member State of the European Union, and serves the interests of the institution as a whole under the guidance of Directorate-General for Communication.

The EC Representation's role is to implement the Commission's Communication Strategy in Cyprus, focusing on issues in the Commission's communication agenda and specific priorities deriving from national and regional political landscapes. It addresses target audiences in Cyprus, both in Greek and English, and whenever relevant or necessary, in Turkish, taking into account specific demands and concerns, and thereby adapting the message to local needs.

Secondly, in cooperation with the European Commission Spokespersons' Service, the EC Representation monitors the national, regional and local media, speaking for the Commission, providing timely and relevant information about developments within the Commission, analysing trends in the media and reporting to the Commission.

Finally, the EC Representation acts as an interface between the Commission and the political circles and civil society in Cyprus. As such, its role is to listen and provide the Commission with in-depth, accurate and timely analysis regarding developments in the Member State and the views of the government and civil society on issues within the Commission's remit. The EC Representation reinforces the profile of the Members of the Commission as the main representatives and "faces" of the Commission by systematically contributing to the organisation of visits of Commissioners in the Member State.

In order to fulfil its functions and to present the EC's priorities and policies in the country, the EC Representation relies on the active involvement of national and local media, cooperation with national and local authorities, civil society, communication networks and others.

Therefore, the EC Representation is seeking a contractor to facilitate its work in organising events. As a rough guide, in 2017 there were some 20 events with up to 60 participants, 15 events with up to 100 participants, 5 events with up to 200 participants, and 4 for large scale events (e.g. organisation and participation in fairs, exhibitions, festivals, etc.).

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

### **2.1. Services required**

The overall subject of the contract is to assist the EC Representation in its communication activity in Cyprus aimed at increasing public and media attention to the policy developments and strategic discussions at European Union level. This is to be done by facilitating the organisation of events, actions and campaigns such as:

- press conferences, media briefings, media seminars, etc.;
- conferences, seminars, workshops, meetings, round-table discussions, presentations, etc.;
- public events, exhibitions, fairs, educational and cultural events;
- any other public gatherings and communication campaigns.

Since the events target different focus groups, the potential participants in each of the events shall represent:

- Media (print, audiovisual, online)

- General public
- National authorities
- Regional actors
- Industrial, employers, commerce and professional associations including trade unions
- Economic and social partners
- Non-governmental and cultural organisations, civil society
- Diplomatic community
- Research organisations and educational establishments
- Academic and cultural institutions and organizations
- External experts

The EC Representation shall strive to send to the Contractor at the latest 10 calendar days prior to the event, a request for services, clearly specifying the necessary human and technical resources with the volume.

The EC Representation shall provide the Contractor with the names of the key people and institutions who are to attend and to be invited to the event, with the drafts for the programme or scenario for the event. If considered necessary and depending on the specifics of the event, the EC Representation may request from the Contractor to prepare a concept of the event, including draft programme, scenario, and to propose other relevant participants to be invited. The Contractor shall prepare the draft invitations and a draft press release to be sent out to the target audience and media respectively.

The Contractor shall carry out all creative, advisory, logistical and technical activities related to the organisation and smooth implementation of these events within the framework of the request for services.

For each event, the Contractor shall assign one responsible Project Leader. He/she shall be the sole contact person for the respective event.

Depending on the type of event, the Contractor shall be required to undertake one or more of the following tasks:

#### 2.1.1. Design, planning and implementation of communication events, activities and campaigns

- For each event, the contractor shall appoint a Project Leader who shall be responsible for the entire event from the concept through selection and management of other necessary experts and technical staff and coordination with the EC to reporting. He/she should be the person who oversees the project implementation on the spot and drafts the reporting documentation.
- The Project Leader shall provide creative consultancy on the content, public relations approach, scenario, programme and visual design of the event, design of the invitations and programme, and any other aspects of the preparation of the event.
- The Contractor shall present a detailed list of potential participants in the event in accordance with the requirements of the EC Representation for each specific event. This list shall include the name of the participant, the organisation he/she represents, his/her title, telephone and fax number, e-mail and postal address. The list shall be modified, if necessary, and approved by the EC Representation.
- The EC Representation shall provide a brief for the text of the invitations and the draft programme. After hiring the venue and upon approval by the

EC Representation, the Contractor shall send invitations, together with the final programme, to the invitees approved in the list mentioned above, within the deadline set by the EC Representation. In the invitation, the Contractor shall give the name of a contact person from its staff to whom all confirmations of participation in the event should be sent.

- The Contractor shall make follow-up phone calls in order to confirm the receipt of the invitations by the invitees and their interest in attending the event.
- The Contractor shall draw up a list of all participants who have confirmed their attendance. This list will be at the disposal of the EC Representation at any time it is required before the event. The contractor shall send the final list to the EC Representation one working day before each event.
- The Contractor shall be responsible for registering all participants in the event before it starts. The Contractor shall deal also with: preparation and handing out to the participants of guest-packs and press-kits with the event materials, identity control if necessary and directing of the participants upon their arrival, providing information and distributing interpretation headphones if needed, taking care of the coatrack if needed, etc.  
The participants will not have to pay for these services.
- The Contractor shall be present during the event, where necessary, to ensure logistical tasks (paperwork, handling of material, etc.).
- The Contractor shall be responsible for the evaluation of the event made by the participants. Subject to evaluation shall be the organisation of the event (e.g. venue, technical facilities, registration, prior information, programme, etc.), the information materials, the presentations of the speakers (both content and oral presentation), the needs for follow-up activities, and overall evaluation of the event. The questionnaire shall be drafted by the Contractor for each event and approved by the EC Representation. This evaluation could be done in paper form at the end of the event, online form (online questionnaire) after the event or in other suitable form depending on the event and after approval by the EC Representation. Full evaluation and summary shall be made available after the event.
- The Contractor shall draw up a list of the people who actually participated in the event. The list shall be produced electronically - using Excel. The list shall be made available to the EC Representation within ten working days after the event.

#### 2.1.2. Venue

The events will take place in Cyprus.

Most events will take place at the EU House (flexible capacity with a maximum of about 70 people), located in the premises of the EC Representation in Nicosia, Cyprus or in partner's premises, in which case no costs for hiring conference venues shall be incurred.

On other occasions, the contractor shall reserve and hire a venue which meets the requirements of the EC Representation for the specific event.

The following different venues shall be required depending on the size of the events, regardless of the arrangement style of the chairs/tables:

- For events, meetings, press conferences, etc., the venue shall be able to accommodate up to 120 people;
- For bigger conferences and seminars, the venue shall be able to accommodate up to 200 people;

- In exceptional cases, the venue shall be able to accommodate more than 400 people.

Some events might require the following specific requirements:

- Indoor/outdoor rented space per square meter at exhibitions, fairs and similar events shall be requested by the EC Representation.
- The events' venues shall be appropriate for conferences, seminars, exhibitions, etc.; as an example, previous events have been held at Filoxenia Conference Centre, Hilton Park Hotel, Hilton Cyprus, Presidential Palace.

### 2.1.3. Rental of equipment/decoration

The Contractor shall ensure the following:

- Design, production and all practical arrangements, including assembly/dismantling of the decoration of the venue (including but not limited to background set-up), of the stage/podium if requested; this may include, but is not limited to: information panels, info stands, lecterns, etc.;
- Provision of conference tables, small tables, exhibition stands, chairs, armchairs, sofas;
- Design and production of table decoration (flowers, table-cloths and other small visibility materials).

The Contractor shall provide the technical equipment for the event, in all cases where the venue selected does not provide it. If the equipment in question is included in the price of the meeting room/venue, it cannot be charged additionally to the EC Representation.

The following equipment may be requested (non-exhaustive list):

- Microphones, including table, wireless, standing and headset microphones;
- Sound equipment (including the necessary number of loudspeakers depending on the venue and on the size of the event);
- Audio-visual equipment (multi-media projector, laptop, screen, flat-screen TV/monitor, etc.) – to be charged separately only if not included in the price of the meeting room/venue;
- Multimedia projector, minimum 6000 ANSI Lumen;
- Screen for front projection, including stand if needed;
- Screen for rear projection including stand if needed;
- Plasma/LCD Screen 50", including stand;
- Provision of wireless internet access 100 Mbit;
- Interactive voting system (base station, keypads, set up of voting presentation and slides, technical assistance);
- Interpreters' booth as per technical specifications provided on Europa website: [https://ec.europa.eu/info/departments/interpretation/standards-interpreting-facilities\\_en](https://ec.europa.eu/info/departments/interpretation/standards-interpreting-facilities_en), (or equivalent) if not available at the site of the event;
- Interpreting headsets for attendants at the venue.

It should be noted that EU House has all the above-mentioned technical equipment.

Technical support staff should be ensured on the spot to establish, support and maintain the equipment of all venues – apart from the EU House – in good working order.

The Contractor shall meet all general requirements of the technical standards and regulations for the equipment provided, as well as the security and health regulations for public events.

#### 2.1.4. Design/Printing

For each specific contract, the contractor will be responsible for developing and preparing the graphic design, visuals and other materials needed for the purposes of the event if not provided by the EC Representation. The design of all items shall be approved in advance by the EC Representation.

These services may include the following type of deliverables:

- Design of e-invitations for events which do not require printed invitations.
- Design and production of printed invitations in A5 format in full colour, which shall be approved by the EC Representation on matt or gloss cardboard of at least 250 gsm and deliver them to the invitees to the event; with the necessary envelopes bearing the EC logo.
- Design and production of flyers in A5 format, on 130 gms mat/glossy paper, in color 4+4 and distribution in public places, relevant and appropriate to advertise the event. The Contractor shall communicate the time-schedule of distribution and proposed list of locations to the EC Representation 10 days prior to the event.
- Design, production, delivery/distribution of brochures containing text and photos provided by the EC Representation, with the following characteristics: A5 size, booklet, 16 pages, including body and cover, in color 4 + 4, on mat/glossy paper with weigh 90 gms for the body and 120 gms for the cover.
- Design, production and delivery of posters in size: 70x100 cm, in 4+0 colours, on glossy paper. Upon request the posters shall be distributed in public places, relevant and appropriate to advertise the event. The Contractor shall communicate the time-schedule of distribution and proposed list of locations to the EC Representation 10 days prior to the event.
- Printing services (black and white and/or colour) for information materials in A4 format on a standard printer (e.g. programme, related documents, speeches, press releases, presentations, etc.); the materials to be printed shall be provided by the EC Representation with instructions about the quantity and type of printing needed (one-sided, two-sided).
- Design, production and delivery of certificates (award certificates, certificates of attendance, certificates for different achievements, etc.) or similar printed materials depending on the specific event as follows: in full colour, A4 format, on gloss or mat cardboard of at least 300 gms.
- Design of web banners for online publication and advertisement of the events online on the EC Representation's social media platforms. The banners should be in a flash or gif/jpeg format to the following sizes: 300 x 250 px, 728 x 90 px, 300 x 100 px, 468 x 60 px, 620 x 40 px. The approved banners shall be provided to the EC Representation in a file format appropriate to be sent to the online media/website.
- Design, production and placement of roll up banners and/or banner stands, in full colour, in different sizes and combinations depending on the specific concept of the event and on the characteristics of the venue. The EC Representation shall provide the text of the banners and shall approve the design of the banners.
- Design and production of PVC waterproof advertising/exhibition panels in different sizes, thickness 5mm, full colour, printing on both sides.
- Design and production of double-sided name plates for the speakers;

- Design and production of badges for the participants (incl. lanyards).

#### 2.1.5. Interpretation services

The Contractor should be able to provide interpretation services (ie. professional interpreters and not the technical equipment which is included in point 2.1.3) where required, as follows:

EL/EN per hour, per half day, per full day

EL/EN/TR, per hour, per half day, per full day

#### 2.1.6. Catering services

Catering services for the participants and guests of the events may include:

- Sit-down lunch or dinner (with three courses, one glass of wine (0.2L), 0.5l water and soft drinks, coffee/tea);
- Reception cocktail (standard) with wine (ca. 200-250ml per person) and non-alcoholic drinks, fresh juice, mineral water (ca. 400-500ml per person), salads, small sandwiches and/or cold canapés (different types, including with cheese, meat/fish, vegetarian), hot canapes/finger food, desserts (ca. 10-15 bites per person in total);
- Reception cocktail (high level) for VIPs, diplomatic Corps and Government Officials to include top quality hot and cold canapés with alcohol and soft drinks, water salads, including small sandwiches and/or cold canapés (different types, including with cheese, meat/fish, vegetarian), hot canapes/finger food, desserts (ca. 10-15 bites per person in total);
- Simple coffee break with coffee and tea (1-2 cups per person), mineral water, (ca.400-500ml per person), mini-croissants, one type of biscuit (ca.3-5 pieces per person);
- Full coffee break with coffee, tea and fresh juice (1-2 cups per person), mineral water and soft drinks (ca.400-500ml per person), open sandwiches, mini-croissants, two types of sweet (ca.3-5 pieces per person).

The catering services shall include also the necessary waiter service, catering staff and equipment. The exact form of catering required, the quantities and the menus will be approved by the EC Representation prior to the event.

Please note that according to the European Commission's strategy for limiting the use of plastics, all catering providers should strive to limit the use of plastic disposable cups and cutlery as much as possible. For example water should be provided in water dispensers with recyclable carton cups or in jugs and glasses or glass bottles.

#### 2.1.7. Transport

The Contractor shall provide transport for the participants, speakers, etc. and for information, promotional materials or other items, to, from and at the place of the event. Transport shall be provided:

- by car;
- by minibus for 9 persons;
- by minibus for 18 persons;
- by minibus for 30 persons;
- by bus for 50 persons.

Materials shall be transported by car or minibus, depending on their volume.



All transport prices include parking, loading and unloading, staff costs, etc.

All prices for transport are calculated on the basis of distance between the starting and arrival points requested by the European Commission as calculated by popular and dependable maps services and applications such as Google maps/Via Michelin or equivalent. Costs covering for the distance between provider's garages and the starting point requested by the Commission, as well as those between the end point and the provider's garages cannot be charged on the project.

#### 2.1.8. Stands / Pavilion / Fair

The contractor is expected to provide the design, production and delivery, as well as renting out of stands, pavilions, fairs and other exhibition-related material, mantling and dismantling as well as material storage services.

#### 2.1.9. Supplementary services

Specific contracts / purchase orders shall be established on the basis of the unit prices indicated in the price offer (Annex V). However, the Commission may request the contractor to propose supplementary services of the same type as those listed in the offer (Annex V). The supplementary elements may not depart from the essential terms fixed in the framework contract and may be requested only if they are absolutely necessary for the execution of the request for services. Supplementary elements will be ordered on the basis of a quote provided by the contractor which shall require prior approval by the Commission.

Supplementary elements ordered through a specific contract/purchase order cannot in any way amend the Framework Contract concerned.

In any case, these expenses shall not exceed 10 % of the value of the contract/purchase order. These expenses will be reimbursed on production of supporting documents.

#### 2.1.10. Supporting reimbursable services

The EC Representation may request supporting services for the successful implementation of the event, such as:

- purchase of a ticket for bus, train, airplane for a participant in the event;
- reimbursement of a ticket for bus, train, airplane bought by a participant in the event;
- parking expenses;
- volunteers' daily fees;
- provision of prizes, awards for events including competitions, etc.
- supplementary services (see point 2.1.9), not listed in the Financial offer (specific equipment for film/music festivals, some specific promotional materials, etc.).

The exact type(s) of the reimbursable service(s) will depend on each specific event to be organised. The amount of the reimbursement shall be approved by the EC Representation on the basis of an estimation of the costs for the requested services (out of the list above) provided by the Contractor.

The Commission shall reimburse these expenses on production of original supporting documents, including receipts and used tickets, or failing that, on production of copies or scanned originals.

The services required under points 2.1.9 and 2.1.10 shall not exceed 10 % of the value of the specific contract/purchase order. These expenses will be reimbursed on production of supporting documents.

#### 2.1.11 Visibility of the European Commission

This visibility issue should be addressed separately, under a separate section, and should be a little bit elaborated, as it implies the use of the logo and visual identity. Please see notably [https://ec.europa.eu/info/resources-partners/european-commission-visual-identity\\_en](https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en).

All the services provided by the contractor shall be in line with the highest industry standards and suitable for the target audience. The deliverables must be delivered in the appropriate pre-defined formats and respect the relevant visual guidelines.

### 2.2.Reports

An Event Report shall be submitted in English or Greek language, no later than ten working days following the date of completion of each event.

It shall contain a detailed description of all the services provided and the quantity of the work carried out, including:

- 1) programme of the event and lists of participants (numbered and in an Excel sheet);
- 2) proof of project implementation (which must include photos from the event - venue, participants, decoration, etc.; video footage of the event (if requested);
- 3) a copy of all necessary authorisations/permissions/agreements received from the competent public authorities for the organisation of the event;
- 4) evidences of the distribution of all information and visibility materials;
- 5) information on cancelled requests, changes made to the initial request, as well as a breakdown of the contingency and reimbursable expenses;

Costs incurred for the production of the reports must be included in the unit prices.

### 2.3.Green Procurement

In line with the Directive 2004/18/EC of the European Parliament and of the Council on the award of public services contracts, tenderers are invited to describe any action they envisage for environment and energy efficient solutions, incorporating these concerns into all aspects of service delivery and infrastructure management.

The services provided by the contractor should contribute to the Commission's commitment to minimise the environmental impact of its everyday work and continuously improve its environmental performance by integrating environmental criteria into its procurement procedures and organisation of events.

Therefore, services and products, such as the promotional objects, provided by tenderers should fulfil a number of standards as to the ethical, social and

environmentally friendly origin, production, delivery and distribution of the materials. The principles and strategies linked to the sustainable use of natural resources, waste prevention and recycling will be taken into account. Examples of proofs/labels: compliance with EMAS, ISO 14 001, EU Ecolabel, and other ISO type I label, etc.

## **2.4. Intellectual Property Rights**

The content as described in the sections above involves essentially Intellectual Property. Various materials require contributions from third parties as well as use of third parties rights (IPR, performer's rights, voice and rights). The contractor must ensure that all IPR and other rights are cleared pursuant Article I.10 and Article II.13 of the contract.

Where the materials include identifiable persons' voice or image, the contractor shall obtain the necessary statements of these persons (or of the persons exercising parental authority in case of minors) where they give their permission for the described use of their voice or image, as provided in the present contract.

## **2.5. Cancellation**

In the event of cancellation of the services requested, the contractor will be authorised to invoice the costs actually incurred. In all cases, reimbursements will only be made on presentation of the relevant supporting documents.

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

An indicative estimation of the volumes of services to be ordered over one year of the framework contract is given in Annex V – Price offer. These volumes are estimates only and are given for guidance to allow tenderers to appreciate the scope of the contract and to submit their best offers. There is no commitment as to the exact quantities to be ordered. The actual volumes will depend on the quantities which the contracting authority will order through specific contracts/purchase order forms.

The estimated amount of the framework contract for four years is EUR 800 000.

The framework contract ceiling shall be determined by the total amount of the successful tenderer's financial offer (total annual reference price in Annex V \* 4) corresponding to the maximum duration of the framework contract (four years) increased by a reserve of 10% to cover price indexation and unforeseen needs, including those of newly created institutions , agencies and bodies.

Pursuant to Points 11.1(e) and 11.4 of Annex 1 to Regulation (EU, Euratom) 2018/1046 on the financial rules applicable to the general budget of the Union, repealing Regulation (EU, Euratom) No 966/2012, 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.

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

The services specified above will be the subject of a Framework Contract drawn up between the European Commission (Representation in Cyprus) and the tenderer to whom the contract is awarded. The draft contract is attached in Annex II to the Invitation to Tender.

A Framework Contract will be concluded with the tenderer that is ranked best when the bids are evaluated and that has obtained the minimum number of points required.

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 1.5	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**

##### **5.1 Content of the tender: what documents to submit with the tender?**

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.

##### **5.2 Rules on access to procurement: who may submit a tender?**

Participation in this call for tenders is open on equal terms to all natural and legal persons coming within the scope of the Treaties, as well as to international organisations.

It is also open to all natural and legal persons established 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 that agreement. Where the Agreement on Government Procurement<sup>1</sup> concluded within the World Trade Organisation applies, the participation to this call for tenders is open to all natural and legal persons established in the countries that have ratified this Agreement, on the conditions laid down therein.

The rules on access to procurement do not apply to subcontractors. Subcontracting may not be used with the intent to circumvent the rules on access to procurement.

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<sup>1</sup> [https://www.wto.org/english/tratop\\_e/gproc\\_e/gp\\_gpa\\_e.htm](https://www.wto.org/english/tratop_e/gproc_e/gp_gpa_e.htm).

To enable the Contracting authority to verify the access to procurement, tenderers must indicate their country of establishment when registering in the Participant Register and be ready to present the supporting evidence normally acceptable under the law of that country.

For tenderers established in the United Kingdom:

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 tenderers from the UK depending on the terms of the Withdrawal Agreement. In case such access is not provided by legal provisions in force tenderers from the UK could be rejected from the procurement procedure.

## **6. TECHNICAL TENDER**

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

The technical tender should 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 as per Directive 2014/24/EU.

2. The technical tender will consist of the following:

- The tenderer's proposal for the implementation of the services required, including its understanding of the environment in which the Contract will be performed: the role of the European Commission and its Representation in Cyprus; the political, economic, social and media environment in Cyprus relevant to the organisation of communication events promoting the EU agenda; the EU's and the Commission's main priorities.
- The tenderer's proposed method of providing the services required. The proposal shall include the methods chosen to carry out all the activities listed in Section 2.1 of the Tender Specifications (including each sub-section), the communication approach with respect to target groups and activities, and the professional approach to implementing the assignments, including in situations when two or more events taking place simultaneously have to be organized.
- The tenderer's proposed overall quality management system and quality assurance and quality control methods/procedures/technics to be used during performance of each of the services required in order to ensure proper, professional performance of the tasks. The tenderers shall specify how he/she intends to monitor and ensure high quality and effectiveness during performance of the contract. Tenderers should propose a set of measurable performance indicators to be monitored, inter alia respect of deadlines and performance of work.
- Case study 1: The tenderer's proposal for the organisation of a citizens' dialogue event for 200 participants (target: general public) in Nicosia, aiming to promote the work of the European Commission in the field of international cooperation and development. The proposal shall include the development of a creative concept and a detailed description of the organisation to be carried out by the Contractor, including the main tasks referred to in Section 2.1 of these Tender Specifications. The tenderer should explain the methods they propose to

use to attract the 200 participants, broken down by target groups and channels chosen to do that. Indicative budget for the event shall be EUR 8,000. For an example of a citizen's dialogue event, please take a look at the "Past events" section of the Representation's website at [https://ec.europa.eu/cyprus/events\\_en](https://ec.europa.eu/cyprus/events_en).

- Case study 2: The tenderer's proposal for the organisation of a Europe Day action for about 2000 participants (target: youth/general public) in Limassol, in the format of a festival. The proposal shall include the development of a creative concept and a detailed description of the actions to be carried out by the Contractor, including the main tasks referred to in Section 2.1 of these Tender Specifications. The tenderer should explain the methods they propose to attract the 2000 participants, broken down by target groups and channels chosen to do that. Indicative budget for the event shall be EUR 15,000.

Tenderers should draw up a proposition for handling both hypothetical case studies described above. It must be realistic, and should not exceed two A4 pages each.

These two cases are purely a simulation of a fictional request for services for the purpose of evaluating the quality of services that the tenderer may be required to provide. They cannot in any way be regarded as an indication of priorities and exact nature of future actions.

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

## **7. PRICE OFFER**

A complete price offer, including the breakdown of the price needs to be uploaded. For this purpose, the Price table in Annex V shall be completed, duly signed and uploaded in e-Submission. Please note that this reference price (annual price) will be used for the purpose of evaluation and comparison of the financial offers. As indicated in Section 3, these volumes of services are an indicative estimation for one year.

It is the responsibility of each tenderer to ensure that the total amount of the tender inserted in the relevant field of the e-Submission application corresponds to the amount indicated in the uploaded price offer. In case of discrepancies, only the amount indicated in the price offer (Annex V) will be taken into account.

The following provisions apply to the prices to be proposed in the financial offer:

- The prices proposed must be quoted using the attached form in Annex V, which must be duly signed and dated.
- Expenses incurred within the framework of travel carried out at the express request and with prior authorisation of the European Commission outside the principal place of performance of the contract will be reimbursed in accordance with the provisions of the framework contract (articles I.5.3 and II.22).

## **8. EVALUATION**

The evaluation is based solely on the information provided in the submitted tender. It involves the following:

- Verification of non-exclusion of tenderers on the basis of the exclusion criteria

- Selection of tenderers on the basis of selection criteria
- Verification of compliance with the minimum requirements set out in these tender specifications
- Evaluation of tenders on the basis of the award criteria

The contracting authority may reject abnormally low tenders, in particular if it established that the tenderer or a subcontractor does not comply with applicable obligations in the fields of environmental, social and labour law.

The successful tenderer must pass all criteria to be awarded the contract.

The Contracting Authority will assess these criteria in no particular order.

### **8.1. 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 contribute fulfilling 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 of the checklist and Part V of the Declaration on Honour (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 all cases be requested from the winning tenderer. The Contracting Authority may reject the tender if the requested evidence is not provided in due time.

The successful tenderer must provide the documents mentioned as supporting evidence in the declaration of honour before signature of the contract and within a deadline given by the contracting authority. This requirement applies to each member of the group in case of joint tender and to each know subcontractors whose tasks represent more than 20% of the tasks of the contract or who contribute fulfilling the selection criteria.

### **8.2. Exclusion criteria**

Bids from tenderers who do not meet the exclusion criteria referred to in Articles 136 to 141 of the Financial Regulation<sup>2</sup> will not be considered for the award of the contract.

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<sup>2</sup> Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012 <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:L:2018:193:TOC>

### 8.3. 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.

In the course of the procedure the EU Validation Services (REA, the Research Executive Agency) may contact tenderers via the Participant Register and ask for supporting documents regarding the legal status and with respect to financial and economic capacity. Please note that a request for supporting documents in no way implies that the tenderer has been successful.

#### a) Legal and regulatory capacity

Upon request by REA, 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.

The tenderer (and each Member of the group in case of joint tender) must declare whether it is a Small or Medium Size Enterprise in accordance with Commission Recommendation 2003/361/EC. This information is used for statistical purposes only.

#### b) Financial and economic capacity

Tenderers must comply with the following selection criterion in order to prove that they have the necessary economic and financial capacity to perform the contract.

**Minimum level of capacity:** Average yearly turnover of the last two financial years above EUR 200,000. This criterion applies to the tenderer as a whole, i.e. a consolidated assessment of the combined capacities of all *involved entities* will be carried out.



In the course of the procedure the EU Validation Services (REA, the Research Executive Agency) may contact tenderers via the Participant Register and ask for supporting documents regarding their financial and economic capacity. Please note that a request for supporting documents in no way implies that the tenderer has been successful.

Upon request by REA the tenderer shall provide the following documents:

- A statement of overall turnover during the last two financial years, with a minimum of EUR 200,000 per year. Combined annual turnover of the grouping in case of a joint tender or tender with subcontracting.
- Balance sheets or extracts from balance sheets for the last two years for which accounts have been closed, where publication of the balance sheet is required under the company law of the country in which the economic operator is established.

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 event organisation and event management, with a minimum value for each project of 10,000 €.

As evidence, the tenderer must provide a list of minimum 5 and maximum 10 relevant services carried out in the past three years, with the approximate sums, dates and recipients, demonstrating his capacity in event organisation and management for private and public clients, with the sums, dates and recipients, 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.

• Criterion 2:

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

The team delivering the services should include, as a minimum the following profiles:

- Project Leader with:
  - completed university degree of at least Bachelor level;
  - at least five years of relevant experience in project management, event management, implementation and management of outreach, media and public relations events or projects;
  - excellent team management skills;
  - a good knowledge of the EU.
  - native level language skills (or equivalent) in Greek, as guaranteed by a certificate or past relevant experience
  - at least a B2 CEFR<sup>3</sup> level language skills (or equivalent) in English, as guaranteed by a certificate or past relevant experience
- Project assistant with:
  - he/she should have at least 3 years of experience in the field of event organisation and management.
  - He/she should be proficient in Greek and English.

As evidence tenderers shall provide detailed CVs accompanied by diploma(s) and/or other relevant certificate(s) attesting the educational and professional qualifications of minimum two and maximum four Project Leaders proposed. If the Project Leader(s) is replaced by the Contractor during performance of the contract, the EC Representation shall be informed of the change and the new staff member shall be approved upon presentation of his/her CV, diploma(s), certificate(s).

- Criterion 3:

Necessary technical resources to perform the contract as described in section 2 in line with best professional practice:

The infrastructure and equipment available should include, as a minimum, the following elements:

- Office equipment - including computer equipment, printing facilities (both black/white and colour), copy machines, etc.
- Furniture and items for decoration of event venues – including tables, conference tables, chairs, armchairs, sofas, stages, podiums, tents, etc.
- Technical equipment for production and provision of visibility and decoration, promotional and information materials (printed and electronic)
- Interpretation systems and equipment, including experienced technical support staff and interpreters with at least three years' experience in providing a high-level interpretation services on EU topics;
- Translation tools/software ;
- Vehicles and transportation;
- Catering equipment;
- As evidence, the tenderer will provide a description of the technical resources available to provide each one of the services listed in point 2.1 of these Tender Specifications.

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<sup>3</sup> CEFR: Common European Framework of Reference for Languages

#### **8.4. 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:

<b>Quality award criterion</b>	<b>Explanation of the criterion's scope</b>	<b>Maximum number of points per criterion (weighting)</b>	<b>Minimum points to be obtained (at least 60% per criterion and 70 in total)</b>
a) Relevance, coherence and conciseness of the overall proposal	Relevance, coherence and conciseness of the overall tender for the implementation of the services required, particularly its understanding of the environment in which the Contract will be performed: understanding of the role of the European Commission and its Representation in Cyprus, of the political, economic, social and media environment in Cyprus relevant to the organisation of communication events promoting the EU agenda, and of the EU's and the Commission's main priorities.	10	6

b) Appropriateness, effectiveness, coherence and conciseness of the proposed methodology	<p>Quality of the methodology and procedures proposed for the general organisation and day-to-day management of the work, including interaction with the ordering service and other bodies.</p> <p>Composition and organisation of the proposed team to ensure maximum cost-effectiveness, speed and quality.</p> <p>Ability of the tenderer to evaluate risks and relevance of the solutions proposed to overcome them.</p> <p>Creativity and innovative approach in the general method as well as in unforeseen/problematic situations.</p>	20	12
c) Appropriateness, effectiveness, coherence, creativity and conciseness of the proposal for the Case study no. 1: organisation of a citizens' dialogue	<p>Are the chosen venue, speakers, time-slot, invited audience etc. appropriate and relevant to the topic and format of the event (10 points)?</p> <p>Are the method, time-line, assignment of roles of team members etc. effective (10 points)?</p> <p>Does the proposal add a touch of creativity or is it following the beaten track of similar events (10 points)?</p>	30	18
d) Appropriateness, effectiveness, coherence, creativity and conciseness of the proposal for the Case study no. 2: organisation of a Europe Day action	<p>Are the chosen venue, speakers, time-slot, invited audience etc. appropriate and relevant to the topic and format of the event (10 points)?</p> <p>Are the method, time-line, assignment of roles of team members etc. effective (10 points)?</p> <p>Does the proposal add a touch of creativity or is it following the beaten track of similar events (10 points)?</p>	30	18
e) Quality of the measures implemented for a continuous high performance throughout the contract period, including quality control measures	This criterion will assess the 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.	10	6
<b>Total</b>		<b>100</b>	<b>70</b>

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.

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

## 9.3.Award of the contract

The contract will be awarded to the most economically advantageous tender, i.e. the tender offering the best price-quality ratio determined in accordance with the formula below. A weight of 60/40 is given to quality and the reference price.

Score for tender X	=	Cheapest Reference Price	*	100	*	40%	+	Total quality score (out of 100) for all criteria of tender X	*	60%
		Reference Price of tender X								