



Tender Specifications
Editing and Media-Related Work for the European Environment Agency
Open call for tenders EEA/CCA/06/002

1. Background information

The overall external communication goals of the Agency are:

- To give decision makers and the public the independent information they need to make informed choices about the environment.
- To raise the profile of the Agency as being the key provider of relevant, reliable quality-information on Europe's environment.
- To raise awareness on the environment by communicating in a transparent, understandable way to as large and broad an audience as possible.

One key activity undertaken to reach the second goal is the media-related work done by the Agency's communications group, as media is a vital channel for addressing the general public. It is also an additional, and frequently quite effective, channel for raising awareness among the Agency's key clients, i.e. those we aim to address on a one-to-one level.

Fulfilling the third goal requires professional editing of all texts produced by the Agency and aimed at external audiences. Not only is it vital to get the message across to the reader as effectively as possible – it is also important from a perceived credibility point of view that the language in all EEA products is correct.

Typical for both media relations and editing work is that the workload varies over the year, and that this can only be compensated for to a limited extent by advance planned by existing staff. To a large extent, the timetable of content producing programs, the timing of political events and other external factors are decisive in defining when media relations and editing work has to be carried out and results delivered. There is a need for supplementing in-house capacity with consultancy services, in particular for periods with high workloads.

2. Description and objectives of the contract

To establish a working relation over several years with one or more external service provider/s in the areas of editing and media work with a view of improving the capability of the communications group to deal with a fluctuating workload in these areas, while maintaining a high professional standard on outputs.

3. Purpose of the call for tender

To establish a framework contract with one or more service provider/s who can undertake editing and media related work. The service provider will in particular be needed in periods when the organisation's in-house resources in these areas are strained.

4. Lots

The call for tender is divided into two lots:

Lot 1: Editing

Lot 2: Media-related services

Service providers may place a bid for one or both of these lots and offers will be evaluated separately for each one of them.

5. Tasks

In 2006 and 2007, the work is planned to essentially focus on:

Editing:

- Editing of manuscripts for EEA reports in close collaboration with the EEA project manager responsible for the product. To get the messages across as effectively as possible, texts have to be made readable and transparent. Manuscripts are frequently drafted by more than one author, and by non-native English speakers. Important tasks for an editor are therefore to ensure good quality of the language – and a consistent writing style throughout the document.
- Language quality-control of material drafted by non-native English speakers of the communications team
- Edit material for the web

Media related work:

- Drafting of highlights for the EEA website on the basis of written material, web sources and conversations/interviews with Agency staff and other
- Drafting of press releases on the basis of written material, web sources and conversations/interviews with Agency staff and other
- Support the communications team with the preparation and execution of press seminars at the EEA or other venues
- Managing of and support with press conferences at the EEA and other venues
- Respond to media inquiries for information
- Assist in monitoring of the media coverage of the EEA

These tasks are to be developed in close cooperation with the responsible EEA Project Manager and may be subject to revision according to priorities and availability of budget.

The offer should express the consultant's views on, experience with and insights in the tasks described above, as well as an overall methodology to support EEA on efficiently and timely succeeding to deliver the mentioned products.

The broader requirements for the projects being developed by the EEA under this call will determine the numbers of days and staff expertise to be allocated to each specific agreement that will be concluded under this framework contract.

6. Expertise

To support the above activities, the contractor is expected to provide a thorough expertise in editing and medial relate work respectively. The contractor should have the sufficient capacity to undertake workloads in the range of 1-2 full-time persons in each area. Moreover, it is desirable that the contractor has experience in working internationally and specifically in an EU context.

7. Organisation and location of work

The work will be carried out at the EEA headquarters in Copenhagen or at the contractor's premises, in both cases in regular contact with the responsible EEA Project Manager. The contractor will also be working closely with other EEA staff.

8. Time schedule

The framework contract will run over a period of **48 months** following its signature. The work activities are to be detailed in specific contracts and the respective timetable will be agreed in discussion with the respective EEA Project Manager.

9. Volume of the contract

The estimated yearly budget for this contract is Euro 150,000, but this amount can vary according to the Agency's needs.

10. Deliverables

The products to be provided by the contractor, and their timing, will be detailed in the specific agreements.

The working language is English. Documents delivered should normally be in MS Word format.

EEA will provide the contractor with guidelines on writing styles and formatting of the outputs required.

11. Prices

Prices shall be fixed and not subject to revision for implementation during the first year of duration of the Contract.

From the beginning of the second year of duration of the Contract, each price may be revised upwards or downwards each year, where such revision is requested by one of the contracting parties by registered letter no later than three months before the anniversary of the date on which it was signed. The Agency shall purchase on the basis of the prices in force on the date on which orders or specific contracts are signed. Such prices shall not be subject to revision.

This revision shall be determined by the trend in the harmonised consumer price index EEAICP published for the first time by the Office for Official Publications of the European Communities in the Eurostat Database <http://epp.eurostat.ec.eu.int/> (Theme 2 - Economy and Finance; Prices; HICP – Harmonized Indices of Consumer Prices; HMIDX – Monthly data (index 2005=100), COICOP - CP00).

Revision shall be calculated in accordance with the following formula:

$$Pr = Po \left(0,2 + 0,8 \frac{Ir}{Io} \right)$$

where:

- Pr = revised price;
- Po = price in the original tender;
- Io = index for the month in which the validity of the tender expires
- Ir = index for the month corresponding to the date of receipt of the letter requesting a revision of prices

The European Environment Agency is exempt from all charges, taxes and dues, including value added tax pursuant to Article 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities and the Headquarters Agreement between the Agency and the Government of Denmark of 17 August 1995; such charges may not therefore be included in the calculation of the price quoted; the VAT amount must be indicated separately.

The contractor will be expected to offer the services at specified rates (i.e. price in EUR per day) according to the levels of expertise and experience offered (i.e. senior and junior consultant, respectively). The offer should include per day prices for intra-muros as well as extra-muros work respectively.

For intra-muros work, it is understood that the daily rates cover all incurred costs, including travel and subsistence fees.

To avoid misunderstandings and for the purpose of comparing bids, the price terms for the contract should be set out in the form provided (Annex 3a and/or Annex 3b).

The costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed. Travel time and costs incurred during the journey to the EEA offices are not reimbursed to the contractor.

12. Contractual Terms

In drawing up his bid the tenderer should bear in mind the provisions of the standard contract attached to this invitation to tender

13. Criteria

(i) Exclusion Criteria

Candidates or tenderers shall be excluded from participation in a procurement procedure if:

- (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- (d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- (e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- (f) they have been convicted for an environmental offence in the exercise of the profession;
- (g) following another procurement procedure or grant award procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

Candidates or tenderers must certify that they are not in one of the situations listed above. The tenderer shall provide an auto-declaration, preferably made on oath before a judicial or administrative authority, a notary or a competent professional or trade body by a person competent to do so on behalf of the tenderer, which states that none of the grounds for exclusion apply to the tenderer (See Annex 1). N.B. additional evidence may be requested at a later stage prior to signature of the contract.

Contracts may not be awarded to candidates or tenderers who, during the procurement procedure:

- (a) are subject to a conflict of interest;
- (b) are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the contract procedure or fail to supply this information.

(ii) Selection Criteria

(a) Legal status

The tenderer is requested to prove that he is authorised to perform the contract under national law, as evidenced by inclusion in a trade or professional register, or a sworn declaration or certificate, membership of a specific organisation, express authorisation, or entry in the VAT register.

The tenderer should also provide an identification sheet (Annex 2) duly filled out and signed.

(b) Financial capacity

Evidence of economic and financial capacity shall be furnished **by one or more** of the following documents:

- appropriate statements from banks or evidence of professional risk indemnity insurance;
- the presentation of balance sheets or extracts from balance sheets for at least 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;
- a statement of overall turnover for the last three financial years.

If, for some exceptional reason, which the contracting authority considers justified, the tenderer or candidate 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.

(c) Technical capacity

The evidence of the technical and professional capacity should be furnished on the basis of the following documents:

- the educational and professional qualifications of the service provider and/or those of the firm's managerial staff and, in particular, those of the persons responsible for providing the services (CVs of the proposed staff). Tenders from consortiums of firms or groups of service providers must specify the role, qualifications and experience of each of the members or of the group;
- a list of the comparable services provided in the past three years, with the sums, dates and recipients, public or private;
- information on the tenderer's working languages and proof of the tenderer's ability to submit products in English;
- an indication of the proportion of the contract which the service provider may intend to subcontract.

(iii) Award Criteria

The contract will be awarded to the economically most advantageous tender in terms of the following criteria:

Lot 1 – Editing Work

- A) Proven experience and knowledge in editing (20 points);
- B) Proven track record of work with technical/scientific issues (15 points);
- C) Proven track record of work in an international context (15 points);
- D) Quality of sample editing (15 points) (*)
- E) Composition and qualifications of the team (5 points);
- F) Environmental policy of the company (5 points)
- G) Price (25 points)

Lot 2 – Media Work

- A) Proven experience and knowledge in media work (20 points);
- B) Proven track record of work with technical/scientific issues (15 points)
- C) Proven track record of work in an international context (15 points);
- D) Quality of sample press release (15 points) (*)
- E) Composition and qualifications of the team (5 points);
- F) Environmental policy of the company (5 points)
- G) Price (25 points)

(*) The sample tasks are found as Annex 4 in the call for tender.

To be considered further, the tenders will have to obtain a minimum of 15 points for criterion 'A', a minimum of 12 points for criterion 'B', 'C' and 'D' and a minimum of 3 points for criterion 'D' (cf. criteria listed above).

For the price, the points will be awarded using the following formula:

Price = (lowest average fee / average fee of the tender being considered) x 25%

14. Environmental considerations

The EEA runs a certified environmental management system (EMAS) and aims to minimise the environmental impact of all its activities, including those carried out under contract. The successful tenderer will, therefore, be requested to consider the EEA environmental management guidelines in their work, in particular those relating to business travel, paper and energy consumption. Further information on the EMAS system can be found on the EEA homepage: <http://org.eea.europa.eu/documents/emas>

Moreover, we strongly recommend the tenderers to submit the tenders in an environmentally friendly way, as following:

- Only material mentioned in the technical specifications attached (no additional material);
- Printed on both sides of paper;
- Without plastic folders or binders;
- With consecutive page numbering and with a list of contents.

15. General comments

The tender must comprise:

- A technical offer containing the description of the services to be delivered to the EEA
- A financial offer as per Annex 3.
- Declaration on Exclusion Criteria
- Documents proving the Legal Status
- Documents proving the Financial and Technical Capacity

For each of the lots, separate tenders must be submitted by same bidder. Declaration on exclusion and documents on selection criteria must be supplied by each member of the consortiums of firms or groups of service providers submitting a single tender.