



Tender Specifications
Framework Contract(s) for Media dissemination services to the
European Environment Agency (2 lots)

Open call for tenders EEA/CCA/07/004

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.

Working through the media has proven to be a cost-effective way of reaching a larger audience than what the Agency can on its own. However, the process of disseminating environmental information to the right journalists in as many publications as possible in all the EEA's member countries is a complex one. It involves the use of topical and geographical parameters to make the right selections from extensive media address databases, as well as adaptation of the media material to these different groups and careful timing of the dissemination itself.

The objective of this call for tender is thus to select external contractor/s to undertake necessary tasks relating to the dissemination of material for the media.

2. Scope and duration of the contract

The EEA will conclude (a) framework contract(s) for a period of 48 months from its/their entry into force with a view to establishing a long-term working relationship with (a) provider(s) of media dissemination services in order to improve the media coverage of the Agency. The working language is English.

The EEA is under no obligation to make use of the framework contract which will be exclusively implemented on the basis of specific contracts specifying the services and deliverables to be provided as well as the respective timetable.

As to the terms and conditions of the framework contract and the specific contracts to be based thereupon, reference is made to the draft framework and specific contracts which form part of the tender documents.

The work will be carried out at the EEA headquarters in Copenhagen, at the contractor's premises, or at other European locations as may be required by the tasks at hand, always in close cooperation with the responsible EEA contact person (Project Manager/Contract Agent) and, as may be the case, other EEA staff.

The call for tender is divided into two lots covering the following services:

Lot 1 – E-mail dissemination

Lot 2 – Newswire dissemination

3. Required expertise and tasks

To support the above activities, the contractor is expected to provide thorough expertise in the specified media dissemination services (i.e., targeted dissemination of media material in electronic format from corporate or institutional clients) at international level/in an EU context (ideally, the contractor should be able to offer services covering all EEA member countries, hence the EU 27, Norway, Iceland, Liechtenstein, Turkey and Switzerland). The contractor shall have sufficient capacity to undertake workloads in the range of 1-2 full-time senior consultant(s) + supporting team per lot.

4. Volume of the contract:

The total volume of the contract(s) for both lots and over 48 months will be approximately 200 000 EUR with approximately 80,000 EUR for lot 1 - E-mail dissemination and approximately 120,000 for lot 2 - Newswire dissemination

5. 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, 80% of 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, MUICP, published for the first time by the Office for Official Publications of the European Communities in the Eurostat monthly bulletin at <http://www.ec.europa.eu/eurostat/>.

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 price tendered must be all-inclusive and expressed in euros, including for countries that are not part of the euro zone. For tenderers in countries that 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 variation.

6. Criteria

6.1 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 regulation;
- (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 interest;
- (f) 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;

Tenderers must provide a declaration on their honour, duly signed and dated, stating that they are not in one of the situation listed above (see Annex 1).

The tenderer to whom the contract will be awarded must provide evidence confirming the declaration referred to in the previous point prior to signature of the contract.

The contracting authority shall accept as satisfactory the following evidence:

- i) For points (a), (b) and (e) a recent extract from the judicial record, or failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied.
- ii) For point (d) a recent certificate issued by the competent authority of the State concerned.

Where the document of certificate referred above is not issued in the country concerned and for other cases of exclusion, it may be replaced by a sworn or, failing that, a solemn statement made by the interested party before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

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.”

6.2 Selection criteria

Selection criteria as specified in Section III.2 (Conditions for participation) of the Contract notice

6.3 Award Criteria

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

Lot 1 – E-mail dissemination (TM/P – 70:30)

- 1. Technical merit (70 points, minimum 55)
 - A – Understanding of the Agency’s demands and of the objectives of the Framework contract (15 points, minimum 12)
 - B – Quality and relevance of the proposed approach and methodology to improve the media coverage of the Agency (15 points, minimum 12)
 - C – Number of entries in the media address database (15 points, minimum 12)
 - D – Width of geographical coverage of the database (15 points, minimum 12)

E – Functionalities of the database (10 points, minimum 7)

Tenders scoring less than the required minima will not be considered further.

2. Price (30 points)

Tenderers are required to quote prices (using the template of annex 3a) for annual fixed subscription cost for access to the contractor's media address database with European coverage and additional costs, the total of which will form the basis for the price evaluation.

Points will be awarded on the basis of the following formula:

Lowest price/price of the tender being considered and having reached the required minima for technical merit x 30.

Lot 2 Newswire dissemination (TM/P – 70:30)

1 Technical merit (70 points, minimum 54)

A – Understanding of the EEA's demands and of the objectives of the Framework contract (15 points, minimum 12)

B – Quality and relevance of the proposed approach and methodology to improve the media coverage of the Agency (15 points, minimum 12)

C – Newswires included in the service (20 points, minimum 15)

D – Functionalities of the database (20 points, minimum 15)

Tenders scoring less than the required minima will not be considered further.

2 Price (30 points)

Tenderers are required to quote prices (using the template of annex 3b) for annual fixed subscription cost for access to the contractor's newswire dissemination services and additional costs, the total of which will form the basis for the price evaluation.

Points will be awarded on the basis of the following formula:

Lowest price/price of the tender being considered and having reached the required minima for technical merit x 30.

7. 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 future contractor will, therefore, be requested to consider the EEA environmental management guidelines in the implementation of the contract, in

particular, those relating to business travel/electronic means of communication, paper and energy consumption. Further information on the EMAS system can be found on the EEA homepage: <http://www.eea.europa.eu/documents/emas>.

Moreover, it is strongly recommended that tenders are submitted in an environmentally friendly way, e.g., by choosing a simple and clear structure (list of contents and consecutive page numbering), double-sided printing, limiting attachments to what is required in the technical specifications (no additional material) and avoiding plastic folders or binders.

8. Further information

Submitting an offer implies acceptance by the tenderer of all terms and conditions of the draft contract and its annexes.

ANNEXES

Annex 1: Declaration on exclusion criteria

Annex 2: Identification sheet

Annex 3a: Price list – lot 1

Annex 3b: Price list – lot 2