



Tender specifications

Framework contract(s) for the provision of communication services to the European Environment Agency (EEA) – (10 lots)

Open call for tenders No EEA/COM/10/001

Closing date: 30/09/2010

1. Title of contract

Framework contract for the provision of communication services to the European Environment Agency (EEA) – (10 lots)

2. Purpose and context of the contract

An important element of the European Environment Agency's (EEA) mandate is to make the environmental information it produces known, available and easily understandable to potential users. Communication is an integral part of the EEA's efforts undertaken in order to fulfil our mandate:

- To help the Community and member countries make informed decisions about improving the environment, integrating environmental considerations into economic policies and moving towards sustainability, and
- To coordinate the European environment information and observation network (Eionet)

Our main clients are the European Union institutions — the European Commission, the European Parliament, the Council — and our member countries. In addition to this central group of European policy actors, we also serve other EU institutions such as the Economic and Social Committee and the Committee of the Regions.

The business community, academia, non-governmental organisations and other parts of civil society are also important users of our information. We try to achieve two-way communication with our clients in order to correctly identify their information needs, and make sure that the information provided is understood and taken up by them.

In order to carry out the communication activities in an effective and efficient manner they, as other key EEA activities, need to be subject to strategic planning. As for the concrete activities, these include media contact, events and exhibitions, editing of information material and production of various audiovisual products and applications, multimedia products and applications, including social media.

Furthermore, in order to assess the efficiency of the media relations and other communications work, there is a need to monitor to what degree the disseminated material is being picked up and used by the media, and how this material is being made use of.

In view of the above, the EEA therefore wishes to establish one or more framework contract(s) with specialised service providers who should be able to assist the EEA with all technical tasks relating to the range of communication tasks outlined above.

3. Subject of contract

The EEA is seeking assistance with the following clusters of communication tasks:

Strategic activities:

- **Strategic communication planning (lot 1)**
- **Monitoring of media coverage (lot 2)**

- **Communication through social media (lot 3)**
- **Editing (lot 4)**

Creative film production:

- **Creative film production (lot 5)**

Web and audiovisual

- **Corporate branding and layout (lot 6)**
- **Corporate video production (lot 7)**
- **Multimedia productions, web design and graphic support services (audiovisual production) (lot 8)**

Outreach and dissemination

- **Events and Exhibitions (lot 9)**
- **Dissemination (lot 10)**

Tenderers may place an offer for one or more lots, but a separate bid should be submitted for each individual lot, specifying the number and subject of the lot and comprising a section giving the technical offer and a section giving the financial offer for each individual lot. The administrative section providing information as to the legal, economic and financial, professional and technical capacity of the tenderer and including annexes 1 and 2 to these tender specification (i.e. signed declaration on exclusion criteria and identification sheet) need though to be submitted only once. In this respect and owing to the variety of profiles and services required, tenderer may choose presenting the evidence related to their technical and professional capacity in one or more sub-sections for each lot for which they want to submit an offer. The offers for each lot will be evaluated separately.

3.1. Task Description

3.1.1. Strategic communication planning – Lot 1

In 2007, the EEA produced an organizational Communication Strategy. Since early 2009, there has been an increasing use of 'strategic communications' as a guiding principle for EEA communications planning for specific projects and themes.

The contractor will be requested to provide advice to help the EEA further develop its effectiveness in using strategic communications, with a focus on the following elements:

- **Target audiences:** identifying, and preparing clearer profiles of, differentiated target audiences (especially within the general public) and their needs and perceptions; and using user research as a tool.
- **Products and activities:** evaluating a wide range of communication products and activities, with a focus on the web and 'cutting-edge' vehicles such as social media.
- **Pre-testing:** identifying the most effective tools that the EEA could use to pre-test some of its products and activities.
- **Evaluation:** identifying the most effective tools for evaluating the success of communication strategies once a project has terminated.
- **Networks:** improving our impact through existing EEA communication networks as well as linking in with new networks.
- **Staff:** developing and implementing a strategic approach to internal communication.

3.1.2. Monitoring of media coverage – Lot 2

In order to assess the media coverage of the EEA in general and the effectiveness of its media-related work in particular, there is a need to continuously monitor this coverage. The lot covers monitoring of media mentions of the EEA in, as a minimum, web media as well as on the websites of all the major written and audiovisual media in each EEA country. However, monitoring of the content of printed media as well as radio and TV in each country would be desirable.

Ideally, EEA would like to contract a single provider to undertake comprehensive monitoring of media coverage of the Agency, including citations in scientific journals, in all EEA member and collaborating countries, as well as the USA, Canada and Australia. Coverage of additional countries would be an advantage.

As a minimum, the service provider(s) should provide the results electronically in a format compatible with commonly available database software, including at least the publishing date, title, source, country and link to article (if available on-line).

Ideally, the service provider(s) would also be able to offer an archive system allowing the EEA to access monitoring results at will and software tools enabling the EEA to stream the media monitoring results on its intranet.

3.1.3. Communication through social media – Lot 3

The lot seeks to establish a contract with a service provider specialising in the area of social media that can cover the following (non-exhaustive) list of activities:

- Assist the EEA in exploring its communication potential through the use of social media as well as ways in which social media can be used to communicate EEA messages to wider audiences;
- Research, analysis and evaluation of social media as a strategic means to communicate EEA's messages and products tailored to specific target groups;
- Perform the analysis of target audiences and the definition of their needs and expectations;
- Assist in the identification and framing of the messages to be transmitted to the selected audiences considering the channels and communication tools identified;
- Development of creative social media communication channels, maintenance of their continuity and ongoing interest, including integration of and connections to other relevant tools;
- Carry out viral marketing activities to drive traffic to EEA platforms and products;
- Assist the EEA in internal communications centered around social media, and assess social media's potential for the improvement of EEA's internal communications;
- Evaluate the success rate and effectiveness of social media communications based on the criteria established at the outset of each project;

3.1.4. Editing – Lot 4

The lot seeks to establish a contract with a service provider/s in the areas of English language proofreading and editing in order to ensure that the Communications Programme can manage the fluctuating workload in this area, while maintaining high quality outputs.

For present purposes, the editing functions are defined as follows:

- *Proofreading* comprises checking spelling, grammar, syntax and correct usage of terminology; applying the EU Inter-institutional Style Guide and EEA formatting rules; checking the accuracy and consistency of references throughout the document; and ensuring a consistent structure of chapters and sections.
- *Editing* includes all the elements in proofreading but also includes improving the structure, clarity and readability of the text by redrafting or reordering text; removing repetitions; querying ambiguities; and, where appropriate, suggesting the addition, deletion or restructuring of whole sections in order to convey the core messages more effectively.

After proofreading or editing, the author may need to make small changes to the text in order to correct editorial changes or respond to the editor's queries about ambiguities. In such cases, the proof-reader or editor will normally review the document to check these corrections and finalise the text.

In 2011, the work is primarily expected to comprise editing and proofreading (as defined above) of manuscripts for EEA reports and other communications products including web content, such that finalised texts communicate the core messages as effectively as possible and are fully in accordance with EU style rules. EEA report manuscripts are frequently drafted by more than one author and by non-native English speakers. A core task is therefore ensuring a high quality and consistent writing style throughout the document.

These tasks are to be carried out in close cooperation with the responsible EEA Project Manager.

The offer should express the consultant's views on, experience with and insights into the tasks described above, and set out an overall methodology to support EEA in delivering the mentioned products efficiently and promptly.

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

3.1.5. Creative film production – Lot 5

Documentary “storytelling” is becoming more and more an integrated part of EEA’s communication activities with its stakeholders and the general public. Several recent EEA products are built around such stories – a narrative format which requires particular creative skills. Examples can be found in the so-called “Environmental Atlas of Europe” (see: www.environmentalatlas.net).

A large part of the filming and interviewing will be done on location, mainly in the EEA member countries but occasionally outside of this area.

Experience has shown that the best results are achieved when EEA staff members participate directly in the editing phase. In order to facilitate this, the contractor should therefore have access to professional editing facilities in the vicinity of the EEA headquarters in Copenhagen.

At times, filming takes place under difficult circumstances such as in the Arctic and other remote and challenging areas. The tenderer will therefore need to document experience in and ability to work under such circumstances.

The list below covers the main tasks but is not exhaustive. The tasks will be detailed in each specific contract:

- Filming on location to portray environmental issues
- Interviews with persons in the involved communities
- Editing of the filmed material
- Reproduction as required by the EEA (DVDs, multimedia)
- Writing and editing of the written stories that support the documentaries
- Delivery of high quality stills photographs
- Provision of distribution services (access to film distributors, TV-networks etc.)

3.1.6. Corporate branding and layout – Lot 6

The non exhaustive list of activities includes:

- Adapting and further developing EEA corporate design elements as documented under <http://www.eea.europa.eu/about-us/documents/corporateidentity-manual>, e.g. developing new graphic design elements such as logos and branding graphics for use in the EEA communication activities.
- Advising on graphic design issues in connection with planned communication campaigns and other activities.
- Developing, designing and layout in co-operation with EEA staff of a range of communication products, including publications, flyers, posters, DVD, packaging and other printed material, merchandise, advertisements etc. Many of these products will also appear on the EEA website and layout, design and graphics may have to comply with both print and web guidelines.

Note: Original text documents will be mainly in Microsoft Word format, currently MS Word 2003 under Windows. Text is often combined with illustrations such as photographs, logos, graphs and tables.

3.1.7. Corporate video production - Lot 7

Over the last few years the EEA has increasingly made use of video as a communication tool. Video is often used to complement other means of communication in connection with corporate presentations, launches of new products and services, but also for disseminating factual information on more thematic issues.

The services included in the corporate video lot cover all aspects of regular video production, such as planning meetings and discussions with the EEA, drafting of content proposals, scripting, casting, location scouting, shooting, editing and post-production, encoding, converting and compressing and delivery of end product in various media formats suitable for online distribution as well as on physical carrying mediums such as USB sticks, DVD and Blu-Ray discs.

Other services include: production, and if needed hosting, of live web-streaming feeds from the EEA premises to a web-link during important events. Production of audiovisual marketing materials (e.g. viral videos) in support of communication campaigns to be distributed in any of the EU/EFTA/candidate countries' official languages (including the translation and/or adaptation of texts, commentaries and subtitles, etc.). Production of audiovisual contents dedicated to mobile devices.

In addition, the contractor should be able to, and have proven experience in, providing advice on developing videos designed to specific target groups, with a view in particular to distributing them through internet channels such as EuTube, GreenTv, etc.

Proven experience in dissemination of viral clips via the web is an asset in the evaluation process.

3.1.8. Multimedia productions, web design and graphic support services (audiovisual production) - Lot 8

As with video, other multimedia communication techniques such as animations, interactive graphics and web applications are increasingly being used by the EEA, both in connection with launches of new products and services, and for conveying environmental messages in a simplified manner. One example of the latter is the series of "green tips" posted on the EEA website and aimed at the general public. In order to ensure a high quality of its activities in this area the EEA wishes to establish a framework contract with a service provider covering multimedia productions and graphic support services.

The non-exhaustive list of these activities includes:

- Assess the communication potential and design of the EEA website, including suggestions to improve it.
- Advise on web communication strategy, web re-launching.
- Provide web design support, taking into account the specificities of the EEA website (Plone).
- Provide visual elements, mock-ups, prototypes and final implementation. Carry out functional testing and user testing.
- Development of animations, graphic mockups of web pages based on EEA's requirements, including the supply of banners, .gifs and jpegs for web activities, in addition to animated/interactive maps, mobile apps design, charts, tables, images and flash presentations. The service provider would be expected to source imagery from appropriate image libraries when necessary.
- On an ad hoc basis, the service provider could be expected to advise on and help develop, if required, EEA's Web 2.0 presence. This could include blogs, wikis, podcasts, e-newsletters and new developments as and when the EEA decides to make use of them.
- Production of CD-ROM and DVD masters and their reproduction, including graphic design and production of CD or DVD covers and cases.

The services covered by this lot include participation in planning meetings and discussions with the EEA. To a large extent, though not exclusively, this content is intended for presentation on and dissemination through the web.

3.1.9. Events and Exhibitions - Lot 9

The EEA has on several occasions made successful use of events to highlight a new product or service, or to draw attention to a particular issue. Such events can take many forms, and include both artistic contributions, seminars, debates and various forms of displays and screenings. In some cases the event may also have a web component, such as a competition or other form of interactive content for participants. The events can address many different target groups, ranging from the general public to policymakers, media or specialists.

The contractor will normally be involved in planning meetings for upcoming events, give creative input and advice and propose alternative technical/logistical solutions, if needed accompanied with cost and time estimates.

The preparatory activities related to event participants may include preparation and dispatch of invitations and background material, pre-registration and assistance with travel and accommodation arrangements.

As for tasks related to events venues, these may include booking and technical preparations, and in some cases it will comprise contact and follow-up with subcontractors like providers of audiovisual, catering and security services. The contractor may be requested to assist the EEA in manning the on-site registration and information points for the duration of the event, if needed also assisting participants on practical matters. The contractor should also be able to assist the EEA with evaluation of the event, using surveys and other tools.

The EEA also actively uses environmentally related exhibitions as a means of reaching multipliers and key clients. Often the exhibition is arranged in conjunction with a conference, and in many cases the EEA will be a content contributor here too. The contractor may be requested to take part in planning meetings for future exhibitions, give creative input, advice and propose alternative technical/logistical solutions, if needed accompanied with cost and time estimates.

The preparatory tasks of the contractor will include preparing creative proposals, design and preparation of displays, transport to the venue and mounting there; likewise, to dismantle displays and organise return transport of material after the exhibition.

Preparations for exhibitions will also include contact with the technical organisers, booking of exhibitions space, rental of furniture, computer and audiovisual equipment, electricity, catering, insurance and other services as needed.

At exhibitions, staffing assistance may include providing support personnel that can deal with practical and maintenance tasks. However, the support staff provided by the contractor will not be expected to answer more in-depth questions from stand visitors on the EEA and its products. The contractor should also be able to assist the EEA with evaluation of the exhibition, using surveys and other tools.

3.1.10. Dissemination - Lot 10

The EEA puts great emphasis on delivering its key messages to clearly identified target audiences. Creating and maintaining customer relationship management (CRM) databases and disseminating EEA's print and electronic outputs in a systematic and timely way is an important component in achieving the EEA communication objectives.

The Office for the official publications of the European Union (OPOCE) holds a dissemination database which is used both for managing address lists and the dissemination of publications. Much of the routine mailout of hardcopies of EEA's reports is regularly undertaken by the dissemination unit of OPOCE. At the same time, the EEA holds its own CRM database. The formats of databases provided by the contractor may therefore have to fit with both the OPOCE and EEA databases' requirements.

In parallel, there are a number of specialised tasks related to dissemination for which additional competences are required. Examples of such tasks are:

- advising on groups to include in specific mailouts,
- researching and compiling mailing lists and databases for hardcopy as well as electronic dissemination based on priority topics and target groups as defined by EEA,
- quality-assuring, including updating of existing mailing lists and databases,
- assistance with specialised, personalised mailouts (both electronic and hardcopy),
- create, restructure and update a quarterly dissemination plan listing mailing lists with the addresses contained therein. This dissemination plan is used by EEA staff and the OPOCE dissemination team.

Under lot 10 the EEA seeks to establish a framework contract giving it access to new and existing address databases for selected target groups as well as to research capacities for compiling new address lists for special purposes. All the services mentioned need to support the timely and targeted dissemination of EEA products [in all EEA Member Countries and among international organisations] so as to maximise the impact of EEA's work among the defined target audience. Therefore the contractor should also be able to follow-up of this dissemination with surveys and various statistical tools in order to evaluate the various dissemination projects, their effectiveness, timeliness and impact.

Disseminating environmental information to the right end users in all the EEA's member countries and even beyond this geographical area is a complex task. It necessitates the use of filtering functions to arrive at the desired target group from a topic, geographical area, profession and jobholder function point of view. The EEA therefore aims at finding service providers offering professional research capacities and dissemination applications with a wide range of functionalities.

3.2. Contract Details

The winning contractor(s) will be awarded a framework contract for a maximum period of 48 months.

On the basis of the framework contract, specific contracts will be issued detailing the amount of services to be purchased as and when needed.

For lot 2 - Monitoring of media coverage: If no single service provider alone is able to provide the geographical coverage stated under paragraph 3.1.2 above, contracts may be issued to more than one service provider, on the basis of the final score and ranking of the tenders obtained by application of the award criteria specified under section 9.3.2 below.

3.3. Working Language:

The contractor's communication with the EEA is expected to take place in English, which is the EEA's daily working language.

3.4. Place of performance of the contract:

The contractor will operate from his own premises, at the EEA in Copenhagen or other venues depending on the task to be carried out. For any work carried out elsewhere than the contractor's premises and EEA premises, travel costs will be reimbursed according to EEA's standard rules and rate as per Annex 5 attached (Reimbursement of Travel expenses).

4. Participation in the tendering procedure

4.1. Eligibility:

Participation in tendering is open on equal terms to all natural and legal persons coming within the scope of the treaties and to all natural and legal persons in a third country which has a special agreement with the Communities in the field of public procurement on the conditions laid down in that agreement.

Submission of a tender implies acceptance of the terms and conditions set out in the invitation to tender, in these tender specifications and in the draft framework contract attached to the latter (see annex 4) and, where appropriate, waiver of the tenderer's own general or specific terms and conditions. It is binding on the tenderer to whom the contract is awarded for the duration of the contract.

As proof of eligibility, tenderers must indicate in which state they have their headquarters, registered office or residence, and provide the necessary supporting documents in accordance with their national law.

Proof of eligibility must be supplied by each member of the consortia of firms or groups of service providers.

4.2. Application:

All eligible natural and legal persons (as per above) or groupings of such persons (consortia) may apply.

A consortium may be a permanent, legally established grouping or a grouping, which has been constituted informally for a specific tender procedure. If awarded the contract, the tenderers of the consortium ((i.e., the leader and all other partners) will have an equal standing towards the EEA in executing the framework service contract and they will be jointly and severally liable to the EEA.

The participation of an ineligible natural or legal person will result in the automatic exclusion of that person. In particular, if that ineligible person belongs to a consortium, the whole consortium will be excluded.

The EEA will not request consortia to have a given legal form in order to be allowed to submit a tender, but reserves the right to require a consortium to adopt a given legal form before the contract is signed if this change is necessary for proper performance of the contract. This can take the form of an entity with or

without legal personality but offering sufficient protection of the EEA's contractual interests (depending on the Member States concerned, this may be, for instance, an incorporation or partnership or a temporary association). Consortia must identify one of their members as coordinator who will interface with the EEA.

Each member of the consortium or group of service providers must fulfil the conditions for participation mentioned in sections 9.1 and 9.2 below and provide the required documents listed in these tender specifications. Therefore, each member of the consortium or group of service providers shall specify his role, qualifications and experience.

4.3. Sub-contracting:

A contractor may subcontract part of the services.

Tenderers must state what part of the work, if any, they intend to subcontract, and to what extent (% of the total contract value), specifying the names, addresses and legal status of the subcontractors.

Legal persons must provide a document containing a list of the professional qualifications of the subcontractors. If awarded the contract, contractors may not choose subcontractors other than those mentioned in the bids unless they obtain the prior written authorisation of the EEA. The overall responsibility for the work remains with the tenderer.

Contractors must ensure that Article II.17 of the draft framework contract (see annex 4 to these tender specifications) can be applied to subcontractors. Once the contract has been signed, Article II.13 of the above-mentioned draft framework contract shall govern the subcontracting.

5. Volume of contract

On the basis of the framework contract awarded, the company/companies will be engaged by the EEA through specific contracts for each separate service.

The maximum estimated value of the framework contract(s) over a maximum 48 months period is EUR 5 050 000 distributed as follows (the figures below are merely indicative):

Lot no.	Lot name	Financial ceiling
1	Strategic communication planning	EUR 300 000
2	Media monitoring	EUR 100 000
3	Communication through social media	EUR 500 000
4	Editing	EUR 300 000
5	Creative film production	EUR 1 000 000
6	Corporate branding and layout	EUR 600 000
7	Corporate video production	EUR 600 000
8	Multimedia productions, web design and	EUR 400 000
9	Events and exhibitions services	EUR 1 000 000
10	Dissemination	EUR 250 000

All reimbursable expenses such as travel and daily allowances are included in these amounts.

6. Price

The price quoted must be fixed and not subject to revision for the first year of duration of the contract.

From the beginning of the second year of duration of the contract, prices 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 EEA 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.

The revision shall be determined by the trend in the harmonised consumer price index published by the European Commission on Eurostat web page (Theme 2 – Economy and Finance; Prices; HICP – Harmonised Indices of Consumer Prices; HMIDX – Monthly data (index); GEO – Eurozone; COICOP cp00).

Revision shall be calculated in accordance with the following formula:

$$P_r = P_o \times (0,2 + 0,8 \times (I_r / I_o))$$

where

P_r = revised price;

P_o = price in the original tender;

I_o = index for the month in which the validity of the tender expires

I_r = index for the month corresponding to the date of receipt of the letter requesting a revision of prices.

Under Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities and the Headquarters Agreement between the European Environment Agency and the Government of Denmark of 17 August 1995, the EEA is exempt from all charges, taxes and dues, including value added tax; 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** (*inter alia* of administrative and travel costs, with the exception specified in section 3.4 above) and expressed in euro, 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.

The costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed.

7. Terms of payment

Payments shall be made upon delivery and approval of the services requested, within 30 calendar days upon receipt by the EEA of an invoice and any supporting documents relating to the services carried out. In the case of tasks where the contractor has to bear substantial upfront costs or the execution of the task stretches over a large period of time, payment in instalments may be agreed.

The payment periods shall be further detailed in each specific contract according to the particularities of the services concerned.

8. Contractual terms and guarantees

In drawing up his bid the tenderer should bear in mind the provisions of the standard framework contract attached as annex 4 to these tender specifications.

No financial guarantees are requested.

9. Criteria

9.1. Exclusion criteria

9.1.1. 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 EEA 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 EEA 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) 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.

The cases referred to in paragraph 9.1.1. (e) above shall be the following:

- (a) cases of fraud as referred to in Article 1 of the Convention on the protection of the European Communities' financial interests established by the Council Act of 26 July 1995 (OJ/C 316 of 27.11.1995, p. 48);
- (b) cases of corruption as referred to in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, established by Council Act of 26 May 1997 (OJ/C 195 of 25.6.1997, p. 1);
- (c) cases of involvement in a criminal organisation, as defined in Article 2(1) of joint Action 98/733/JHA of the Council (OJ/L 315 of 29.12.1998, p. 1);
- (d) cases of money laundering as defined in Article 1 of Council Directive 91/308/EEC (OJ/L 166 of 28.6.1991, p. 77).

Exclusion from awarding:

In addition, contracts may not be awarded to tenderers who, during the procurement procedure:

- (a) are subject to a conflict of interest;

Tenderers must declare:

- that they do not have any conflict of interest in connection with the contract; a conflict of interest could arise in particular as a result of economic interests, political or national affinities, family or emotional ties, or any other relevant connection or shared interest;
- that they will inform the EEA, without delay, of any situation constituting a conflict of interest or which could give rise to a conflict of interest;
- that they have not made and will not make any offer of any type whatsoever from which an advantage can be derived under the contract;
- that they have not granted and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept, any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal practice or involving corruption, either directly or indirectly, as an incentive or reward relating to the award of the contract.

The EEA reserves the right to verify the above information.

- (b) are guilty of misrepresentation in supplying the information required by the EEA as a condition of participation in the contract procedure or fail to supply this information;
- (c) find themselves in one of the situations of exclusion, referred to in paragraph 9.1.1. above, for this procurement procedure.

9.1.2. Evidence to be provided by the tenderers

When submitting their bids, each tenderer (including subcontractor(s) or any member of a consortium or grouping) must provide a declaration on their honour, duly signed and dated, stating that they are not in any of the situations mentioned under paragraph 9.1.1 above. For that purpose, they shall complete and sign the form attached as annex 1 to these tender specifications.

The tenderer to whom the contract is to be awarded shall provide within 15 calendar days following receipt of the letter informing him of the proposed award of the contract and preceding the signature of the contract, the evidence specified in the last but one paragraph of the form attached as annex 1 to these tender specifications confirming the declaration aforementioned.

9.2. Selection criteria

9.2.1. Legal Capacity

Any tenderer is required 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. To that effect, tenderers are required to submit an identification sheet (Annex 2) duly filled out and signed, accompanied by a copy of inscription in trade register and/or a copy of inscription in VAT register, where applicable.

9.2.2. Economic and Financial capacity

Proof of economic and financial capacity may be furnished by **(one or more of)** the following documents:

- (a) appropriate statements from banks or evidence of professional risk indemnity insurance;
- (b) 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;
- (c) a statement of overall turnover and turnover concerning the supplies or services covered by the contract during the last three financial years.

If, for some exceptional reason, which the EEA considers justified, the tenderer is unable to provide the references requested above, he may prove his economic and financial capacity by any other means which the EEA considers appropriate.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links, which it has with them. It must in that case prove to the EEA that it will have at its disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of those entities to place those resources at its disposal.

9.2.3. Technical and professional capacity

Tenderers should show their degree of technical and professional capacity to carry out the requested tasks by providing information on the two criteria described below. If several service providers/subcontractors are involved in the bid, each of them must have and show that they have the professional and technical capacity to perform the tasks assigned to them.

Selection criterion 1: Previous expertise and experience in carrying out the requested services

Tenderers must provide the following documents:

- List and description of main clients and services provided during the last three years indicating the value, date, and recipient of the services/products (public or private), relevant to the lot;
- CVs of the staff designated to perform the work including knowledge of language skills and indicating the required professional experience as follows:
 1. Senior consultants: minimum 3 CVs documenting a minimum of 5 years' experience as senior consultant relevant to the lot, including written skills in English;
 2. Junior consultants: minimum 3 CVs documenting a minimum of 2 years' experience as junior consultant relevant to the lot, including written skills in English;
 3. Technical assistant/secretarial support staff: minimum 1 CV documenting a minimum of 1 year experience relevant to the lot.
- Description of the tenderer's capacity to deliver services and products in English.

Selection criterion 2: Technical skills necessary to deliver the requested services or products

Tenderers must provide the following documents:

- List of the technical equipment and material available to meet the requirements of the relevant lot.
- If subcontracting of certain services/products is envisaged:

- Description of the services to be provided by the tenderer directly and those which may be subcontracted;
- Description of the measures to ensure quality control of the services/products provided by the subcontractor;
- Description of subcontractors already selected by the tenderer which may be used for certain types of work.

9.3 Award criteria

The assessment method which will be used to determine the choice of the bid for each lot will be based on the criteria given below, on the basis of the economically most advantageous tender (quality/price ratio):

- Quality of the tender (Technical merit – TM)
- Financial value of the tender (Price – P)

9.3.1. Strategic communication planning – Lot 1 (TM/P – 65/25)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 65 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) (max. 65, min. 42 points)

No	Award criteria	Maximum points (65)	Minimum points (42)
1	Experience in working with public institutions at the international level, with some awareness of how such institutions currently manage communications	15	10
2	Experience in: profiling target audiences; working with various communications products and activities; pre-testing, and evaluation	15	10
3	Awareness of, and ideally experience with, communication networks that could assist in multiplying EEA communications	15	10
4	Experience in analysing, developing and implementing internal communication structures and methods as strategic tool	15	10
5	Description of the environmental policy of the tenderer	5	2

B. Price (P) (max. 25 points)

Tenderers are requested to submit a financial offer giving the daily rate for (1) senior consultant and (2) junior consultant, the total of which will be taken into account for the price evaluation. For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{min}/P) \times 25$, where:

P_{min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

9.3.2. Monitoring of media coverage – Lot 2 (TM/P – 182/40)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 182 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) – (max. 182, min. 72 points)

No	Award criteria	Maximum points (182)	Minimum points (72)
	<i>Sub-criteria</i>		
1	Geographical area covered:	47	25
1.1	<i>EEA Member Countries (1 point for each EEA country)</i>	32	25
1.2	<i>Additional countries of interest to the Agency</i>	15	0
2	Type of media covered:	45	24
2.1	<i>Mainstream daily and weekly newspapers and news magazines</i>	10	5
2.2	<i>Radio and TV news bulletins and news magazine programmes</i>	10	5
2.3	<i>Internet-based news services</i>	5	3
2.4	<i>Specialised publications, including trade press and scientific journals</i>	5	3
2.5	<i>Specialised radio/TV programmes</i>	5	3
2.6	<i>Regional and local media covered in addition to national</i>	10	5
3	Form of service delivery:	15	5
3.1	<i>Listings of the monitoring results, including as a minimum the required data, delivered electronically in a format compatible with commonly available database software. Extra points given for the delivery of press cuttings (electronic or hardcopy) and audiovisuals files</i>	15	5
4	Frequency of service delivery:	15	5
4.1	<i>Real time/Daily/Weekly</i>	15	5
5	Access to results at will from the service's archive system	5	0
6	Service for evaluating the importance of each media mention based on a system using relevant criteria, such as size of readership or audience, position and length of article or broadcast, etc ...	15	8
7	Delivery of software tools enabling the EEA to stream the media monitoring results on the website	15	0
8	Access to a statistical module. Points given on the basis of functionalities and support offered	15	0
9	Description of the environmental policy of the tenderer	10	5

B. Price (P) (max. 40 points)

Tenderers are requested to submit a financial offer giving (1) the annual subscription fee for basic service (monitoring of web media + websites of major printed and audiovisual media in EEA member countries), and (2) the daily rate for senior consultant and (3) the daily rate for junior consultant (analytical services related to the press coverage (e.g. statistics, content analysis, etc ...)), the total average of which will be taken into account for the price evaluation in function of the following formula: $P = P_1 + (5 \times (P_2 + P_3) / 2)$, where:

P_1 = Annual subscription fee for basic service;

P_2 = Per day rate for senior consultant; and

P_3 = Per day rate for junior consultant.

For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{\min}/P) \times 40$, where:

P_{\min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

9.3.3. Communication through social media – Lot 3 (TM/P 75/25)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 75 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) (max. 75, min. 50 points)

No	Award criteria	Maximum points (75)	Minimum points (50)
1	Proven track record of strategic conceptualization, creative content development, implementation and maintenance of successful social media campaigns/initiatives with a focus on measuring their effectiveness	20	15
2	A short presentation demonstrating experience in services described under section 3.1.3 above to large private or public organisations. The presentation should include one or more concrete example(s) of contractual relationship with previous or current clients where similar expertise to that required by the EEA has been provided	15	10
3	Proven track record of market and target group research, strategy development, creativity and knowledge of various relevant technologies and success criteria establishment	15	10
4	Proven experience in social media activities as documented in a short presentation of representative reference projects undertaken by the tenderer (e.g. projects such as stakeholder and internal communication, campaigns, smaller initiatives, creative content development, and on-going maintenance of these)	15	10
5	Proven track record of knowledge, experience and integration of other traditional media channels into social media projects (e.g. PR, advertising, marketing, etc ...)	5	3

6	Description of the environmental policy of the tenderer	5	2
---	---	---	---

B. Price (P) (max. 25 points)

Tenderers are requested to submit a financial offer giving the daily rate for (1) senior consultant and (2) junior consultant, the total of which will be taken into account for the price evaluation. For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{min}/P) \times 25$, where:

P_{min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

9.3.4. Editing – Lot 4 (TM/P – 100/30)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 100 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) (max. 100, min. 76 points)

No	Award criteria	Maximum points (100)	Minimum points (76)
1	Proven experience and knowledge in editing, preferably using the Inter-institutional style guide as documented in a short presentation of representative reference projects undertaken by the tenderer	20	15
2	Description of the methodology applied by the tenderer to ensure efficient execution of tasks and prompt delivery of services	10	7
3	Proven track record of work with technical/scientific issues	15	12
4	Proven track record of work in an international context	15	12
5	Quality of sample editing (*)	15	12
6	Composition, multi-discipline and complementarities of the proposed team	20	15
7	Description of the environmental policy of the tenderer	5	3

(*) The sample task is attached as Annex 6 to these tender specifications.

B. Price (P) (max. 30 points)

Tenderers are requested to submit a financial offer giving the daily rate for (1) senior consultant and (2) junior consultant, the total of which will be taken into account for the price evaluation. For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{min}/P) \times 30$, where:

P_{min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

9.3.5. Creative film production – Lot 5 (TM/P 58/40)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 58 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical Merit (TM) (max. 58, min. 35 points)

No	Award criteria	Maximum points (58)	Minimum points (35)
1	Proven general experience in producing documentaries with an environmental angle both in terms of interviewing the involved people and the provision of footage to support the stories as documented in a short presentation of a representative reference project undertaken by the tenderer	8	5
2	Proven experience in editing final versions of documentaries as documented in a short presentation of a representative reference project undertaken by the tenderer	8	5
3	Proven experience in working under difficult circumstances and in remote areas as documented in a short presentation of a representative reference project undertaken by the tenderer	8	5
4	Access to editing services in the EEA vicinity	8	5
5	Experience writing short stories on environmental subjects	7	4
6	Proven access to distribution companies and TV networks	7	4
7	Access to high quality photographers preferably with experience in the environmental field	7	4
8	Description of the environmental policy of the tenderer	5	3

B. Price (P) (max. 40 points)

Tenderers are requested to submit a financial offer giving (1) the daily price per film team, including all costs for equipment (light, camera, sound, etc..) but excluding travel costs, (2) the daily price for editing services, including costs for equipment but excluding travel costs and (3) the daily price for development and editing of written stories, the total average of which will be taken into account for the price evaluation in function of the following formula: $P = ((3 \times P_1) + (2 \times P_2) + P_3) / 3$), where:

P_1 = daily price per film team on location including equipment;

P_2 = daily price for editing services including equipment; and

P_3 = daily price for development and editing of written stories.

For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{min}/P) \times 40$, where:

P_{min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

9.3.6. Corporate branding and layout - Lot 6 (TM/P – 95/40)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 95 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) (max. 95, min. 68 points)

No	Award criteria	Maximum points (95)	Minimum points (68)
1	Proven experience in corporate design development as documented in a short presentation of a representative reference project undertaken by the tenderer	20	15
2	Proven experience in layout work as documented in a short presentation of a representative reference project undertaken by the tenderer	20	15
3	Proven track record of work in an international context	15	10
4	Proven experience in corporate branding and layout activities as documented by project samples (3 to 5) undertaken by the tenderer with a detailed description of the work carried out and the resources employed	30	23
5	Composition and multi-discipline and complementarities of the proposed team	5	3
6	Description of the environmental policy of the tenderer	5	2

B. Price (P) (max. 40 points)

Tenderers are requested to submit a financial offer giving the daily rate for (1) senior consultant and (2) technical assistant/secretarial support staff, the total of which will be taken into account for the price evaluation. For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{min}/P) \times 40$, where:

P_{min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

9.3.7. Corporate video production work – Lot 7 (TM/P – 75/25)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 75 points. Only tenders which obtain the indicated minimum number of points, both for each award

criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) (max. 75, min. 52 points)

No	Award criteria	Maximum points (75)	Minimum points (52)
1	Proven experience and knowledge in video production as documented in a short presentation of a representative reference project undertaken by the tenderer	20	15
2	Quality and relevance of previous work with environmentally related issues as documented in a short presentation of a representative reference project undertaken by the tenderer	20	15
3	Proven track record of work in an international context	15	10
4	Quality of sample synopsis/storyboard (*)	10	7
5	Composition, multi-discipline and complementarities of the proposed team	5	3
6	Description of the environmental policy of the tenderer	5	2

(*) The sample tasks are attached as Annex 8 to these tender specifications.

B. Price (P) (max. 25 points)

Tenderers are requested to submit a financial offer giving the daily rate for:

- (1) filming on location with a crew (2 persons: cameraman taking care of light and sound and a producer), including equipment but excluding per diems and travel costs;
- (2) offline editing;
- (3) online editing;
- (4) project management (this might also include concept development and scripting),

the total of which will be taken into account for the price evaluation.

For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{min}/P) \times 25$, where:

P_{min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

**9.3.8. Multimedia productions, web design and graphic support services (audiovisual production)
Lot 8 (TM/P – 80/25)**

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 80 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) (max. 80, min. 58 points)

No	Award criteria	Maximum points (80)	Minimum points (58)
1	Proven experience and knowledge in web design, user-centered design and usability testing. Proven experience with HTML, CSS, Ajax (jQuery), CMS styles, preferably with the Plone CMS system as documented in a short presentation of representative reference projects undertaken by the tenderer	20	15
2	Proven experience in multimedia productions services as documented by project samples (3 to 5) undertaken by the tenderer with a detailed description of the work carried out and of the resources employed	30	23
3	A description of the measures employed to ensure the quality of the deliverables and services (quality control). Details of any accreditation that the service provider holds. If no accreditation held, a description of any quality assurance policy will suffice	25	18
4	Description of the environmental policy of the tenderer	5	2

B. Price (P) (max. 25 points)

Tenderers are requested to submit a financial offer giving the daily rate for (1) senior consultant and (2) junior consultant, the total of which will be taken into account for the price evaluation. For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{\min}/P) \times 25$, where:

P_{\min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

9.3.9. Events and exhibitions services – Lot 9 (TM/P – 105/40)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 105 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) (max. 105, min. 71 points)

No	Award criteria	Maximum points (105)	Minimum points (71)
1	Proven experience and knowledge in events production as documented in a short presentation of representative reference projects undertaken by the tenderer	20	15
2	Proven experience and knowledge in exhibition production as documented in a short presentation of representative reference projects undertaken by the tenderer	20	15

3	Quality and relevance of previous work with technical/scientific issues as documented in a short presentation of representative reference projects undertaken by the tenderer	15	10
4	Proven track record of work in an international context	15	10
5	Proven experience in working with diverse target groups as documented in a short presentation of representative reference projects undertaken by the tenderer	15	10
6	Creative quality of proposal in event sample task (*)	5	3
7	Creative quality of proposal in exhibition sample task (*)	5	3
8	Composition, multi-discipline and complementarities of the proposed team	5	3
9	Description of the environmental policy of the tenderer	5	2

(*) The sample task is attached as Annex 9 to these tender specifications.

B. Price (P) (max. 40 points)

Tenderers are requested to submit a financial offer giving (1) the daily rate for senior consultants, (2) the daily rate for technical assistant/secretarial support staff, (3) the cost for a sample exhibition and (4) the cost for a sample event, the total of which will be taken into account for the price evaluation in function of the following formula: $P = ((10 \times P_1) + (10 \times P_2)) + P_3 + P_4$, where:

P_1 = daily rate for senior consultant;

P_2 = daily rate for technical assistant/secretarial support staff;

P_3 = cost for a sample exhibition; and

P_4 = cost for a sample event.

For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{min}/P) \times 40$, where:

P_{min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price.

9.3.10. Dissemination – Lot 10 (TM/P – 75/45)

Tenders will be evaluated following the award criteria and weights outlined below, producing a total score of maximum 75 points. Only tenders which obtain the indicated minimum number of points, both for each award criterion and in total, will be considered for the next stage, which involves determining the financial value of the tender (price index) and for the final assessment.

A. Technical merit (TM) (max. 75, min. 58 points)

No	Award criteria	Maximum points (75)	Minimum points (58)
1	Quality and relevance of the proposed approach and methodology to improve the dissemination work of the EEA	15	12

2	Experience with research, compilation and maintenance of international address databases in various data formats. Particular emphasis given to experience that is deemed helpful to understand the EEA demands and the objectives of the framework contract	20	15
3	Addressee profile of entries, geographical coverage and functionalities of database already held by the tenderer	15	12
4	Project management and availability in view of managing a project of this nature and the availability of the resources for the timely, speedy and quality completion of the contractual tasks	15	12
5	Description of the environmental policy of the tenderer	10	7

B. Price (P) (max. 45 points)

Tenderers are requested to submit a financial offer giving (1) the annual fixed subscription cost for access to and use of the tenderer's address database, (2) the daily rate for senior consultant and (3) the daily rate for junior consultant, the total of which will be taken into account for the price evaluation in function of the following formula: $P = P_1 + P_2 + P_3$, where:

P_1 = annual subscription cost for access and use of the tenderer database;

P_2 = daily rate for senior consultant; and

P_3 = daily rate for junior consultant.

For that purpose, tenderers shall complete the price quotation attached as annex 3 to these tender specifications.

Tenders will score points in function of the following formula: $P = (P_{\min}/P) \times 45$, where:

P_{\min} = the price of the lowest tender received

P = the price of the tender being considered

The contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price ($\Sigma TM + P$). Should tenders obtain the same final score and tie for first place, the winning tender will be decided on the basis of the highest score achieved for price..

10. General comments

Tenders should preferably be drafted in English (supporting evidence does not need to be translated), in triplicate (one original unbound and two copies) and must comprise:

- A section giving the technical offer and a section giving the financial offer drawn up in accordance with the price quotation attached as Annex 3 to these tender specifications, each of which must be submitted separately.
- Technical offer(s) shall address all the mandatory requirements and the points included in the selection and the award criteria.
- Tenders from consortia of firms or groups of service providers must specify the role, qualifications and experience of each of the members of the consortium or of the group and contain a letter of intent to form a consortium from each partner. The same requirements apply for subcontracting.
- Declaration on exclusion criteria and documents on selection criteria must be supplied by each member of the consortia of firms or groups of service providers submitting a single tender. The same requirements apply for subcontracting.

11. 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.

12. Annexes

Annex 1: Declaration on exclusion criteria

Annex 2: Identification sheet

Annex 3: Price quotation

Annex 4: Draft framework contract and specific contract

Annex 5: Reimbursement of travel expenses

Annex 6: Sample tasks for Lot 4 – Editing

Annex 7: Sample tasks for Lot 7 – Corporate video production work

Annex 8: Sample tasks for Lot 9 – Events and exhibitions services