



Tender specifications

Framework contract(s) for layout and design services to support the European Environment Agency (EEA) publication programme

Open call for tenders EEA/OSE/10/007

1. Title of the contract

Framework contract(s) for layout and design services to support the European Environment Agency (EEA) publication programme.

2. Purpose and context of the contract

EEA aims to support sustainable development and to help achieve significant and measurable improvement in Europe's environment through the provision of timely, targeted, relevant and reliable information to policy-making agents and the public.

To achieve this mandate the European Environment Agency issues a number of publications each year in various language versions.

More information about the Agency and its publications can be found at www.eea.europa.eu.

The purpose of this call for tender is to establish a framework agreement with a contractor who can support the publication programme by providing the Agency with;

- Lot 1: Layout services
- Lot 2: Design services

Lot 1 covers the layout of EEA's publications, mainly based on Adobe InDesign templates provided by EEA, resulting in PDF files for print and in web-optimised PDF files.

Lot 2 covers support to further develop the EEA publications programme by designing and developing new templates for both paper and web publishing.

Tenderers may place an offer for either Lot 1 or Lot 2 or for both lots, but a separate bid should be submitted for each individual lot, specifying the number of the lot and comprising a section giving the technical offer and a section giving the financial offer for each individual lot (hence two separate price quotations drawn up in accordance with annex 3 to these tender specifications). 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 the tender specifications (i.e. signed declaration on exclusion criteria and identification sheet), need though to be submitted only once.

The offers for each lot will be evaluated separately.

3. Type and volume of the contract

The successful company will be offered a framework contract with the Agency for a period of two years with the possibility of two renewals of one year each.

On the basis of this framework contract, order forms will be issued detailing the amount of services to be purchased. The estimated value of the framework contract(s) over a maximum four-year period is **EUR 800,000** (approximately EUR 400,000 for each lot).

4. Location of work

The need to provide high-quality material within a short turnaround time often requires direct consultation between the Agency and the consultant carrying out the actual work on a face-to-face basis to discuss, clarify and finalise layout and design issues.

Consequently, to meet this need for each lot, the successful tenderer will be required to offer the possibility of providing the services within easy reach of Copenhagen and, when necessary, to work intramural at EEA premises.

5. Subject of the contract

For lot 1:

The successful contractor will be required to lay out publications in accordance with EEA style guidelines, which are available at <http://www.eea.europa.eu/about-us/documents/corporate-identity-manual>

Original documents will be mainly in Microsoft Word format, currently MS Word 2003 under Windows. Text is normally combined with graphs and tables, and other illustrative material such as maps and photos.

For lot 2:

The successful contractor will be required to design new products such as State of the environment reports (on both paper and web), brochures, posters and flyers.

This must be done both in accordance with the EEA style guidelines which are available at <http://www.eea.europa.eu/about-us/documents/corporate-identity-manual>, as well as through further development of the style guide. The designs shall be implemented as Adobe InDesign templates.

6. Prices

The prices quoted must be fixed and not subject to revision during 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 Agency shall purchase on the basis of the prices in force on the date on which orders are signed. Such prices shall not be subject to revision.

This 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 – Harmonized Indices of Consumer Prices; HMIDX – Monthly data (index); GEO – Eurozone; COICOP cp00).

Revision shall be calculated in accordance with the following formula:

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

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.

Under Articles 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, the Agency 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 prices tendered must be **all-inclusive** (i.e. include all relevant costs) and all expenditure (management and administrative costs, etc.) and expressed in euro. The costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed.

7. Contractual Terms

In drawing up a bid, the tenderer should bear in mind the provisions of the standard framework contract attached to this invitation to tender.

8. Criteria

8.1. Exclusion Criteria

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) 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 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 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.

The EEA may waive the obligation of a tenderer to submit documentary evidence that he is not in one of the situation referred to above if such evidence has already been submitted to it for the purpose of another procurement procedure and provided that the documents are no more than one year old starting from their issuing date and that they are still valid.

In such a case, the tenderer shall declare on his honour that the documentary evidence has already been provided to the EEA in a previous procurement and confirm that no changes in his situation have occurred. The tenderer shall indicate in his tender all the reference necessary to allow the EEA services to check this evidence.

8.2. Selection Criteria

(a) Legal status – for both Lot 1 and Lot 2

Evidence that the tenderer is authorised to perform the contract under national law shall be furnished by copy of documents confirming the tenderer's:

- inclusion in a trade register

and/or

- VAT registration.

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

(b) Financial capacity – for both Lot 1 and Lot 2

Evidence of economic and financial capacity shall be furnished **by one or more** of the following documents. If you cannot provide these references please prove your economic and financial capacity by means of other documentation available to you, and explain why you cannot present the requested information.

- 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 and turnover concerning the works, supplies or services covered by the contract during a period which may be no more than the last three financial years.

(c) Technical capacity

For both Lot 1 and Lot 2:

Evidence that the tenderer has the technical capacity to carry out the services shall be furnished on the basis of the following:

- a description of the principal services provided and supplies delivered in the past three years, with the sums, dates and recipients, public or private showing that the business activity of the company is relevant from the standpoint of the task in question.
- confirmation that the contractor is able to handle between one and (currently) 26 European language versions of a document (this number may increase during the four-year period).
- a description of the technical equipment and tools to be employed by the contractor confirming the company's appropriateness to perform the tasks.
- a description of the way the quality of work will be guaranteed despite often being faced with tight deadlines.
- Samples (electronic source and paper output) of earlier products (one copy of 3 to 5 samples) developed by the tenderer using Adobe CS software, for example reports, brochures and posters, or reference to on-line products and services.

The tenderer must provide CVs of the service providers' educational and professional qualifications and/or those of the firm's managerial staff and, in particular those of the persons responsible for providing the services. The consultants must have at least three years experience and junior consultants at least one year experience in use of Adobe InDesign, Photoshop and Illustrator.

The consultant's must be able to work in the versions of Adobe InDesign, Photoshop and Illustrator programs used by EEA (currently the CS4 version under MS Windows). It is a prerequisite that they will upgrade to new versions according to future EEA requirements.

The tenderer must be able to receive, transmit and access material through internet-based services (FTP servers, etc).

8.3. Award criteria

For both lots:

A framework contract will be awarded to the economically most advantageous tender in each lot taking account of the following criteria:

8.3.1. Technical merit (TM) (50 points maximum / 30 points minimum)

- (1) Quality of samples of earlier work submitted with the tender (30 points maximum / 18 points minimum)
- (2) Customer services, including response time, flexibility and the ability to provide immediate services (10 points maximum / 6 points minimum)
- (3) The environmental friendliness of the company as described in the tender documents, for example in an adopted Environmental policy or implemented environmental management system (10 points maximum / 3 points minimum)

Tenders reaching the required minimal will be ranked according to:

Technical merit (TM) = 1 + 2 + 3

Tenders scoring less than the required minimal for technical merit will not be considered further.

8.3.2. Price (50 points maximum)

The price quoted must be all-inclusive and expressed in euro. Tenderers shall complete the price quotation attached as Annex 3 to these tender specifications giving the prices for:

For lot 1:

- P₁: per page for layout in InDesign based on MS Word source files (50%)
- P₂: per hour for table/graph layout in Illustrator based on MS Excel data files (25%)
- P₃: per hour for correcting proofs and ad hoc layout requests (25%)

Under Lot 1, the price quoted for layout in InDesign based on MS Word source files (P₁) shall be the price per page as this is for straightforward layout work (text only), whereas more complex work such as table/graph layout in illustrator based on MS Excel data files shall be quoted as price per hour (P₂).

For Lot 2:

- P₁: per hour for design (50%)
- P₂: per hour for developing templates (50%)

A template is a document/support that the service provider implementing the layout can use over and over again, while ensuring that the same result, 'look and feel' and identity is maintained (paragraph, styles, page set-up, column widths, etc ... This applies to both covers and contents.

Under lot 2, the price for further development of the style guide would logically be split between P₁ and P₂ in the price quotation and hence not a separate item itself.

The percentage for each price offer shows the relative weight when awarding points for price.

Tenders will score points in function of the following formula:

For lot 1: $P = ((UP_{1\ min}/UP_1 \times WF_1) + (UP_{2\ min}/UP_2 \times WF_2) + (UP_{3\ min}/UP_3 \times WF_3)) \times 50 / 100$

For lot 2: $P = ((UP_{1\ min} / UP_1 \times WF_1) + (UP_{2\ min}/ UP_2 \times WF_2)) \times 50 / 100$

Where:

UP_{min} = the unit price in the price quotation of the lowest tender received for the lot

UP = the unit price in the price quotation of the tender being considered for the lot

WF = weighting factor of the unit price

8.3.3. Final assessment

A framework contract will be awarded to the tenderer whose tender achieves the highest total score for technical merit and price (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. Performance

Competence in both selection and award criteria must be maintained throughout the contract. Should the contractor fail to do this during the validity of the framework contract, another vendor from the tenders may be chosen.

10. General comments

Tenders should preferably be drafted in English (supporting evidence does not need to be translated), in triplicate (one original 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,
- Technical offer(s) shall address all the mandatory requirements and the points included in the selection and the award criteria
- Tenders from consortium of firms or groups of service providers must specify the role, qualifications and experience of each of the members 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 and documents on selection criteria must be supplied by each member of the consortium of firms or groups of service providers submitting a single tender.
- If subcontracting is envisaged, the tender should provide a description of the services to be subcontracted and their scope.

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 draft order form