

Technical specifications

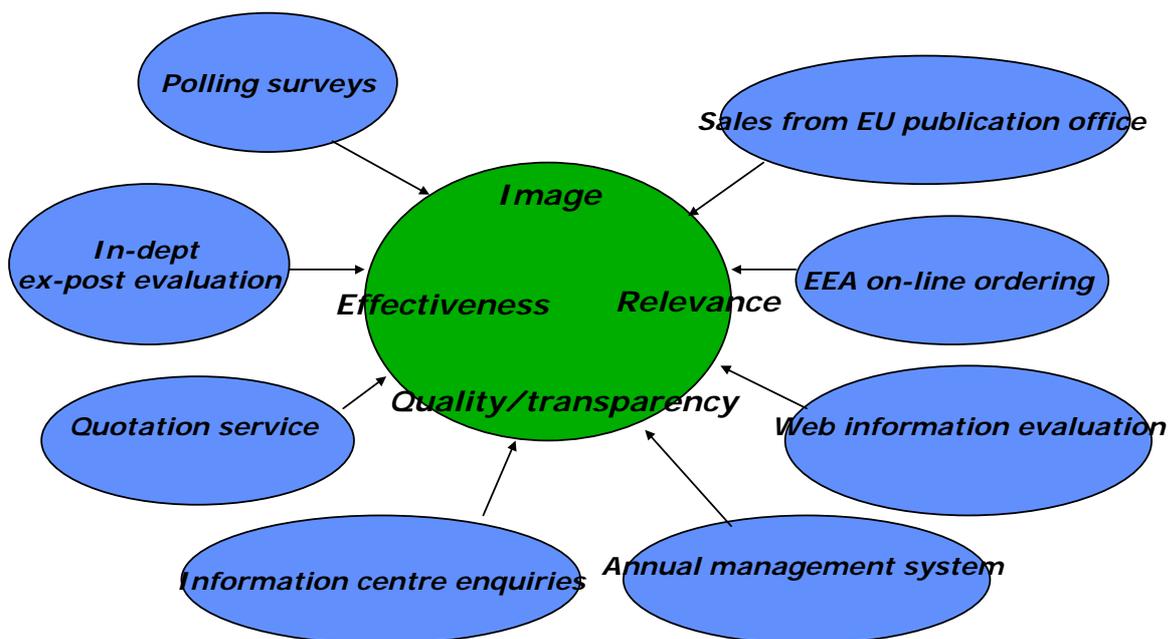
Framework contract for performing evaluation of EEA products and services through polling surveys

1. Background information

In the 2003 report from the Commission to the Council on the EEA review, the Agency is encouraged to systematically evaluate the quality and impacts of products and services. Also, the Arthur Andersen EEA review in 2000 indicated that the Agency should better identify its target users and understand their use of information including follow-up on impacts of products and services. Furthermore, the new financial regulation requires the EEA to regularly carry out ex-ante and ex-post evaluations of programmes or activities in order to improve decision-making by contributing to the effectiveness of activities/projects.

In this context, the EEA is in the midst of establishing an evaluation framework for measuring EEA products and services. The framework is designed with four focus areas: image, relevance, effectiveness and quality/transparency. Image focuses on the EEA as a whole and the other three dimensions on specific EEA products and services. Under each focus area sub-groupings have been identified each with a consistent set of questions (attached at the end of this document). A shortlist of these questions will be selected for each polling survey. The consistent messages in the questions will allow us to benchmark in the future. Answers to these questions will be accommodated through various sources of information that will feed into the focus areas (Figure 1), of which some are already existing in-house and others have to be developed. The latter include polling surveys, in-depth ex-post evaluations and a quotation monitoring service. The quotation monitoring service will be carried out under a separate contract in 2005.

Figure 1: EEA evaluation framework



The information received from the various sources of information will be recorded in an established EEA database developed around the four focus areas: image, relevance, effectiveness and quality/transparency. The *image* of EEA is expected to be uncovered through questions referring to the visibility of the EEA, to what extent our clients are aware of our working area, and us including questions referring to our reliability and lastly the user-friendliness of our information. *Relevance* will primarily consist of questions referring to whether our outputs are in line with the priorities of the clients' policy, strategy and agenda, if the outputs are timely delivered, and whether they are the right type. *Effectiveness* will be looking at our initial and long-term impacts. Initial impacts concern the immediate demand and use of our products and services, i.e. to what extent they are used in the daily work of the customers and in events such as meetings, conferences, etc. Long-term impacts focus on the longer-term use, i.e. to what extent EEA products and services have been taken up in policy-making processes and their effects on the environment. The *quality/transparency* dimension should elaborate on the methods we are applying, the data material we provide, and the presentational aspects of our products and services.

Two polling surveys are being carried out in 2004 addressing desk officers as well as politicians in EU and national institutions/organisations.

2. Description and objectives of the contract

The *objective* of this framework contract is to evaluate EEA products and services through polling surveys (telephone interviews or face-to-face interviews). The target groups (customers) to be addressed are:

- EU politicians and desk officers (European Commission and European Parliament)
- Politicians and civil servants from EEA member countries
- Research institutions, academia
- Non-governmental organisations
- The business world
- General public

In 2005, two polling surveys are expected to be carried out addressing EU and national politicians and desk officers, research institutions and academia, non-governmental organisations, and the business world. Polling surveys are expected to be carried out annually.

3. Purpose of the call for tender

To establish a framework contract with a service provider who can perform polling surveys. Polling surveys will focus on the first elements in the casual chain, i.e. whether a report is read or used in the daily work by our customers.

4. Tasks

In 2005, the work is planned to essentially focus on:

Polling surveys:

- a. Carrying out one polling survey (telephone interviews and/or face-to-face interviews) testing 1-5 EEA outputs on EU and national politicians and desk officers.
- b. Carrying out one polling survey (telephone interviews and/or face-to-face interviews) to be carried out testing 1-5 EEA outputs on research institutions/academia, non-governmental organisations, and the business world.
- c. On the basis of the interviews, providing a succinct report (max 10 pages) for each survey summarising the results using the grading system defined in the 'questions overview paper' (attached at the end of this document). The contractor may be requested to fill part of the information from the polling survey directly into a database or similar system developed in the EEA.

In performing the tasks the contractor should take into consideration the following requirements with reference to the "Questions overview" paper attached:

- a. Cover the following evaluation focus areas: image, relevance, effectiveness, and quality/transparency.
- b. Select and use a subset of the questions in agreement with the EEA.
- c. Apply the grading system.
- d. Provide a representative list of potential respondents to be interviewed, which is to be shared with the EEA before undertaking the polling survey;
- e. Provide a list of other relevant stakeholders that could be part of the evaluation activities;
- f. Study the selected EEA outputs and obtain an understanding of their significance before undertaking evaluations.

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

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

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

5. Expertise

To support the above activities, the contractor is expected to provide a thorough expertise on polling surveys. The contractor should have the sufficient capacity to carry out interviews in the range of 100-150 in a short period. Moreover, the contractor should have experience in working with the European Parliament and the European Commission.

6. Organisation and location of work

The work will be carried out at the contractor's premises, in regular contact with the relevant EEA Project Manager. The contractor will be working closely with EEA staff.

7. Time schedule

The framework contract will run over a period of two years (24 months) following its signature, with the possibility to renew it twice, each time for a period of 12 months, its maximum duration not exceeding 4 years in total.

The work activities are to be detailed in specific agreements and the respective timetable will be agreed in discussion with the respective EEA Project Manager.

8. Reports and documents to be submitted

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

The reporting language is English. The word processor should be Word. All materials are to be delivered in a format compatible with the EEA computer system.

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

9. Prices

The contractor will be expected to offer the services at specified rates (i.e. price in EUR per telephone and face-to-face interview, respectively) according to the levels of expertise and experience offered (i.e. senior and junior contractor, respectively). The information should include an estimate of the number of telephone interviews that can be carried out per day, with an interview duration of maximum 20 minutes.

Travel and subsistence expenses likely to be incurred in the course of execution of the contract (for short-term missions to EEA and elsewhere) are to be excluded from these rates and indicated separately.

Travel and subsistence costs for *short-term* missions to EEA or elsewhere shall be agreed under the specific agreements and shall be included in the amount of each specific agreement.

In drawing up the bid, the tenderer should bear in mind the provisions of the General Terms and Conditions applicable to contracts awarded by the EEA and of the draft framework contract and draft specific agreement.

10. Selection criteria

Tenderers must provide the following documentation:

Legal position

- Identification sheet (Annex III) duly filled out and signed;
- Copy of inscription in trade register, where applicable;
- Copy of inscription in VAT register.

Economic and financial capacity

- 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 operation is established;
- A statement of overall turnover and turnover concerning the services covered by the contract during a period which may be no more than the last three financial years.

Exclusion criteria

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 (please see General terms and conditions applicable to contracts, Art. 2 (2)) apply to the tenderer.

Technical capacity

- A list of comparable services and projects performed over recent years;
- Detailed CVs of the tenderer, in particular those of the person or persons responsible for providing the services. Tenders from consortiums of firms or groups of service providers shall specify the role, qualifications and experience of each member or group;
- Information on the tenderer's working languages and proof of the tenderer's ability to submit edited reports in English;
- An indication of the proportion of the contract, which the tenderer may intend to subcontract.

11. Contract awarding criteria

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

- A) Proven experience and good knowledge in polling surveys (35 points);
- B) Proven knowledge and experience in evaluation methodologies (20 points);
- C) Proven track record of work with the European Commission, the European Parliament and other relevant stakeholders (35 points);

- D) Composition and qualifications of the team (10 points);
- E) Price.

To be selected, tenders will have to obtain a minimum of 30 points for criterion 'A', a minimum of 15 points for criterion 'B', a minimum of 30 points for criterion 'C' and a minimum of 8 points for criterion 'D' (cf. criteria listed above).

(* The economically most advantageous tender will be the one which receives the highest score when the total number of points awarded is divided by the average value of the daily fees for senior and junior consultants.

12. Contract details

The winning tenderer will be awarded a framework contract for two years with the possibility of renewal twice, provided that the criteria in the call for tender are constantly met.

Specific agreements will be issued under the framework contract as and when needed.

Terms of payment will be agreed in the specific agreements that will be concluded under the framework contract.

Questions overview

Focus		Framework for Evaluation		
Focus area	Focus area differentiation	A. Quantifiable questions – feeding into the (BSC)	B. Qualitative questions – feeding into in depth analyses	Target Group
IMAGE				
Awareness	Working area	A) How well you know what the EEA is supposed to do? (1-5; 1 equals very well and 5 equals very little).	B) Please give ex. - SoE ¹ - Indicators - Environmental assessments - Environmental reporting - Policy analyses - Scenario's - Other	All
	Current activities	A) How familiar are you with recent EEA activities? (1-5; 1 equals very well and 5 equals very little).	B) Please give ex. of some of last years activities - SoE - Indicators - Environmental assessments - Environmental reporting - Policy analyses - Scenario's - Other	All
		A) To what extent do you keep up to date with EEA activities? (1-5; 1 equals very well and 5 equals very little).	B) Please specify - Networking - Media - Interactive - Events - Other	All
	Institutional setting	A) How familiar are you with the difference between EEA, and other EU environment institutions? ² (1-5; 1 equals very well and 5 equals very little).	B) Could you briefly describe it?	All

¹ State of the Environment reports (SoE)

² Choice of EU vs. national context will depend on the target group. People from National institutions should thus situate us in the context of the EU, whereas EU employees should describe us in relation to national institutions.

	Institutional preference		A) Which organisation/ institution do you normally turn to, if you need information on environmental issues? B) Please specify - JRC ³ - UNEP - OECD - FAO - EIA ⁴ - National ones - Other	All
<i>Reliability</i> ⁵	Distance between intentions and action	A) To what extent do you find that the EEA realises the intentions/promises in its projects? ⁶ (1-5; 1 equals very high and 5 equals very low).	B) Please explain in what ways/ give an example?	A, B, D, F
	Reputation ⁷	A) How would you rate EEA's reputation? (1-5; 1 equals very high and 5 equals very low).	B) How many experiences did you have with the EEA during the past couple of years? ⁸	A, B, D, F
	Effectiveness	A) To what extent do you find that the EEA effectively delivers information products and services? (1-5; 1 equals very high and 5 equals very low).	B) What is effectiveness to you? - Timely - Targeted - Relevant - Reliable - Other	

³ Joint Research Centre.

⁴ International Energy Agency.

⁵ This section requires the use of a clear/ uniform ranking system. A five-fold ranking system (1-5; 1 equals very high and 5 equals very low) seems to be a good solution.

⁶ The answer to this question presupposes that the respondent knows what EEA intentions are.

⁷ It requires least one positive response in focus area 'Awareness': 'institutional setting' to address these questions. If people are unaware of EEA's existence, it makes no sense to ask about the way in which they perceive our reliability.

⁸ This question should serve as a control question, i.e. it should be formulated in a manner, which enables us to verify/ double check whether EEA's institutional clout does play a role in people's perception/ use of our products?

	Quality of products and services	A) To what extent do you find that the EEA delivers good quality products and services? (1-5; 1 equals very high and 5 equals very low).	B) What is good quality to you? - Good theoretical basis - Logic/consistent method - Solid data basis - Easily understandable presentations - Other	
Visibility ⁹		A) To what extent did you learn about the EEA through?		All
	Net-working	A) Networking? (1-5; 1 equals very much and 5 equals very little).	B) Please specify - Professional - Personal	
	Media	A) The media? (1-5; 1 equals very much and 5 equals very little).	B) Please specify - Environment news services/alerts - Newspapers - Radio/Television	
	Products & Services	A) EEA information products and services? (1-5; 1 equals very much and 5 equals very little).	B) Please specify - Printed products - Website - Information Centre services	
	Events	A) An event? (1-5; 1 equals very much and 5 equals very little).	B) Please specify - Meetings - Workshops - Conferences	
		A) Other? (1-5; 1 equals very much and 5 equals very little).	B) Please specify	

⁹ It requires at least one positive response in focus area 'Awareness' to address these questions. If people are unaware of our existence, it makes no sense to ask where/ how they got to know us.

<i>User-friendliness</i>	Information Centre (IC) services	A1) Have you made use of EEA IC services? (yes/no) A2) If yes, to what extent did you find the services user friendly? (1-5; 1 equals very high and 5 equals very low).	B) What is user friendliness to you? - Accessible - Informative - Free material - Response time - Service minded - Other	All
	Web services	A1) Have you made use of EEA web services? (yes/no) A2) If yes, to what extent did you find the services user friendly? (1-5; 1 equals very high and 5 equals very low).	B) Please specify - Accessible - Informative - Well organised - Good search function - Notifications - Other	All
	EEA experts	A1) Have you had any contact with EEA experts? (yes/no) A2) If yes, to what extent did you find the experts accessible? (1-5; 1 equals very high and 5 equals very low).	B) Please specify - Accessible - Informative - Knowledgeable - Response time - Service minded - Other	A, B, D
	Printed Products	A1) Have you made use of any EEA printed products? A2) If yes, to what extent did you find the products user friendly? (1-5; 1 equals very high and 5 equals very low).	B) Please specify - Informative - Knowledgeable - Understandable - Well organised - Clear language - Other	All

Focus area	Focus area differentiation	Questions (Q) – BSC	Questions (Q) – Effectiveness evaluation	TG
RELEVANCE				
Priorities of client		A) To what extent did the EEA output meet your information needs? (1-5; 1 equals very well and 5 equals very little).	B) Please specify whether the output met long term or short term needs?	A, B
Timely		A) To what extent was the output delivered in time to meet your information needs? (1-5; 1 equals very well and 5 equals very little).		A, B
Type ¹⁰ of product/ service		A) To what extent did the format ¹¹ of the output meet your information needs? (1-5; 1 equals very well and 5 equals very little).	B) Please specify - Overview document - Background document - Data - Comparative approach - Other	All
Future work			B) In what way(s) could the EEA meet your information needs better? Regarding: - Priority/ focus - Timeliness - Format - Other	A, B

¹⁰ Type of product/ services include: a) press releases; b) briefings; c) summaries; d) EEA reports; e) technical reports; f) data service; g) databases and h) web portals.

¹¹ 'Format', in this context, is used to assess the appropriateness of EEA 'product types'. It could refer to e.g. overview document (easily accessible), background (theory/ solid knowledge base), data (more), or a strengthening of comparative focus (time/ space - methodology).

Focus area	Focus area differentiation	Questions (Q) - BSC	Questions (Q) – Effectiveness evaluation	TG
EFFECTIVENESS				
Initial impacts				
<i>Demand</i>	IC enquiries	N/ A		
	Media enquiries	N/ A		
	Sales	N/ A		
	On-line ordering	N/ A		
	Web hits, etc.	N/ A		
	Exhibitions	N/ A		
<i>Use¹²</i>	Daily work	A) To what extent did you use the EEA output in: - Your own work? - Collaboration with others? - Information dissemination, e.g. to colleagues/ networks? - Meetings/ Workshops/ Conferences? (1-5; 1 equals very much and 5 equals very little).	B) For what purpose(s) did you use the EEA output? - Policy-making/ legal purposes - Report prep. - Event prep. - Event intervention - Teaching - Info dissemination - General interest - Other	A, B
		A) How well do you recall the main messages from the output? (1-5; 1 equals very well and 5 equals very little).	B) Please specify	A, B
	Media coverage	N/ A		
	Coverage in other media	N/ A		
Long-term impacts¹³				
<i>Use</i>	Policy-making	A) To what extent did the use of the EEA output support the development of any concrete measures? (1-5; 1 equals very much and 5 equals very little).	B) E.g. is it reflected in any - Policy document - Legal document - Other	A, B

¹² These questions provide the basis for following up with the questions in Focus area 'Long-term impact': 'Use' and 'Environmental effects'.

¹³ It requires least one positive response in focus area 'Short-term impact'/ 'Use' to address these questions.

	Admin. case work	A) To what extent did the use of the EEA output support the development of any concrete measures? (1-5; 1 equals very much and 5 equals very little)	B) E.g. is it reflected in any - Working document - Other	A, B
	Research	A) To what extent did the use of the EEA output support the development of any concrete measures? (1-5; 1 equals very much and 5 equals very little)	B) E.g. is it reflected in any - Research document - Other	D
<i>Environmental effects</i>	Change of behaviour	A) To what extent did you find that the use of the EEA output contributed to changes in your behaviour? (1-5; 1 equals very much and 5 equals very little)	B) Please specify which ones - Professionally - Privately	All
	Change in state of the environment	N/A		

Focus area	Focus area differentiation	Questions (Q) - BSC	Questions (Q) – TG Effectiveness evaluation	TG
QUALITY/ TRANSPARENCY¹⁴				
<i>Method</i>	Consistency & logic	To what extent did you find ¹⁵ the method employed consistent and/or logical? (1-5; 1 equals very high and 5 equals very low).	Please give ex.'s	D
	Explicit	To what extent did you find the method employed clearly explicated? (1-5; 1 equals very high and 5 equals very low).	Please give ex.'s	D
<i>Data</i>	Source(s)	To what extent did you find references to data sources easily traceable? (1-5; 1 equals very high and 5 equals very low).	Please give ex.'s	D

¹⁴ The whole section requires the use of a clear/ uniform ranking system. Employ a five-fold system (1-5; 1 equals very high and 5 equals very low) mention above.

¹⁵ The word '*find*' encourages a value-loaded answer. It is used in the questions, where the EEA may improve its services, and thus would like to receive constructive criticism. 'May improve' thus implies that there are no external barriers preventing the EEA from making improvements.

	Sample size	To what extent did the sample size meet ¹⁶ your information needs? (1-5; 1 equals very high and 5 equals very low).	N/A ¹⁷	A, B, D
	Availability	To what extent did the data availability meet your information needs? (1-5; 1 equals very high and 5 equals very low).	N/A	A, B, D
	Time span	To what extent did the time span represented meet your information needs? (1-5; 1 equals very high and 5 equals very low).	N/A	A, B, D
<i>Presentatio n</i>	Clear graphic illustrations ¹⁸	To what extent did you find the graphic illustrations easily understandable? (1-5; 1 equals very high and 5 equals very low).	Please give ex.'s	All
	Clear text usage	To what extent did you find the language easily understandable? (1-5; 1 equals very high and 5 equals very low).	Please give ex.'s	All
	Clear relationship between illustration & text	To what extent did you find the connection between the text and the graphic illustrations clear? (1-5; 1 equals very high and 5 equals very low).	Please give ex.'s	All

¹⁶ In this context, the word 'meet' is employed as a neutral term. It is used in the questions, where the EEA cannot easily improve its services, i.e. where improvements depend on issues beyond the control of the EEA. 'Meet' questions are thus addressed without implying that the EEA could fix these shortcomings.

¹⁷ In line with this awareness of difficulties involved in aims of improving issues beyond EEA's immediate control (cf. previous food note), there seems to be no need to prompt clients for any further specification.

¹⁸ 'Graphic illustrations' includes e.g. indicators, graphs, tables, charts, etc.