



## Tender specifications

### 1. Title of contract

**Monitoring media coverage of the European Environment Agency, call for tender no. EEA/CAF/05/001**

### 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 and available to potential users. One of the activities carried out on a regular basis to fulfil this obligation is media contact, with press releases, press conferences and personal contact.

In order to assess the efficiency of the media relations 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.

The EEA therefore wishes to establish a framework contract with a contractor who should be able to assist the EEA with all technical tasks relating to the monitoring of media coverage of the EEA and its activities.

### 3. Subject of contract

#### 3.1 Task Description

The European Environment Agency (EEA) is seeking assistance in monitoring media coverage of itself in member countries and more widely around the world.

The contractor is expected to be able to monitor media mentions of the EEA in, as a minimum, all the major written, audiovisual and Internet media in each EEA country. However, coverage of a more comprehensive range of media within 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<sup>1</sup>, as well as the US, Canada and Australia. Coverage of additional countries would be an advantage.

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<sup>1</sup> Collaborating countries: Albania, Bosnia-Herzegovina, Croatia, FYR of Macedonia, Monaco, Serbia & Montenegro, Switzerland.

Ideally, the service provider(s) would also be able to offer an archive system allowing the Agency to access monitoring results at will or, failing that, provide the results electronically in a format compatible with commonly available database software.

The keywords the service provider would monitor for are the Agency's official name in each language plus common variations on it (eg European Environmental Agency, Agence européenne de l'environnement, Agenzia europea per l'ambiente...). All the official languages of a country should be monitored (eg in Switzerland: German, French, Italian and Romansch). As far as possible this should also be done for regional languages (eg in Spain, Catalan, Basque etc). Other keywords may be used by the EEA, and also if other EU bodies make use of the contract resulting from this call for tender (see 7.)

### **3.2 Contract Details**

The winning contractor will be awarded a framework contract for three years, with the possibility for extension once by maximum one year, on the condition that the criteria in the call for tender are constantly met.

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

If no single service provider alone is able to provide the geographical coverage stated under paragraph 3.1 above, contracts may be issued to more than one provider.

### **3.3 Working Language:**

The media reviews must be written in English.

### **3.4 Place of performance of the contract:**

The contractor will operate from his own premises. The tenderer must possess the necessary infrastructure and personnel resources for the execution of these tasks.

## **4. Participation in the tendering procedure**

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

### **Candidature:**

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. All members of a consortium (ie, the leader and all other partners) are jointly and severally liable to the Contracting Authority.

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.

**Sub-contracting:**

Subcontracting and grouping of service providers is acceptable, on condition that responsibility for the contract rests with a single bidder. Tenders must specify the role of each of the companies involved.

**5. Documentation for tenderers**

N/A

**6. Visits to premises or briefing**

N/A

**7. 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 framework contract(s) resulting from this open call for tender may be used by the European Commission and other institutions of the European Union, in which case the keywords listed under 3.1. would be different. Other EU users may also want to limit the geographical area monitored, to include for instance only the EU member countries.

**9. Price**

The price quoted must be fixed and not subject to revision for the first year 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 or specific contracts are signed. Such prices shall not be subject to revision.

Under Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities, the Communities are 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 and expressed in euros, including for countries that are not part of the euro zone. For tenderers in countries that do not belong to the euro zone, the price quoted may not be revised in line with exchange rate movements. It is for the tenderer to select an exchange rate and assume the risks or the benefits deriving from any variation.

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

**10. Terms of payment**

Payments shall be made upon delivery of the services requested, within 30 calendar days upon receipt by the Agency of an invoice and any supporting documents relating to the services carried out.

## 11. Contractual terms and guarantees

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

No financial guarantees are requested.

## 12. Criteria

### Exclusion criteria

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

(a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

(b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;

(c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;

(d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;

(e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;

**(f) they have been convicted for an environmental offence in the exercise of the profession;**

(g) following another procurement procedure or grant award procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

### Exclusion from awarding:

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

(a) are subject to a conflict of interest;

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

Candidates or tenderers must certify that they are not in one of the situations listed in paragraph 1. 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).

### Selection criteria

#### **Legal Capacity**

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

The tenderer should provide an identification sheet (Annex 2) duly filled out and signed, a copy of inscription in trade register, where applicable, and a copy of inscription in VAT registers.

#### **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 works, supplies or services covered by the contract during a period which may be no more than the last three financial years.

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

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 contracting authority 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.

#### **Technical and professional capacity**

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

- (a) the educational and professional qualifications of the service provider or contractor and/or those of the firm's managerial staff and, in particular, those of the person or persons responsible for providing the services or carrying out the works.
- (b) a list of the principal services provided in the past three years, with the sums, dates and recipients, public or private

- (c) information on the tenderer's working languages and proof of the tenderer's ability to submit edited reports in English;
- (d) an indication of the proportion of the contract which the service provider may intend to subcontract.

Award criteria

**Best value for money:** the contract is awarded to the tender with the best price-quality ratio.

The technical quality of the offers will be assessed using the following criteria:

	<b>CRITERIA</b>	<b>Maximum</b>
1.	Geographical Area Covered	
	EEA Member countries (1 point for each EEA country; a minimum of 25 points is required)	31
	Additional countries of interest (1 point for each country)	X
2.	Type of media covered:	
	Mainstream daily and weekly newspapers and news magazines, including their websites	10
	Radio and TV news bulletins and news magazine programmes, including their websites	10
	Internet-based news services	5
	Specialised publications, including trade press and scientific journals	5
	Specialised radio/TV programmes.	5
	Regional and local media covered in addition to national	10
3.	Form of service delivery:	
	Listing of coverage only	5
	Listing of coverage with press cuttings attached, electronic or hardcopy	10
4.	Frequency of service delivery:	
	Daily	10
	Weekly	5
	Daily/Weekly (optional)	15
5.	Client's possibility to access monitoring results at will from the service's archive system or have these delivered electronically in a format compatible with commonly available database software.	15
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
7.	Tenderer has obtained environmental certification or the tenderer can provide the company's/institution's Green Policy	10

**Price:**

Assessment of cost level is based on:

1. A sample cost for the following three volumes of press cuttings reported:
  - 100 p.a.
  - 500 p.a.
  - 1000 p.a.
 with delivery of results on a weekly basis, with the cheapest delivery method.
2. Price per day for senior and junior consultancy/analytical services related to the press coverage (statistics, content analysis etc.).

(\*) The contract will be awarded to the tender offering the highest ratio: technical quality (total number of points awarded) divided by the total price (the average value of the three volumes of press cutting reports plus the average value of the daily fees for senior and junior consultants).

## **13. Tenders**

### **General comments**

- The tender must comprise a technical offer and a financial offer, each of which must be submitted separately. Each Technical offer and Financial offer must contain one original and two copies.
- Tenders should be preferably drafted in English.
- Tenders from consortia of firms or groups of service providers (or contractors or suppliers, depending on the type of contract) must specify the role, qualifications and experience of each of the members or of the group.
- Proof of eligibility, a declaration that there are no conflicts of interest, and documents on exclusion and selection criteria must be supplied by each member of the consortiums of firms or groups of service providers (or contractors or suppliers, depending on the type of contract) submitting a single tender.

**Declaration on Exclusion Criteria**

The undersigned:

Name of the individual/company/organisation:

Legal address:

Registration number:

VAT number:

Declares on oath that the individual/company/organisation mentioned above:

- a) Is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters or is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) It has not been convicted of an offence concerning its professional conduct by a judgement which has the force of *res judicata*;
- c) Has not been guilty of grave professional misconduct proven by any means which the Agency can justify;
- d) Has 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 those of the country of the Agency or those of the country where the contract is to be performed;
- e) It has not 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) Has not been convicted for an environmental offence in the exercise of the profession;
- g) Following another procurement procedure or grant award procedure financed by the Community budget, has not been declared to be in serious breach of contract for failure to comply with the contractual obligations.

I, the undersigned, understand that contracts may not be awarded if, during the procurement procedure, the individual/company/organisation mentioned above:

- Is subject to a conflict of interest;
- Is 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.

Full name:

Date:

Signature:

**IDENTIFICATION SHEET**

**Account Holder:**

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel/Fax/E-mail \_\_\_\_\_

Company Representative: \_\_\_\_\_

Contact Person: \_\_\_\_\_

VAT No: \_\_\_\_\_

**Bank details:**

Bank Name: \_\_\_\_\_

Branch Address: \_\_\_\_\_

Account No: \_\_\_\_\_

BIC/SWIFT code (obligatory): \_\_\_\_\_

IBAN (obligatory): \_\_\_\_\_

Company stamp + Signature of Company Representative  
(obligatory)