

Title: Provision of technical specifications for integrated customer relations management and email marketing solution to the European Environment Agency (EEA)

Reference: Negotiated procedure EEA/COM/21/005

The European Environment Agency wishes to conclude a direct service contract with a service provider to carry out an assessment of needs towards an integrated customer relations management and email marketing solution with omnichannel possibilities, developing the technical specifications including data security and data processing requirements and identifying and providing some suggestions on customer relations management and email marketing solutions.

Type of contract:

Direct contract for a maximum period of 2 months starting from the date of signature.

Estimated value:

Maximum EUR 30.000, excluding VAT.

Place of delivery or of performance:

The service shall be delivered at the contractor's premise.

Description of the services to be procured:

Task A. Assess the needs for a CRM and Email marketing solution.

The contractor should assess the needs of the EEA to engage with its stakeholders in a digital and modern environment. There are several communication functions across the organisation who have similar, yet specific, needs for how to engage with and disseminate material to the stakeholders. The solution must be fully compliant with the European Data Protection Rules and ePrivacy directive taking into consideration recent developments in this field.

Currently the EEA does not have a CRM tool or solution and uses only an email marketing tool for dissemination of newsletters to subscribers registered in that tool. The tool we are envisaging is a B2B solution with B2C features, with the focus on scalability and cost efficiency of B2C tools. The contractor should conduct an audit of the EEA's needs. The provider can build further on the already identified requirements listed in the tender specifications.

Task B. Deliver the technical specifications for a solution(s) that can satisfy these needs and provide a suggestion for a solution.

With a clear list of needs (task A) the future contractor will be required to draft the technical specifications for an optimal solution and infrastructure for handling client information, dissemination and reporting. The technical specifications should include, but not be limited to the following:

- Data security
- GDPR, EUDPR and ePrivacy compliance, assessment on data processing activities aligned with needs identified in the audit (task A), assessment of the requirements towards the software solutions (for example pseudonymization and anonymization needs). This part should prepare documentation for a Data Processing Impact Assessment of the final solution.
- Provide suggestion on influencer marketing integration.

- Provide suggestion on automation trigger points. Example will be provided to the winning tenderer .
- Technical specification on information architecture and implementation between inhouse and external tools.
- Suggestion of software solution and budget estimate in line with needs.

The technical specification needs to be an adequate documentation which the EEA can use in a future call for tender procedure aiming to deliver on the implementation of a CRM & EMA solution.

Estimated division of resources:

It is estimated that task A covers maximum 40% and task B 60 % of the size of the contract. Due to the work already carried out to preliminary assess the needs, the focus of this contract will be on producing the technical specification for an adequate solution.

Scheduled starting date of contract:

1 July 2021

Registration of interest:

Interested candidates shall register their needs **by email** to procurement@eea.europa.eu by **06/05/2021** at the latest, quoting the title and reference No of this negotiated procedure in the subject field of the message and providing the following information:

- Name (of individual or organisation/ company)
- Address (of individual or organisation/ company)
- Contact person
- E-mail
- Description of main area of business expertise (max. 500 words)

Your personal information above will be processed solely for the purpose of this negotiated procedure in accordance with the rules set in Regulation (EU) 2018/1723 on the protection of natural persons with regard to the processing of personal data by the EU institutions, bodies, offices and agencies and on the free movement of such data (OJEU L 295/39 of 21.11.2018). For further detailed information, please refer to the privacy statement available on the EEA website at the following address <https://www.eea.europa.eu/about-us/tenders/index>.

Description of the tendering procedure:

Based on the pre-assessment of the information provided, the EEA will draw up a list of the most suitable candidates and will forward to all or some of them (at least three candidates) by e-mail an invitation to submit a tender in accordance with the tender specifications by a set deadline. The tenders submitted will be evaluated in accordance with the criteria specified in the tender specifications. During the negotiation phase after the submission of the tenders, selected candidates may be requested to adapt their tender to the requirements set in the tender specifications in order to find the solution offering the best value for money.

Candidates shall note that registration of interest to participate in the above-mentioned procedure entails no obligation on the part of the EEA to send an invitation to candidates or to award them a contract. Please note that no replies will be sent to unselected candidates.