



Tender Specifications
Framework Contract(s) for Audiovisual services to the
European Environment Agency (3 lots)
Open call for tenders EEA/CCA/07/001

1. Background information

The European Environment Agency, hereinafter called “the EEA”, is a Community body, established by Council Regulation (EEC) No 1210/90 (EC) as last amended by Regulation (EC) No 1641/2003. Its offices are located at Kongens Nytorv 6 and 28, DK-1050 Copenhagen K, Denmark.

The EEA aims at supporting 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.

The overall external communication goals of the Agency are the following:

- To give decision makers and the public the independent information they need to make informed choices about the environment.
- To raise the profile of the Agency as being the key provider of relevant, reliable quality-information on Europe’s environment.
- To raise awareness on the environment by communicating in a transparent, understandable way to as large and broad an audience as possible.

An important element of the EEA’s work is to make the environmental information it prepares known and available to current and potential user groups. Often it will be desirable to make use of audiovisual material as a supplement to or even replacement for more traditional text-based presentation so as to make it more easily understandable.

This process often requires extensive reformatting and adaptation of content derived from, for instance, Agency reports or indicator fact sheets. In order to ensure a high professional standard of such content, there is a need to supplement the Agency’s own capacity for audiovisual production with the services of external service providers.

The objective of this call for tender is thus to select contractor/s to undertake all necessary tasks relating to the planning, preparation and production of audiovisual material.

2. Scope and duration of the contract

The EEA will conclude (a) framework contract(s) for a period of 48 months from its/their entry into force with a view to establishing a long-term working relationship with (a) provider(s) of audiovisual services in order to improve the communication of the Agency's output, while maintaining a high professional standard.

The EEA is under no obligation to make use of the framework contract which will be exclusively implemented on the basis of specific contracts specifying the services and deliverables to be provided as well as the respective timetable.

As to the terms and conditions of the framework contract and the specific contracts to be based thereupon, reference is made to the draft framework and specific contracts which form part of the tender documents.

The work will be carried out at the EEA headquarters in Copenhagen, at the contractor's premises, or (in particular for video production work) at other European locations as may be required by the tasks at hand, always in close cooperation with the responsible EEA contact person (Project Manager/Contract Agent) and, as may be the case, other EEA staff.

The call for tender is divided into three lots:

Lot 1 – Video production

Lot 2 – Interactive content development and production

Lot 3 – Dissemination of video news releases to broadcasters

Lot 1 covers all aspects of regular video production, and may also include stills photography and production of drawings and other imagery.

Lot 2 includes all other categories of audiovisual material such as motion graphics. To a large extent, though not exclusively, this content is intended for presentation on and dissemination through the web.

Lot 3 covers the liaising with and the dissemination to broadcasters of video news releases produced for the Agency with a view to having them broadcast/used.

Tenderers may place an offer for one/more/all of these lots. The offers for each lot will be evaluated separately which will lead to the award of one/more framework contract(s).

3. Category of services required

Broadly, the work to be carried out will be defined in connection with the preparation of the Agency's annual management plans. Audiovisual material has been prepared by the Agency every year since it was set up. However, there is a marked trend towards more and more use of audiovisual tools to communicate the Agency's information – both to key clients and the general public. It is therefore expected that the volume and complexity of such work will increase over the coming years.

As an indication of the categories of work foreseen, the following services are likely to be required in 2007 (subject to revision according to priorities and availability of budget):

Lot 1 – Video production

- Design and production of promotional video material for the report “Europe’s environment: the fourth assessment” being prepared for the UNECE ministerial conference in October 2007.

Lot 2 – Interactive content development and production

- Creative input, design and production of content for the section on the Agency’s website addressing a wider, non-expert audience.
- Creative input, design and production of content for the kids’ zone on the Agency’s website
- Enhancement of news items for the Agency’s website with animations in the form of for instance graphs or maps.

Lot 3 – Dissemination of video news releases to broadcasters

- Dissemination of video news release on the report “Europe’s environment: the fourth assessment” to European broadcasters.

The contractor’s team (1-2 full-time senior consultant + supporting team per lot) will undertake services of the above categories in close cooperation with the responsible EEA contact person (Project Manager/Contract Agent) on the basis of specific contracts specifying the services and deliverables to be provided as well as the respective timetable.

The working language for this framework contract is English.

The EEA will provide the contractor with guidelines on graphic design, writing styles and formatting of the outputs required.

4. Volume of the contract

Over the past few years, the annual budget for audiovisual work has been around Euro 400,000. In view of this and the fact that there is a trend towards more use of audiovisual communication channels, it is therefore expected that the contract volume over the duration of the framework agreement will be about 1,200,000 Euro. However, this is an estimate and the amount can vary according to the Agency’s needs and available resources.

5. Prices

Prices shall be fixed and not subject to revision for implementation during the first year of duration of the Contract.

From the beginning of the second year of duration of the Contract, each price 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.

This revision shall be determined by the trend in the harmonised consumer price index EEAIKP published for the first time by the Office for Official Publications of the European Communities in the Eurostat Database <http://epp.eurostat.ec.eu.int/> (Theme 2 - Economy and Finance; Prices; HICP – Harmonized Indices of Consumer Prices; HMIDX – Monthly data (index 2005=100), COICOP - CP00).

Revision shall be calculated in accordance with the following formula:

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

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

The European Environment Agency is exempt from all charges, taxes and dues, including value added tax pursuant to Article 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; 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.

6. Criteria

6.1 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 regulation

(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 interest

(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 provide a declaration on their honour, duly signed and dated, stating that they are not in one of the situation listed above (see Annex 1).

The tenderer to whom the contract will be awarded must provide evidence confirming the declaration referred to in the previous point prior to signature of the contract.

The contracting authority shall accept as satisfactory the following evidence:

i) For points (a), (b) and (e) a recent extract from the judicial record, or failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied.

ii) For point (d) a recent certificate issued by the competent authority of the State concerned.

Where the document of certificate referred above is not issued in the country concerned and for other cases of exclusion, it may be replaced by a sworn or, failing that, a solemn statement made by the interested party before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

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.

6.2 Selection Criteria as stated in III.2 (Conditions for participation) of the Contract notice

6.3 Award Criteria

For each lot a contract will be awarded to the most economically advantageous tender in terms of the following criteria:

Lot 1 – Video production work (P/TM – 40:60)

1. Price (P) (average rate, as indicated in Annex 5a)
2. Technical merit (TM) – 60 (minimum 40)
 - Composition of the team 10 (min 6);
 - Proven track record of work in an international context * 10 (min 6);
 - Quality and relevance of previous work with technical/scientific issues ** 20 (min 14);
 - Sample (Video) as indicated in annex 3 - 20 (14 points)

* - To be documented with a list of video productions with an international dimension stating title, date, client and a short description.

** - To be documented with a list of video productions dealing with technical/scientific issues stating title, date, client and a short description.

The above requested documentation can be combined into one list.

Lot 2 – Interactive content development and production (P/TM – 40:60)

1. Price (P) (average rate, as indicated in Annex 5b)
2. Technical merit (TM) – 60 (minimum 40)
 - Composition of the team 10 (min 6);
 - Proven track record of work in an international context 10 (min 6);
 - Quality and relevance of previous work with technical/scientific issues 20 (min 14);
 - Sample (Interactive content) as indicated in annex 4 - 20 (14 points)

* - To be documented with a list of interactive content productions with an international dimension stating title, date, client and a short description.

** - To be documented with a list of interactive content productions dealing with technical/scientific issues stating title, date, client and a short description.

The above requested documentation can be combined into one list.

Lot 3 – Dissemination of video news releases to broadcasters (P/TM – 40:60)

1. Price (P) (average rate + cost for copying and sending out a video in Digital Beta to 50 broadcasting stations, as indicated in Annex 5c)
2. Technical merit (TM) – 60 (minimum 40)
 - Composition of the team 10 (min 6);
 - Proven track record of work in an international context * 25 (min 17);
 - Quality and relevance of previous work with technical/scientific issues ** 25 (min 17);

* - To be documented with a list of dissemination tasks with an international dimension stating title, date, client and a short description.

** - To be documented with a list of dissemination tasks targeting technical/scientific press stating title, date, client and a short description.

The above requested documentation can be combined into one list.

Price:

Under the criterion price (for each lot), financial offers will be compared and awarded points on the basis of the following formula:

$(\text{Lowest average rate} / \text{average rate of the tender being considered}) \times \text{number of points indicated}$

To avoid misunderstandings and for the purpose of comparing bids, the price terms for the contract must be set out as indicated in Annexes 5a-c (all fields are mandatory; non-compliance leads to exclusion).

The costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed. Travel time and costs incurred during the journey to the EEA offices are not reimbursed to the contractor.

7. 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.

8. Further information

Submitting an offer implies acceptance by the tenderer of all terms and conditions of the draft contract and its annexes.