



PARLAMENTO EUROPEO EVROPSKÝ PARLAMENT
EUROPA-PARLAMENTET EUROPÄISCHES PARLAMENT EUROOPA PARLAMENT
ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΟΒΟΥΛΙΟ EUROPEAN PARLIAMENT
PARLEMENT EUROPEEN PARLAMENTO EUROPEO EIROPAS PARLAMENTS
EUROPOS PARLAMENTAS EURÓPAI PARLAMENT
IL-PARLAMENT EWROPEW EUROPEES PARLEMENT PARLAMENT EUROPEJSKI
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EVROPSKI PARLAMENT EUROOPAN PARLAMENTTI EUROPAPARLAMENTET

DIRECTORATE-GENERAL FOR COMMUNICATION

DIRECTORATE FOR INFORMATION OFFICES

SPECIFICATIONS

Open procedure

**Provision of services and supplies associated with the communication activities of the
Information Office of the European Parliament in Cyprus**

COMM/DG/AWD/2013/287/EPCY 31/2013

INTRODUCTION

These specifications are an integral part of the documents drawn up for the invitation to tender for the contract referred to. The documents relating to the invitation to tender comprise:

- a letter of invitation to tender;
- conditions for submitting a tender;
- specifications and the annexes thereto;

1. SUBJECT OF THE CONTRACT

In accordance with the provisions of Council Regulation (EC, Euratom) No 966/2012 of 25 October 2012 on the financial rules applicable to the general budget of the European Union, the European Parliament has decided to issue this invitation to tender in order to conclude one or more framework contract(s) with external contractors for **provision of the recurring services needed to support and implement the communication and information activities of the Nicosia Information Office.**

In connection with this invitation to tender, Contract Notice **2013/S 252-441283** has been published in the Official Journal of the European Union (TED - Tenders Electronic Daily supplement) on **31 December 2013.**

The total duration of the contract shall be four years. Performance of the contract shall not begin until the framework contract has been signed. Any renewal of the contract shall take place in accordance with the terms laid down in the contract.

The contract is divided into 5 lots (3 sub-lots for Lot 4). Tenderers may submit a tender for one or more lots/sub-lots. The lots/sub-lots are independent of each other and may be awarded to different tenderers. The European Parliament reserves the right to award only one lot/sub-lot or some of the total number of lots/sub-lots envisaged.

The contract has a total maximum value of *EUR 338,000* for four years. The maximum value per lot/sub-lot is indicated below:

| | |
|---|-------------------|
| <i>Lot 1 - Catering Services:</i> | <i>EUR 80,000</i> |
| <i>Lot 2 - Multimedia Products:</i> | <i>EUR 80,000</i> |
| <i>Lot 3 - Public Relations:</i> | <i>EUR 20,000</i> |
| <i>Lot 4 - Sub-lot 4A Graphic Design:</i> | <i>EUR 20,000</i> |
| <i>Sub-lot 4B Printing:</i> | <i>EUR 68,000</i> |
| <i>Sub-lot 4C Production of Information Material:</i> | <i>EUR 20,000</i> |
| <i>Lot 5 - Recording and Editorial work:</i> | <i>EUR 50,000</i> |

Tenderers shall submit a separate price for each lot/sub-lot for which they submit a tender.

General information

The European Parliament (EP) is the only Institution of the European Union whose members are directly elected by universal suffrage. With its legislative, budgetary and supervisory powers, the EP acts in areas which directly affect citizens.

In order to reinforce the visibility of the EP and to bring the policies and actions of the European Union closer to citizens, the EP has established an information and communications policy aimed at providing impartial and precise information on the role and activities of the EP for the general public, media and opinion leaders, while taking into account the political nature and extended powers of the institution under the Lisbon Treaty.

In the medium term, a wide range of targeted communication activities will be carried out to raise awareness of the forthcoming European elections which are scheduled for 2014.

The Directorate-General for Communication (DG COMM) works centrally to ensure that information is circulated to the public, the media and opinion leaders on the wide range of EP activities. Nationally, the EP's information offices are responsible for implementing the EP's information and communication strategy in the 27 Member States of the European Union (EU), and in their regions, towns and villages. They do not represent the institution but ensure the transmission of neutral and objective legislative and institutional information whilst encouraging political discussion between the EP's elected members and their electors in order to increase citizens' knowledge about the institution and thus raise the EP's profile.

Information about the role and the powers of the EP are available at www.europarl.europa.eu. Prospective contractors are also invited to refer to the website of the Information Office (IO) in Nicosia (www.europarl.cy) to find out more detailed information about the specific communication and information actions of the IO of the European Parliament in Cyprus.

The general objectives of the contract covered by this invitation to tender are:

- to arouse citizens' interest in the work and the role of the European Parliament;
- to enhance the knowledge and understanding of the Parliament and its activities;
- to ensure the visibility of events organised by the European Parliament in Cyprus so that they are differentiated from other general public events, by using distinctive, innovative and creative communication tools;
- to maximise the number of participants in the events organised by the IO of the European Parliament in Cyprus

The specific objectives of the contract and an indicative list of the tasks to be performed are indicated, per lot, in points 12.1 to 12.5 of these specifications.

2. PARTICIPATION IN THE TENDER PROCEDURE

Participation in competitive tendering is open on the same terms to all natural or legal persons and public entities coming within the scope of the Treaties and to all natural and legal persons and public entities of third countries which have concluded a specific agreement with the EU concerning public procurement, on the terms laid down by that agreement.

In order to ascertain the eligibility of tenderers, they must indicate in their tenders the country in which they have their registered office or in which they are domiciled. They shall also submit the evidence required under their national law.

3. PROOF OF STATUS

1. Any tenderer may be asked by the European Parliament to furnish proof of his authorisation to produce the subject of the contract under his national law. To do so, he shall submit the relevant supporting documents. By way of example the European Parliament may accept enrolment in the trade or professional register; a declaration on oath or a certificate attesting membership of a specific organisation; or inclusion in the VAT register. If none of these documents provides the requisite proof to substantiate and assess the existence of such authorisation, the European Parliament may accept other equivalent official documents furnished by the tenderer.
2. In the case of consortiums, each member will be asked to furnish proof of authorisation to produce the subject of the contract.

4. CONSORTIUMS

Consortiums of economic operators may submit a tender. The European Parliament reserves the right to require the consortium retained to have a given legal form if this is necessary for the proper performance of the contract. This requirement may be communicated by the European Parliament at any time during the contract award procedure, but in any case before the contract is signed.

The tenderers who are members of the consortium shall describe in detail the contractual arrangements or agreements between them.

The consortium of economic operators shall furnish proof of its legal form in the tender. This may take one of the following forms:

- an entity with legal personality recognised by a Member State;
- an entity without legal personality but offering sufficient protection of the European Parliament's contractual interests (depending on the Member State concerned, this may be, for example, a consortium or a temporary association);
- the signature by all the partners of a type of 'power of attorney' or equivalent document confirming a form of cooperation.

The document supplied must prove the consortium's actual status.

The European Parliament may accept other legal forms not referred to above, provided that they ensure the parties' joint and several liability and are compatible with performance of the contract. However, in the contract to be signed with the consortium the European Parliament will refer expressly to the existence of such joint and several liability. In addition, it reserves the right to require, contractually, the appointment of an authorised representative who may represent the members and who is empowered, inter alia, to issue invoices on behalf of the other members.

Tenders from consortiums of economic operators must specify the role, qualifications and experience of each of the members of the consortium. The tender will be submitted jointly by the economic operators, who will also assume joint and several liability for the tender submission.

In the case of a consortium of economic operators, each member will furnish proof of the right of access to the contract (eligibility), as well as proof concerning compliance with the exclusion and selection criteria. With regard to the selection criteria, the European Parliament may rely on the capacity of the other members of the consortium in order to establish whether the tenderer will have the resources needed to perform the contract. In this case an undertaking will be required from those

members stating that they will make available to the other members the resources needed to perform the contract.

5. SUBCONTRACTING

Subcontracting is permitted.

The tender must give details, as far as possible, of that part of the contract that the tenderer proposes to subcontract and the identity of the subcontractors. During the contract award procedure or performance of the contract, the European Parliament reserves the right to require tenderers to supply information about the financial, economic, technical and professional capacity of the proposed subcontractor(s). Likewise, the European Parliament may demand the requisite proof to establish whether the subcontractors comply with the required exclusion criteria. Tenderers are hereby informed that proposed subcontractors may not be in one of the situations described in Articles 106, 107 and 109 of the Financial Regulation, which entail exclusion from participation in a contract issued by the European Communities.

The European Parliament has the right to reject any subcontractor that does not meet the exclusion criteria (see point 11) and selection criteria (see selection criteria specific to each lot).

Furthermore, the European Parliament must be informed by the contractor of any subsequent use of subcontracting not envisaged in the tender. The authorising officer responsible reserves the right to accept or reject the proposed subcontractor. To do so, the authorising officer may demand the requisite proof to establish whether the subcontractor(s) complies/comply with the requisite criteria. The European Parliament's authorisation will always be granted in writing.

If a contract is awarded to a tenderer who proposes a subcontractor in his tender, this equates to giving consent for the subcontracting.

6. PROJECTED TIMETABLE OF THE INVITATION TO TENDER

Deadline for receiving questions: five working days before the closing date set for the submission of tenders.

Deadline for sending replies: no later than three working days before the closing date set for the submission of tenders.

Closing date and time for the submission of tenders: 21/02/2014 at 12h00.

Tender opening date and time: 07/03/2014 at 12h00.

Probable date of award of the contract: April 2014

7. VISIT TO THE PREMISES

Not applicable.

8. VARIANTS

Variants shall not be permitted.

9. FINANCIAL GUARANTEES

Not applicable.

10. POLICY PROMOTING EQUAL OPPORTUNITIES

Tenderers shall undertake to observe a policy promoting equality and diversity in the performance of the contract, should it be awarded to them, by applying the principles of non-discrimination and equality set out in the European Union Treaties in full and in their entirety. More particularly, the tenderer awarded the contract shall undertake to establish, maintain and promote an open and inclusive working environment which respects human dignity and the principles of equal opportunities, based on three main elements:

- equality between men and women;
- employment and integration of disabled persons;
- the removal of all obstacles to recruitment and all potential discrimination based on sex, race or ethnic origin, religion or convictions, disability, age or sexual orientation.

11. EXCLUSION CRITERIA

Article 106 of the Financial Regulation

1. Candidates or tenderers shall be excluded from participation in procurement procedures 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 or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State 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 including by decisions of the EIB and international organisations;
- (d) they are not in compliance with their 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 or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;

(f) they are subject to an administrative penalty referred to in Article 109(1)¹.

Points (a) to (d) of the first subparagraph shall not apply in the case of the purchase of supplies on particularly advantageous terms from a supplier which is definitively winding up its business activities or from the receivers or liquidators of a bankruptcy, through an arrangement with creditors, or through a similar procedure under national law.

Points (b) and (e) of the first subparagraph shall not apply where the candidates or tenderers can demonstrate that adequate measures have been adopted against the persons having powers of representation, decision making or control over them, who are subject to a judgment as referred to in points (b) or (e) of the first subparagraph.

Article 107 of the Financial Regulation

2. A contract shall not be awarded to candidates or tenderers who, during the procurement procedure for that contract:
 - a) are subject to a conflict of interests²;
 - b) are guilty of misrepresenting the information required by the contracting authority as a condition of participation in the procurement procedure or fail to supply that information;
 - c) find themselves in one of the situations of exclusion, referred to in Article 106(1), for the procurement procedure.

11.1 Evaluation of the exclusion criteria

1. The tenderer to whom the contract is to be awarded will be required, within 15 calendar days of the date of notification of the provisional award of the contract and before the contract is signed, to supply the following documentary evidence:
 - 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 the tenderer to whom the contract is to be awarded is not in one of the situations referred to in Article 106 (1)(a), (b) or (e) of the Financial Regulation;
 - a recent certificate issued by the competent authority of the State concerned proving that the tenderer is not in the situation referred to in Article 106 (1)(d) of the Financial Regulation.
 - Where the documents or certificates referred to above are not issued in the country concerned, and in respect of the other exclusion situations referred to in Article 106 of the Financial Regulation, they 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;

¹ Article 109(1):

The contracting authority may impose administrative and/or financial penalties on the following:
(a) contractors, candidates or tenderers in the cases referred to in point (b) of Article 107(1);
(b) contractors who have been declared to be in serious breach of their obligations under contracts covered by the budget.

In all cases, however, the contracting authority shall first give the person concerned an opportunity to present his or her observations.

² Tenderers must declare that they do not have any conflict of interest in connection with the contract (economic interests, political or national affinities, family or emotional ties, or any other relevant connection or shared interest).

- an attestation on the tenderer's honour, duly dated and signed, in which he declares that he is not in one of the situations referred to in Articles 106 and 107 of the Financial Regulation; The required template of the declaration on the tenderer's honour is attached to these specifications (Annex A).
2. The tenderer to whom the contract is to be awarded shall be exempt from the requirement to submit the documentary evidence referred to in paragraph 1 if that evidence has already been submitted for the purposes of another European Parliament procurement procedure and provided that the documents in question were not issued more than one year previously and are still valid. In such cases, the tenderer shall attest on his honour that the supporting documents have already been provided in a previous procurement procedure, which he shall identify, and that no changes in his situation have occurred.

12. LOTS

12.1 Lot 1 - Catering Services for events and other communication activities

12.1.1 Description, objective and estimated amount of the contract

OBJECTIVES

In its information and communication activity, the Information Office of the European Parliament organises events which are open to the public throughout the national Cypriot territory such as forums, round tables, seminars, press conferences, concerts, etc.

Depending on the circumstances, the organisation of a catering service must be provided for.

Parliament pays particular attention to the use of products coming from organic farming. Also, Parliament is interested in the provision of dishes that come from regions in which the different events are organised.

TYPE OF PROJECTS

As part of its activities, the Information Office organize events over the national territory for which catering services must be provided as indicated by the Office.

TASKS

The following list of tasks which will be entrusted to the contractor is indicative and not exhaustive:

Organisation and provision of the following options:

- a breakfast/coffee break with petits fours,
- a cocktail with light snack,
- a buffet-style lunch or dinner
- a VIP reception.

The service provider must have the capacity to organise and provide various services at the same time on the same day and in different places.

The tender for the service must include all prices of the service provision, including:

1. **Food**, according to the following option:

- a breakfast/coffee break, including at least: coffee, tea, milk, sugar, toast, pastries, still and sparkling water and fruit juices. Maximum: 7 Euros per person.
- a cocktail with light snack, including at least: sweet/savoury canapés, still and sparkling water, fruit juices and an alcoholic drink. Maximum: 11 Euros per person.
- a buffet-style lunch or dinner, including at least: 10 sweet/savoury pieces per person, bread, still and sparkling water, fruit juices, an alcoholic drink and wine (white, red, sparkling, etc.) Maximum: 18 Euros per person.
- a VIP reception, including at least: starter, main course (2 choices: vegetarian and non-vegetarian), assortment of desserts, natural and sparkling water, fruit juices and wine (white, red, sparkling, etc.) Maximum: 44 Euros per person.

2. **Service and Equipment**, including:

- staff,
- buffet and support tables, as appropriate,
- chairs,
- cutlery,
- glasses,
- tablecloths,
- good quality crockery,
- floral arrangements,
- layout for table service (if necessary),
- etc.

If applicable, the service provider may be required to propose potential service provision places at the request of the Information Office.

SIMULATION

The provider will be obliged to provide a simulation as required in Annex D Lot 1.

PLACE OF PERFORMANCE

Nicosia Information Office of the European Parliament and extra-muros places on national Cypriot territory.

BUDGET/VOLUME

The budget is a maximum of **EUR 80,000.00** (including fees, travel expenses and all other expenses) for the **four years** of validity of the framework contract.

12.1.2 Selection criteria

Financial and economic capacity

Tenderers must have sufficient economic and financial capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's financial capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

For the contract that is the subject of this lot, the European Parliament requires a minimum financial and economic capacity from tenderers which will be assessed on the basis on the following information:

- the tenderer must have an annual turnover equal to at least 25 % of the maximum amount of the lot (i.e. EUR 20,000) for each of the last two closed financial years.

Financial and economic capacity will be assessed on the basis of the information included in the following documents, to be supplied by tenderers:

- balance sheets (or balance sheet extracts) and income statements relating to the last two closed financial years if the publication of balance sheets is imposed by law on companies in the country where the economic operator is established.

If the tenderer is unable to provide the references requested, he may prove his economic and financial capacity by any other means which the European Parliament considers appropriate.

The tenderer may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

Technical and professional capacity

Tenderers must have sufficient technical and professional capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's technical and professional capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

In respect of the contract which is the subject of this invitation to tender, the European Parliament requires tenderers to have the following technical and professional capacity:

- at least two years' experience in service provisions / supplies similar to those required in the relevant contract;
- a team in which at least the project manager must have appropriate training ratified by a diploma or confirmed experience of two years in the field of catering services.

Depending on the nature, quantity or scale and purpose of the supplies, services or works to be provided, the technical and professional capacity of economic operators will be substantiated by one or more of the following documents:

- a) a list of the principal services and supplies delivered in the past two years, with the sums, dates and recipients, public or private. If the recipient of those services and supplies was a department of a European Union institution, economic operators shall furnish proof in the form of certificates issued or countersigned by the competent authority;
- b) a copy of the certificates and/or access needed for the profession according to national Cypriot legislation, the CV of the project manager and of the members of the proposed team.

The tenderer or candidate may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European

Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

12.1.3 Award criteria

The contract will be awarded to the tender offering the best value for money.

Tenders will be evaluated on the basis of the following criteria:

- Price (total sum of the unit prices as filled in in the Annex B Lot 1 price list)
- Qualitative criterion 1: **Quality and consistency of the tender** in relation to the services required. Tenderers must provide a general description of the approach that they propose in order to achieve the objectives of the contract and supply the services required throughout Cyprus. They will also identify the main difficulties associated with providing the services required.
- Qualitative criterion 2: **Quality and consistency of the proposed simulation.** Tenderers must explain the approach envisaged for achieving the simulation. They will also explain how they intend to guarantee the quality of technical execution of the services and of the products supplied under this simulation. The consistency of the work programme and of the timetable for completion (performance or delivery time frames) will be discussed. Particular attention will be paid to the use of products emanating from organic farming or a regional PDO (Protected Designation of Origin).
- Qualitative criterion 3: **The appropriateness of the project management**, particularly concerning the coordination of operations. The tenderer must provide a description of his organisation, including the delivery mechanisms envisaged for the services required including the order, delivery and service provision lead times.

The weighting given to the different criteria is as follows:

- qualitative criterion 1 30 points maximum
- qualitative criterion 2 50 points maximum
- qualitative criterion 3 20 points maximum

To be accepted for the next phase of the price assessment, tenders must receive a minimum of 60 points for criteria 1, 2 and 3 combined.

The price will be divided by the number of points obtained during the evaluation of the qualitative criteria. The tender ranked first will be the one obtaining the lowest quotient.

12.2 Lot 2 - Multimedia Products

12.2.1 Description, Objective and estimated amount of the contract

OBJECTIVES

This lot consists of the design, pre-production, production, post-production, duplication and delivery of multimedia communication products for the Nicosia Information Office of the European Parliament (EPIO).

Every year, the EPIO organise special events as part of the implementation of the information and communication strategies of the European Parliament. These events are organised either inside the buildings of the Nicosia EPIO or extra-muros, in collaboration with external partners such as European and national institutions, the Cypriot government, the Europe Direct offices, NGO, etc. The events are based on a clearly defined theme aimed at showing the role and the involvement of the EP in relevant field. The aim of each event — through its relevance, originality and visibility — is to create a social impact and media coverage, and the contractor's role is to help the EPIO to achieve this aim by designing, producing, duplicating and delivering the communication material defined below (see TASKS - TYPES OF PROJECTS EXPECTED).

Consequently, the different tools to be developed under this lot must help to promote, from an early stage, the events organised by the EPIO and to arouse interest for these events, with the ultimate aim being to enhance the knowledge and understanding of the role and the legislative activities of the European Parliament.

The target groups for the events organised by the EPIO include but are not limited to: the media, young people (18–24 and 25–31 years old), women with or without a job, locally elected officials, school and university organisations, popular education associations and trade unions, entrepreneurs and farmers, potential visitors of the EP and the general public, etc.

TASKS — TYPES OF PROJECTS EXPECTED

Design and pre-production, production and delivery of multimedia products to promote the events:

1. Video products

The service provider must provide the following video products:

a) information films

The information films may be of variable duration (8, 12, 18, 26 min) and must be ready for broadcasting on the television (professional televised format) and on the Internet. They can take the form of reports, documentaries, animated films or other genres.

b) video clips (short)

Production of video clips of variable duration (30, 45, 60 sec) ready for broadcasting on the television (professional televised format) and on the Internet.

The stages to be covered are as follows:

- design, including the scenario (story-board inclusive) and pre-production, including the production schedule;
- production (shooting, etc.) and post-production (editing, etc.)

The final master will be delivered in Betacam digital format or equivalent for the Standard Definition (SD) format, and in XDCAM HD (Blu-Ray) format or equivalent for the High Definition (HD) standard. The service provider may also be asked to provide this (SD or HD) master copy in the form of a Broadcast file in XDCAM/XDCAM HD(MXF) or MPEG2 or MPEG4 50 Mbit/s format. Conversion of these films into a format appropriate for the Internet (QuickTime, Real Player, Windows Media, MPEG 4, etc.) can be requested for use on the EPIO's website, on Facebook, on YouTube service, etc. In all cases, the format for televised broadcasting or the Internet will generally be in 16/9, and 4/3 for special needs.

2. Audio products

The service provider must provide the following audio products:

a) radio programmes

Production of radio programmes of variable duration (5, 10 min.) to improve the visibility of an event. The material must be provided in broadcast-ready format (WAV, MP3 or equivalent).

b) radio spots

Production of advertising radio spots of 20 or 30 seconds, ready for broadcasting.

The stages to be covered are as follows:

- design, including the scenario and pre-production, including the production schedule
- production (recording, etc.) and post-production (editing, etc.)

The final master copy will be delivered on .wav or equivalent medium. Conversion into a format appropriate for the Internet or for broadcasting in a podcast can be requested for use on the EPIO's website, on Facebook, on YouTube service, etc.

Mastering and duplication of multimedia products

Multimedia products may be copied and duplicated on DVD and/or on 2 Gigabyte USB keys.

As far as the DVDs are concerned, the service provider will do the mastering and create the navigation menu. Each DVD will be delivered in its sleeve and case. The service provider will carry out the graphic adaptation and the printing of the DVD sleeve based on information provided by the Office (text, logo, etc.). As far as the USB keys are concerned, the Parliament's logo should be affixed on them.

The graphics must comply fully with the European Parliament's graphic charter (see Annex F).

General remarks

- the service provider must provide a detailed schedule of each stage to be carried out; this schedule will be subject to the prior acceptance of the Parliament's operational departments; also, each stage carried out will be subject to a validation report signed jointly by the Parliament's operational departments and the contractor, before moving on to the next stage;
- the design must be original and appropriate for the target groups defined by the EPIO.
- for all products, a single language version is required

- production of the multimedia products can only start once the European Parliament's express agreement has been given.
- the service provider will include, in its unit prices (see Annex B Lot2), all staff costs (directors, coordinators, moderators, hostesses, technical teams and film crews, journalists, etc.), the associated technical equipment, transportation expenses and travel costs.
- for any use of the EP's logo, the contractor must use the graphic charter provided by the European Parliament with its conditions of use, (see Annex F); all projects must be compatible with that graphic charter of the EP to ensure the consistent image of the institution
- all products must be delivered to the address of the Nicosia Information Office.

SIMULATION

The provider will be obliged to provide a simulation as required in Annex D Lot 2.

COPYRIGHTS

All results or rights relating thereto, in particular copyright and other intellectual or industrial property rights, obtained for the performance of the contract are the exclusive property of the European Parliament.

The contractor must make sure that all services provided are delivered free from rights including copyright and other intellectual or industrial property rights.

If, for activities covered by this invitation to tender, the contractor intends to use elements (images, illustrations or the like) for which the copyright or any other property right belongs to a third party, the contractor must confirm in writing that it has obtained all of the necessary authorisations from the holders of those rights before using those elements. All costs associated with obtaining these authorisations shall be paid by the contractor.

All source files must be delivered to the European Parliament, which will become the sole owner.

PLACE OF PERFORMANCE

Nicosia Information Office of the European Parliament and extra-muros places on national Cypriot territory.

BUDGET/VOLUME

The budget is a maximum of **EUR 80,000.00** for the **four years** of validity of the framework contract.

12.2.2 Selection criteria

Financial and economic capacity

Tenderers must have sufficient economic and financial capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's financial capacity, or if this is clearly

insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

For the contract that is the subject of this lot, the European Parliament requires a minimum financial and economic capacity from tenderers which will be assessed on the basis on the following information:

- the tenderer has an annual turnover equal to at least 25 % of the maximum amount of the lot (i.e. EUR 20,000) in the field of the contract for the last two closed financial years.

Financial and economic capacity will be assessed on the basis of the information included in the following documents, to be supplied by tenderers:

- balance sheets (or balance sheet extracts) and profit and loss accounts relating, as a minimum, to the last two closed financial years, if publication of balance sheets is prescribed by the company law of the country in which the economic operator is based;

If the tenderer is unable to provide the references requested, he may prove his economic and financial capacity by any other means which the European Parliament considers appropriate.

The tenderer may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

Technical and professional capacity

Tenderers must have sufficient technical and professional capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's technical and professional capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

In respect of the contract which is the subject of this invitation to tender, the European Parliament requires tenderers to have the following technical and professional capacity:

- at least 2 years' experience in service provisions / supplies similar to those required in the relevant contract
- a team in which at least the project manager must have appropriate training ratified by a diploma and confirmed experience of 2 years in the field of multimedia production services. In the absence of the required diploma, the project manager must have confirmed experience of at least 5 years;

Depending on the nature, quantity or scale and purpose of the supplies, services or works to be provided, the technical and professional capacity of economic operators will be substantiated by one or more of the following documents:

- a) a list of the principal services and supplies delivered in the past two years, with the sums, dates and recipients, public or private. If the recipient of those services and supplies was a department of an EU institution, economic operators shall furnish proof in the form of certificates issued or countersigned by the competent authority;

- b) a copy of the certificates in the field of the contract, the CV of the project manager and of the members of the proposed team

The tenderer or candidate may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

12.2.3 Award criteria

The contract will be awarded to the tender offering the best value for money.

Tenders will be evaluated on the basis of the following criteria:

- Price (total sum of the unit prices as filled in in the Annex B lot 2 price list)
- Qualitative criterion 1: **Quality and consistency of the tender** in relation to the services required. Tenderers must provide a general description of the approach which they are proposing to meet the objectives and they must provide the services required throughout the Cypriot territory. They will also identify the main difficulties associated with providing the services required.
- Qualitative criterion 2: **Quality of proposed team** for supplying the services/products required. Tenderers must provide a description of the way in which they intend to organise the team's work. In relation to the daily management of the work, tenderers must show that they will be capable of working closely with the responsible departments of the EP. That also applies if some tasks are subcontracted.
- Qualitative criterion 3: **Quality and consistency of the proposed simulation.** The tenderers will explain the approach taken in order to complete the simulation. They must also explain how they intend to guarantee the quality of technical execution of the services and of the products supplied under this simulation.
- Qualitative criterion 4: **Methodology.** Tenderers must prove their ability to perform the tasks that are entrusted to them and must explain clearly how they intend to make sure that the work is carried out as efficiently as possible in terms of cost, speed and quality. They will also specify what tasks will be subcontracted. The following points will be examined: clarity and quality of the planning and the organisation of the work, project management, programme, compliance with time frames, monitoring work, etc.

The weighting given to the different criteria is as follows:

- qualitative criterion 1 20 points maximum
- qualitative criterion 2 10 points maximum
- qualitative criterion 3 50 points maximum
- qualitative criterion 4 20 points maximum

To be accepted for the next phase of the price assessment, tenders must receive a minimum of 60 points for criteria 1, 2, 3 and 4 combined.

The price will be divided by the number of points obtained during the evaluation of the qualitative criteria. The tender ranked first will be the one obtaining the lowest quotient.

12.3 Lot 3 - Public Relations associated with communication activities

12.3.1 Description, objective and estimated amount of the contract

OBJECTIVES

The purpose of the framework contract for this lot is the provision of services relating to public relations and tools to support the public relations activities, and also to relations with the media for certain events organised by the Information Office of the European Parliament (EPIO) and taking place on national Cypriot territory.

In fact, every year, the EPIO organises events as part of the implementation of the information and communication strategies of the European Parliament. These events are organised either inside buildings of the EPIO or extra-muros, in collaboration with external partners such as European and national institutions, the Cypriot government, the Europe Direct offices, NGO, etc. The events are based on a clearly defined theme aimed at showing the role and the involvement of the EP in relevant field. The aim of each event — through its relevance, originality and visibility — is to create interest with the general public and the media, and the contractor's role is to help the EPIO to achieve this aim through the service provisions defined below (see TASKS — TYPES OF PROJECTS EXPECTED).

Consequently, the different tasks to be carried out under this lot must help to promote the events organised by the EPIO and to arouse interest for these events, with the ultimate aim being to enhance the knowledge and understanding of the role and the legislative activities of the European Parliament.

The target groups for the events organised by the EPIO include but are not limited to: the media, young people (18–24 and 25–31 years old), women with or without a job, locally elected officials, school and university organisations, popular education associations and trade unions, entrepreneurs and farmers, potential visitors of the EP and the general public, etc.

It should be noted that the validation, by the EP, of the services and products proposed by the tenderer under this lot may be done on the basis of the studies prepared by an external contractor, a polling institute (ex ante validation), particularly intra-regional analyses of opinion. Finally, the European Parliament, if it so wishes, may also order the same external contractor to carry out an ex post study of the effect of a communication campaign and, if applicable, to refocus the content of future campaigns according to the conclusions of that ex post study.

TYPE OF PROJECTS - TASKS

All of the data collected for this lot will be processed according to (EC) regulation No 45/2001 relating to the protection of individuals with regard to the processing of personal data by the European Union institutions and bodies and on the free movement of such data.

1. Devising strategy for public relations and media relations

The services required involve assistance in defining the strategy for public relations and media relations within the European Parliament's guidelines on communication. These guidelines will be provided by the Parliament in accordance with the subject to be featured.

The tasks to be carried out will be as follows:

- Assistance with developing a communication plan:
 - Assistance in identifying the target groups and the means of reaching those target groups,
 - Assistance in identifying places for dropping flyers and displaying posters,
 - Assistance in defining the concept of messages for events,
 - Detailed description of the events(s) envisaged (place, programme, participants, identification of the communication supports and the promotional material, etc.);
- Assistance with the media planning: choice of the media and supports which are to be used; choice of broadcast times; establishing a schedule for publicity campaigns;
- Technical assistance to the press officer for the implementation of the press relations plan:
 - Assistance in defining the target media in accordance with the subject to be featured,
 - Assistance in the detailed description of the press event(s) envisaged,
 - Assistance in drawing up a press relations campaign timetable;
- Assistance in assessing media coverage of the event.

2. Support for PR activities

Support for PR activities includes all preparatory actions for an event, logistic support and assistance on the day of the event and the production of specific associated products.

The tasks to be performed are as follows:

Preparatory actions:

- Handling in of flyers and posters before the event in authorised public places and nearby businesses;
- Registration management, including:
 - creation of a contact file, taking into account the theme of the event (associations, NGOs, local authorities, web communities, local social networks, etc.); this file must contain the name of the organisation and, if necessary, the position of the person, e-mail address, telephone number, fax number, postal address (the NATA (Not At This Address) rate in the address book must not exceed 10 %);

contact files must be forwarded to the EPIO in electronic form (Excel or equivalent format);
 - sending out invitations;
 - Management of the list of participants: follow-ups, preparation and updating the list of participants;

Logistic support and assistance on the day of the event:

- hire of rooms with sufficient seating for 50–300 participants and facilities for contributors, including an area for light refreshments;
- room installation (signs, chairs, reception desk);
- sound system installation: microphones for contributors, cordless microphones for question and answer sessions, amplifiers, mixer, frequency equalisers, speakers, consumables, etc.;
- assistance on site before, during and after the event: welcoming the public, distribution of literature, gathering e-mail addresses of participants, including journalists (in Excel or equivalent format), seating in the room, etc.;

Making specific products:

- design and production of windflags: height between 2 metres and 5 metres (resultant weight);
- design and production of flexible, transportable display panels (kakemonos), complete with roller mechanism and removable cartridge, size: 850 x 2 150 mm; allowing for the re-printing of cartridges;
- producing photographic reportages covering the events; in HD, 15–20 photographs maximum per event.

Each adaptation and/or production of graphic material (windflag, display panels) must comply with the graphic charter of the European Parliament (see Annex F).

3. Evaluation of events

To allow the Office of Information to prepare an assessment report on the impact of the event, the service provider must supply relevant indicators, which must include the following:

1. number and type of participants: age, gender, profession, origin: general public, experts, interest groups, associations, NGOs, local authorities, etc.)
2. number and type of organisations represented
 - a. types of organisations (NGOs, local authorities, etc.), nature of the organisations (local, regional, national organisation, etc.)
 - b. per organisation represented: number and nature of members, structures, organisation, printed and electronic publications, etc.
3. Information relating to event relays
- 4.

- a. number of actual Articles in newsletters, association information bulletins, on Internet sites of participants, etc.
- b. per media concerned, general information on circulation, distribution, audience, etc. of the media concerned.

SIMULATION

The provider will be obliged to provide a simulation as required in Annex D Lot 3.

COPYRIGHTS

All results or related rights, in particular copyrights and other intellectual or industrial property rights, obtained in connection with the performance of the contract are the exclusive property of the European Parliament.

The contractor must make sure that all the services are provided free from rights, including copyright and other industrial or intellectual property rights.

If, with regard to the activities covered by the present invitation to tender, the contractor intends to use items (images, illustrations or other items), whose copyright or any other property right belongs to a third party, the contractor must confirm in writing that he has obtained all the necessary authorisations from the holders of these rights before using these items. All costs associated with obtaining these authorisations shall be paid by the contractor.

All source files must be delivered to the European Parliament, which will become the sole owner.

PLACE OF PERFORMANCE

Nicosia Information Office of the European Parliament and extra-muros places on national Cypriot territory.

BUDGET/VOLUME

The budget is a maximum of **EUR 20,000.00** for the **four years** of validity of the framework contract.

12.3.2 Selection criteria

Financial and economic capacity

Tenderers must have sufficient economic and financial capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's financial capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

For the contract that is the subject of this lot, the European Parliament requires a minimum financial and economic capacity from tenderers which will be assessed on the basis on the following information:

- the tenderer has an annual turnover equal to at least 25 % of the maximum amount of the lot (i.e. EUR 5,000 for each of the last two closed financial years).

Financial and economic capacity will be assessed on the basis of the information included in the following documents, to be supplied by tenderers:

- balance sheets (or balance sheet extracts) and income statements relating to the last two closed financial years if the publication of balance sheets is imposed by law on companies in the country where the economic operator is established;

If the tenderer is unable to provide the references requested, he may prove his economic and financial capacity by any other means which the European Parliament considers appropriate.

The tenderer may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

Technical and professional capacity

Tenderers must have sufficient technical and professional capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's technical and professional capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

In respect of the contract which is the subject of this invitation to tender, the European Parliament requires tenderers to have the following technical and professional capacity:

- at least 2 years' experience in service provisions / supplies similar to those required in the relevant contract;
- a team in which at least the project manager must have received adequate training, as demonstrated by a certificate, or have 3 years' confirmed experience in the area of the project;

Depending on the nature, quantity or scale and purpose of the supplies, services or works to be provided, the technical and professional capacity of economic operators will be substantiated by one or more of the following documents:

- a) a list of the principal services and supplies delivered in the past two years, with the sums, dates and recipients, public or private. If the recipient of those services and supplies was a department of an EU institution, economic operators shall furnish proof in the form of certificates issued or countersigned by the competent authority;
- b) a copy of the certificates in the area of the contract, the CV of the project manager and also of the members of the proposed team.

The tenderer or candidate may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

12.3.3 Award criteria

The contract will be awarded to the tender offering the best value for money.

Tenders will be evaluated on the basis of the following criteria:

- Price (total sum of the unit prices as filled in in the Annex B Lot 3 price list)
- Qualitative criterion 1: **Overall understanding of the requirement** with regard to the services required. Tenderers must provide a general description of the approach that they propose in order to achieve the objectives of the contract and supply the services required throughout Cyprus..
- Qualitative criterion 2: **Relevance of the proposed methodology**. Tenderers must prove their capacity to perform the tasks entrusted to them and clearly explain how they intend to make sure that the work is performed as efficiently as possible in terms of cost, speed and quality. They must also specify which tasks will be subcontracted. The following points will be examined: clarity and quality of the planning and organisation of the work, project management, schedule, meeting delivery dates, monitoring work, etc.
- Qualitative criterion 3: **Quality and consistency of the proposed simulation**. The tenderers will explain the approach taken in order to complete the simulation. They must also explain how they intend to guarantee the quality of the technical performance of the services and of the products supplied in connection with this simulation. The consistency of the work programme and performance schedule (performance or delivery periods) will also be evaluated.

The weighting given to the different criteria is as follows:

- qualitative criterion 1 30 points maximum
- qualitative criterion 2 30 points maximum
- qualitative criterion 3 40 points maximum

To be accepted for the next phase of the price assessment, tenders must receive a minimum of 60 points for criteria 1, 2 and 3 combined.

The price will be divided by the number of points obtained during the evaluation of the qualitative criteria. The tender ranked first will be the one obtaining the lowest quotient.

12.4 Lot 4 - Graphic Design / Printing / Production of Information Material

Sub-lot 4A - Graphic Design

Sub-lot 4B - Printing

Sub-lot 4C - Production of Information material

12.4.1 Description, objective and estimated amount of the contract

This lot is divided into three separate sub-lots. Potential tenderers may submit a separate offer for one or more sub-lots.

12.4.1.1 Sub-lot 4A - Graphic Design

OBJECTIVES

The information activities performed by the Information Office require the adaptation of various logos of the European Parliament (logo, graphic charter, citizen's forum, etc.) for use on the Internet site, in brochures, on flyers, posters, goodies and other items.

Each adaptation and production of graphic material must comply with the graphic charter of the European Parliament (see Annex F) and also follow the communication strategy directives of the Directorate-General for Communication of the European Parliament.

The themes, texts and basic visuals (HD PDF and/or EPS files of generic logos, campaigns' visuals, etc) will be delivered by Parliament.

TASKS - TYPE OF PROJECTS

Graphic Material for Flyers, Posters:

| TYPE OF GRAPHIC MATERIAL | CHARACTERISTICS |
|--|---|
| Mock-up file for the flyer recto/verso 10.5 x 21cm | This flyer announces the event. Its format is 10.5 x 21cm recto/verso. It is intended for distribution to the general public during the week preceding the event. The European Parliament will supply the topics and texts. |
| A mock-up file for A5 flyer recto/verso | This flyer announces the event. Its format is A5 recto/verso. It is intended for distribution to the general public during the week preceding the event. The European Parliament will supply the topics and texts. |
| A mock-up file for the A3 poster | The poster will be A3 format and legible in portrait format. It announces the event. These posters will be distributed at local education centres, businesses. |
| A mock-up file for the poster 80 x 120 | The poster will be 80 x 120 format and legible in portrait format. It announces the event. Copies will be attached to public walls and at the event venue to focus the visual environment on the event. |

Graphic Material for Brochures:

| TYPE OF GRAPHIC MATERIAL | CHARACTERISTICS |
|------------------------------------|--|
| A mock-up file for the A4 brochure | This brochure is intended to be distributed to the general public in connection with events organised by the Office. The European Parliament will supply the topics and texts. Format: folded format A4, width: 21.0 cm/height: 29.7 cm; A3 open format A3 (42.0 x 29.7 cm), quadrichromy. Number of pages in folded format: cover pages + 4, 8, 16 or 24. |
| A mock-up file for the A5 brochure | This brochure is intended to be distributed to the general public in connection with events organised by the Office. The European Parliament will supply the topics and texts. Format: A5 folded format, width: 14.8 cm/height: 21.0 cm; A4 open format (29.0 x 21.0 cm), quadrichromy. Number of pages in folded format: cover pages + 4, 8, 16 or 24. |

Graphic Material for Note Pads:

| TYPE OF GRAPHIC MATERIAL | CHARACTERISTICS |
|----------------------------------|--|
| A mock-up file of note pad cover | File covering the four cover pages with graphic elements of the European Parliament and text supplied by us Format: A5 quadrichromy |
| A mock-up file of note pad page | File for recto note pad page reiterating a graphic element or logo and others... Format: A5 black and white |

Graphic Material for Greetings Card and Leaflet:

The Office produces an A4 leaflet (three panels, portrait, recto-verso, quadrichromy, folded into three) and also an A6 greetings card (148x105 mm, recto quadrichromy, verso black and white).

The contractor must create:

- a mock-up file for the greetings card;
- a mock-up file for the leaflet.

We will supply the text.

Graphic Material for Newspapers and the Internet:

| TYPE OF GRAPHIC MATERIAL | CHARACTERISTICS |
|---|--|
| A mock-up file for the press insert for the printed press | The event will be announced by a ¼ page press insert containing the European Parliament logo, topics, etc. |
| An Internet file that will run on the Internet site and social networks | The event will be announced on the Office's Internet site and also on social networks with an animated banner. Naturally, the Internet link pre-defined by the European Parliament can be activated from the file. A .gif or equivalent animation will be activated to enhance the power of the message. |
| Three Internet files (banner and display box) for announcement on Internet site | The event will be announced on press/media sites with mega banner (720 x 90 pixel), banner (460 x 90 pixel) and display box (300 x 250 pixel), all with gif animation or equivalent. |

Graphic Material for Information Material

| TYPE OF GRAPHIC MATERIAL | CHARACTERISTICS |
|--|--|
| A mock-up file for pens | Black ink Materials: satin finish PVC body with black or blue rubberised sleeve with push-button, clip, ring and metal tip, fine tip Marking: one colour |
| A mock-up file for children's coloured pencils | Set of 12 mini-pencils with top with pencil sharpener. Marking: one colour |
| A mock-up file for cotton bags | Cotton publicity bag. Size: 37 x 35 cm Colour: monochrome Printing of EP logo or pictogram (or URL address) and/or event slogan/logo. |

The Office will supply the dimensions and maximum marking surface unless sub-lots 4A and 4C are awarded to the same supplier.

COPYRIGHTS

All results or associated rights, in particular copyrights and other industrial or intellectual property rights, obtained in connection with the performance of the contract are the exclusive property of the European Parliament.

The contractor must make sure that all the services are provided free from rights, including copyright and other intellectual or industrial property rights.

If, with regard to the activities covered by the present invitation to tender, the contractor intends to use items (images, illustrations or others), whose copyright or other property right belongs to a third party, the contractor must confirm in writing that he has obtained all the necessary authorisations from the holders of these rights before using these items. All costs associated with obtaining these authorisations shall be paid by the contractor.

All source files must be delivered to the European Parliament, which will become the sole owner.

PLACE OF PERFORMANCE

Not applicable.

BUDGET/VOLUME

The budget is a maximum of **EUR 20,000.00** (including fees, travel expenses and all other expenses) for the **four years** of validity of the framework contract.

12.4.1.2 Sub-lot 4B - Printing

OBJECTIVES

The subject of this contract is the performance of printing work, in different formats, and also the delivery of this work to the address of the Office or the address indicated by it.

All documents will be labelled 'Recycled paper' and 'Please do not discard in the street' as well as the eco-label (European flower), stating 'Printed on recycled paper that has been awarded the European eco-label for graphic paper / www.ecolabel.eu', because all these documents are distributed to the general public and are intended to underline the Parliament's action with regard to preservation of the environment. The service provider will supply the certificates relating to the paper used.

If necessary, the pre-press files will be provided by the European Parliament, unless sub-lots 4A and 4B are awarded to the same service provider.

TASKS - TYPE OF PROJECTS

1. Flyers, Posters

| | |
|------------------------|---|
| Flyers 10.5 x 21 cm | Number of pages: 2 Finished format: 10.5 x 21 cm quadrichromy recto verso Paper: 350g/m ² CYCLUS OFFSET or other awarded the eco-label Make-up: cut to size |
| A5 flyers | Number of pages: 2 Finished format: A5 quadrichromy recto verso Paper: 350g/m ² CYCLUS OFFSET or other awarded the eco-label |
| A3 posters | Finished format: 29.7 x 42 cm quadrichromy Paper: 150g/m ² CYCLUS OFFSET or other awarded the eco-label |
| Posters 80 x 120 | Finished format: 80 x 120 cm quadrichromy Paper: 150g/m ² CYCLUS OFFSET or other awarded the eco-label |

2. Brochures

| | |
|--------------|--|
| A4 brochures | Folded format: A4, width: : 21.0 cm / height: 29.7 cm Open format: A3 (42.0 x 29.7 cm) Number of pages: cover pages + 4, 8, 16 or 24 Printers: Quadrichromy recto/verso Binding: Metal stapling 2 points Paper: - inside of brochure: 135 gr/m ² CYCLUS OFFSET or other paper awarded the eco-label - brochure cover: 250 gr/m ² CYCLUS OFFSET or other paper awarded the eco-label |
| A5 brochures | Folded format: A5, width: 14.8 cm / height: 21.0 cm Open format: A4 (29.7 x 21.0 cm) Number of pages: cover pages + 4, 8, 16 or 24 Printers: Quadrichromy recto/verso Binding: Metal stapling 2 points Paper: - inside of brochure: 135 gr/m ² CYCLUS OFFSET or other paper awarded the eco-label - brochure cover: 250 gr/m ² CYCLUS OFFSET or other paper awarded the eco-label |

3. Note Pads

| | |
|-----------|---|
| Note pads | (according to the 2 mock-ups — cover and paper — see graphic adaptation) - interior of note pad: Format/pages : A5/100 sheets (200 pages) Printers: black and white double-sided Binding: wire or metal Paper: 80 g CYCLUS OFFSET or other paper awarded the eco-label. - note pad cover Printers: Quadrichromy recto/verso Cover paper: recycled offset 350g/m ² CYCLUS OFFSET or other paper awarded the eco-label Back cover: card |
|-----------|---|

4. Greetings Card

| | |
|----------------|--|
| Greetings card | Format: A6 (148 x 105 mm) Printing: recto quadrichromy (colour) and verso black and white Paper: Cyclus Print 300 or other awarded the eco-label |
|----------------|--|

5. Leaflet

| | |
|---------|--|
| Leaflet | Leaflet: 3 panels Format: A4 in 3 panels, portrait, quadrichromy recto/verso Open format: 21 x 29.7 Folded format : 21 x 9,9 Paper: CyclusPrint 130 g/m ² or other awarded the eco-label Make-up: 2 roll folds |
|---------|--|

6. Production of Photocopies

| | |
|--|--|
| Black and white stapled photocopies | Finished format: A4 black and white Paper: 80 g/m ² CYCLUS OFFSET or other awarded the eco-label Make-up: cut to size |
| Black and white stapled photocopies with coloured header | Finished format: A4 black and white Paper: 80 g/m CYCLUS OFFSET or other awarded the eco-label Make-up: stapled |

PLACE OF PERFORMANCE

Not applicable.

BUDGET/VOLUME

The budget is a maximum of **EUR 68,000.00** (including fees, travel expenses and all other expenses) for the **four years of validity** of the framework contract.

12.4.1.3 Sub-lot 4C - Production of Information Material

OBJECTIVES

The subject of this sub-lot is the production of specific information material at the request of the Information Office.

More specifically, it will consist of the purchase of three serigraphed promotional information items: pens, children's coloured pencils and cotton bags. These items will be delivered to the address of the Office or to the address indicated by it.

The European Parliament will supply the marking and graphic files, unless the sub-lots 4A and 4C are awarded to the same supplier.

TASKS - TYPE OF PROJECTS

1 PENS

Black ink

Material: body in satin-finish PVC with black or blue rubberised sleeve with push-button, clip, ring and metal tip, fine tip.

Marking: one colour

The service provider must notify the information Office of the dimensions and the maximum marking surface, unless the sub-lots 4A and 4C are awarded to the same supplier.

2 CHILDREN'S COLOURED PENCILS

Exhibit: set of 12 mini-pencils with top with integrated pencil sharpener.

Marking: one colour

The service provider must notify the information Office of the dimensions and maximum marking surface, unless the sub-lots 4A and 4C are awarded to the same supplier.

3. COTTON BAGS

Description:

- material: strong certified bio-cotton, square
- type of handles: 2 long fabric handles for carrying the bag by hand or on the shoulder
- size: 37 x 35 cm (height x width)
- colour: uniform trendy colour
- printing the EP logo or pictogram (or URL address) and/or slogan/logo of the event
- packaging: stiff packaging using recycled cardboard.

PLACE OF PERFORMANCE

Not applicable.

BUDGET/VOLUME

The budget is a maximum of **EUR 20,000.00** (including fees, travel expenses and all other expenses) for the **four years** of validity of the framework contract.

12.4.2 Selection criteria

Evaluation of economic and financial capacity

Tenderers must have sufficient economic and financial capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's financial capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

For the contract that is the subject of this lot, the European Parliament requires a minimum financial and economic capacity from tenderers which will be assessed on the basis on the following information:

- the tenderer must have an annual turnover of at least 25 % of the maximum amount of the sub-lot concerned (or respectively EUR 5,000 for sub-lot 4A, EUR 17,000 for sub-lot 4B and EUR 5,000 for sub-lot 4C) for each of the last two closed financial years;

Financial and economic capacity will be assessed on the basis of the information included in the following documents, to be supplied by tenderers:

- balance sheets (or balance sheet extracts) and income statements relating to the last two closed financial years if the publication of balance sheets is imposed by law on companies in the country where the economic operator is established

If the tenderer is unable to provide the references requested, he may prove his economic and financial capacity by any other means which the European Parliament considers appropriate.

The tenderer may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

Technical and professional capacity for all sub-lots

Tenderers must have sufficient technical and professional capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's technical and professional capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

In respect of the contract which is the subject of this invitation to tender, the European Parliament requires tenderers to have the following technical and professional capacity:

- at least 2 years' experience in service provisions / supplies similar to those required in the relevant contract;
- a team in which at least the team leader should have the suitable training certified by a diploma and three years' proven experience in the field of the contract;
- regarding printing services (sub-lot 4B): compliance with CyclusPrint/Ecolabel technical requirements or their equivalents.

Depending on the nature, quantity or scale and purpose of the supplies, services or works to be provided, the technical and professional capacity of economic operators will be substantiated by one or more of the following documents:

- a) a list of the principal services and supplies delivered in the past two years, with the sums, dates and recipients, public or private. If the recipient of those services and supplies was a department of a European Union institution, economic operators shall provide proof in the form of certificates issued or countersigned by the competent authority;
- b) a copy of certificates and/or permits necessary for the profession under Cypriot national legislation or under a national legislation of one EU Member State, the CV of the project leader as well as the team members proposed
- c) regarding printing services (sub-lot **4B**), a copy of CyclusPrint/Ecolabel certificates or their equivalents issued by the competent authority.

The tenderer or candidate may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

12.4.3 Award criteria

The contract will be awarded to the tender offering the lowest price³ among those which are admissible and comply with the conditions.

12.5 Lot 5 - Recording and Editorial work

12.5.1 Description, objective and estimated amount of the contract

OBJECTIVES

This lot includes the performance of editorial type services on behalf of the European Parliament Information Office, including the recording and transcription of debates, production of films of events, adapting existing communications material and replay services.

The provision of these services will be done as part of events organised by the Information Office in Nicosia and in the national territory of Cyprus.

TYPE OF PROJECTS

Every year the European Parliament Information Office organises a series of conferences, events and public debates. These actions are subject of planning in accordance with the European Parliament general communications strategy and are aimed at strengthening the Citizen's awareness of the actions of the European Union.

³ Total sum of the unit prices as filled in in the Annex B Lots 4A, 4B or 4C price lists.

It is in this context that the European Parliament Information Office in Cyprus intend to strengthen its capacity for action in terms of communications through targeted recordings and editorial services.

TASKS

1. Recording and transcription of debates, (in a room equipped beforehand by the Office with a microphone and an audio system).
 - a. Audio recording of debates with appropriate material and technical support for conversion into MP3 format or equivalent the day of the event; delivery of product on CD/DVD
 - b. Integral transcription of recordings in WORD format
 - c. Video recording of debates with appropriate equipment and delivery of product on a mastered DVD with a navigation menu.
 - d. Creation of advertisement of 60 seconds on the basis of original recording, advertisement delivered on mastered DVD with navigation menu (including editing)
2. Assistance in the editing of publications for the Information Office (flyers, leaflets, brochures, fact sheets, PowerPoint presentations and digital publications for the website)
3. Assistance with editorial adaptation of existing communications material (flyers, leaflets, brochures)
 - a. Assistance with adaptation of content
 - b. Synthesis of various existing communications materials on the same subject in order to create a new publication
4. Proofreading and revision of texts
 - a. Spell checking
 - b. Content checking
5. Assisting the Information Office with the identification of relevant social networks within the country concerned, depending on the event's theme

Ultimate responsibility for the content will remain with the Information Office.

SIMULATION

The provider will be obliged to provide a simulation as required in Annex D Lot 5.

PLACE OF PERFORMANCE

Nicosia Information Office of the European Parliament and extra-muros places on national Cypriot territory.

BUDGET/VOLUME

The budget amounts to a maximum of **EUR 50,000.00** (including fees, travel expenses and any other costs) for the **four years** that the framework contract lasts for.

COPYRIGHTS

Any results, works or rights thereto, particularly copyright and other intellectual or industrial property rights, obtained in performance of the contract shall belong exclusively to the European Parliament.

The contractor must ensure that all services provided are delivered free of charges including copyright and other intellectual or industrial rights.

Within the context of the activities covered by this invitation to tender, if the contractor envisages using elements (images, illustrations or otherwise), for which copyright or any other right of ownership belongs to a third party, the contractor must confirm in writing that he has obtained all the necessary permissions from the holders of such rights prior to using these elements. The contractor will cover all expenditures related to obtaining these authorisations.

12.5.2. Selection criteria

Financial and economic capacity

Tenderers must have sufficient economic and financial capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the European Parliament has serious doubts about a tenderer's financial capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

For the contract that is the subject of this lot, the European Parliament requires a minimum financial and economic capacity from tenderers which will be assessed on the basis on the following information:

- the tenderer must have an annual turnover of at least 25 % of the maximum amount of the lot (or EUR 12,500) for each of the last two closed years.

Financial and economic capacity will be assessed on the basis of the information included in the following documents, to be supplied by tenderers:

- balance sheets (or balance sheet extracts) and income statements relating to the last two closed financial years if the publication of balance sheets is imposed by law on companies in the country where the economic operator is established

If the tenderer is unable to provide the references requested, he may prove his economic and financial capacity by any other means which the European Parliament considers appropriate.

The tenderer may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

Technical and professional capacity

Tenderers must have sufficient technical and professional capacity to enable them to perform the contract in compliance with the contractual provisions. If, in view of the information supplied, the

European Parliament has serious doubts about a tenderer's technical and professional capacity, or if this is clearly insufficient for performance of the contract, the tender may be rejected without the tenderer being able to claim any financial compensation.

In respect of the contract which is the subject of this invitation to tender, the European Parliament requires tenderers to have the following technical and professional capacity:

- at least two years' experience in services/deliveries similar to those required by the contract concerned;
- a team of experts in the field of the services required comprising at least a minimum of four persons, among whom at least the project leader must have three years' proven experience in the editorial field. The other members of the team will have at least two years' experience;

Depending on the nature, quantity or scale and purpose of the supplies, services or works to be provided, the technical and professional capacity of economic operators will be substantiated by one or more of the following documents:

- a) a list of the principal services and supplies delivered in the past two years, with the sums, dates and recipients, public or private. If the recipient of those services and supplies was a department of an EU institution, economic operators shall furnish proof in the form of certificates issued or countersigned by the competent authority;
- b) CVs of all team members

The tenderer or candidate may also rely on the capacity of other entities, irrespective of the legal nature of the links between himself and those entities. In this case, he must prove to the European Parliament that he will have the resources needed to perform the contract, for instance by providing an assurance of the undertaking by those entities to make them available to him. In that case the European Parliament is entitled to refuse the application or the tender submitted if it has doubts about the undertaking by the third party.

12.5.3 Award criteria

The contract will be awarded to the tender offering the best value for money.

Tenders will be evaluated on the basis of the following criteria:

- Price (total sum of the unit prices as filled in in the Annex B Lot 5 price list)
- Qualitative criterion 1: **understanding of the objectives of the contract and the assignments to be carried out**; the tenderer must demonstrate a clear comprehension of the objectives of the contract through his proposal and, in particular, the specific nature of the communications of the European Parliament Information Office in the context of new technologies.
- Qualitative criterion 2: **the quality, consistency and relevance of the proposed simulation**; the tenderers will explain the approach taken in order to complete the simulation. They will also explain how they intend to guarantee the quality of technical execution of the services and of the products supplied under this simulation.
- Qualitative criterion 3: **quality and organisation of the proposed team and the working methodology**; tenderers must supply a description of the team, how they intend to organise it and the manner in which the framework contract will be managed in general. In relation to the daily management of the work, tenderers must show that they are capable of working in strict collaboration with the EP services responsible. This also applies where certain tasks are sub-

contracted; tenderers must prove their capacity to perform the missions that are entrusted to them and to explain clearly how they intend to ensure that the work is completed in the most efficient way possible in terms of cost, speed and quality. A description of the quality control system for the services to be provided should be supplied

The weighting given to the different criteria is as follows:

qualitative criterion 1 25 points maximum

qualitative criterion 2 40 points maximum

qualitative criterion 3 35 points maximum

To be accepted for the next phase of the price assessment, tenders must receive a minimum of 60 points for criteria 1, 2 and 3 combined.

The price will be divided by the number of points obtained during the evaluation of the qualitative criteria. The tender ranked first will be the one obtaining the lowest quotient.

13. ENVIRONMENTAL CONCERNS

The European Parliament's environmental policy

Tenderers shall undertake to comply scrupulously with the environmental legislation in force in the field of the contract, should it be awarded to them. It should be noted in this connection that the European Parliament applies the EMAS environmental management system. Information on this subject is provided by the authorising department in Annex G to these specifications. The successful tenderer will be required to ensure that the information provided by the European Parliament on the EMAS programme in general, and more specifically on the implementation of environmental measures in practice, is known by all his staff working for the European Parliament. At the European Parliament's request the successful tenderer may be required to certify that anyone assigned to work under the contract has received the appropriate professional training required (technical, safety and environmental training) concerning compliance with safety rules and correct handling of the equipment and products to be used, including action to be taken in the event of incorrect handling or any other incidents.

14. PRICES

Prices shall be revised in accordance with the terms set out in the contract.

Pursuant to Article 3 of the Protocol on the privileges and immunities of the European Communities of 8 April 1965, the price quotation shall be submitted excluding VAT and other equivalent taxes.

The price quoted must be all-inclusive and expressed in euros, including for countries which are not part of the euro area. For tenderers in those countries, the amount of the tender may not be revised in line with exchange rate movements. It is for the tenderer to select an exchange rate and accept the risks or the benefits deriving from any variation.

The tenderers are obliged, in all circumstances, to fully complete Annex B of the invitation to tender for the services concerned.

Tenders with an incomplete financial offer (Annex B) will be excluded from the contract award procedure.

Only tenders complying with the criteria for exclusion and selection will be taken into account.

Annexes:

- A. Declaration on the tenderer's honour**
- B. Price schedules**
- C. Supplier's financial data sheet**
- D. Simulations (case studies)**
- E. Draft framework contracts / Specific contracts and order forms**
- F. Graphic chart of the European Parliament**
- G. The European Parliament's environmental policy**