



Call for supply of services

Communications activities

17 December 2012



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1. BACKGROUND

EUN Partnership aisbl (European Schoolnet) is a Belgian international non-profit association based in Brussels. In the last 15 years, it has become one of the key organisations involved in transforming teaching and learning at school and in using the integration of ICT as a force for improvement. It consists of a network of 30 Ministries of Education from across Europe which organises its activities around three main areas: exchange experience gained at national level; gather evidences to feed policy development and implement innovative pilot projects for schools. European Schoolnet also operates key European services in education on behalf of the European Commission (such as eTwinning) and develops private-funded initiatives such as the Future Classroom Lab. More information is available on our website: www.europeanschoolnet.org.

European Schoolnet typically manages between 30 to 35 projects at any time funded by EU programmes and/or private partners. All projects include a dissemination and communication plan including online and print products, as well as video production and media campaigns.

2. THE SERVICES TO BE SUPPLIED

European Schoolnet would like to appoint a limited number of companies per lot for the delivery of a variety of communications activities as listed below for a period of three years. The overall expenditures foreseen are between 300 000 and 400 000 euros per year.

The companies selected shall have substantial experience in the activities to be carried out, they can tender for one or more lots, they should be able to work in English, and work during standard office hours (9-18.00 Brussels time), even during summer holiday periods, with the necessary staff and resources to provide the services covered by this call.

The method of appointment of the tenderer(s) and the contractual conditions are more particularly described in section 4 of this call.

Being selected for this framework contract does not guarantee work will be given to the company and for specific tasks or large communications campaigns, European Schoolnet reserves the right to go outside the framework contract as needed.

Lot 1: General graphic work

Tasks included in this lot entail both creative and adaptation design, more specifically:

- A revision of European Schoolnet identity and all its projects (logo policy and graphic charter) to produce a general graphic charter applicable to all projects





- For additional projects: create a specific graphic charter, logo, templates (Word, PPT), general look and feel for website and newsletter when appropriate
- Creation of additional artwork such as online and print advertisements, drawings, comic strips, pictures, photography, icons, cartoon characters with European Schoolnet copyrights
- Improvement and full production of promotional and presentation materials with Powerpoint and Prezi

Lot 2: Online design

- Web design in HTML and liferay cut for multilingual websites
- Innovative, respectful of accessibility W3C standards and easy to access on main mobile devices including testing on major browsers (Internet Explorer, Firefox, Chrome, Safari, etc.) and sufficiently flexible to be adapted in multiple languages (e.g.. able to cope with different text lengths of menu items, special character sets)
- Graphic customization of social media accounts (Facebook, Twitter,...) including apps to link to Youtube and other channels.
- Creation of electronic newsletter templates and e-mailing

Lot 3: Production of publications and promotional elements

- Design, lay out and production of files in the format required for the production of publications, such as reports, brochures, posters, bookmarks, postcards, certificates, etc... both for printing and online use in all EU official languages as well as Arabic, Russian, Turkish and potentially other non-EU languages
- Design, lay out and production of printed materials with interactive elements (e.g. QR code, Booki)
- Design, lay out and production on stand up posters, banners and other graphical elements for events
- Customization of promotional branded items and goodies including awards for ceremonies
- Printing of publications
- Worldwide delivery of printed publications

Lot 4: Videos and pictures

- Creation of a common look and feel for EUN videos and its projects
- Development of original concepts, script ideas and scenarios, animated graphics or animations for audiovisual productions
- Production of video clips and promotional clips





- Coverage of events (photographic and multimedia reports)
- Subtitling and dubbing services

In addition to supplying the finished product, the contractor will make available to European Schoolnet the source files, photos and fonts used so that these can be re-used in the same form or in a modified form in future communications. European Schoolnet will have full copyright ownership on all products. In the case of audiovisual production, the contractor will make available to European Schoolnet the masters of the edited material, cut raw footage and full rushes, accompanied by shot lists with time code in English. Any person filmed or photographed will sign a consent form.

We expect the contractor to do the work themselves but if necessary, in specific circumstances or for specific products subcontracting may be authorised provided European Schoolnet agrees in writing after having received advance written notification.

3. THE CONDITIONS

In order to reply to this call, the applicants should supply the following information and details:

- The offer must be made in English
- Indicate the lot(s) you wish to bid for
- The general background information on the company including resources available
- Experience and examples of the activities selected
- Types of organisations the company worked for (including services performed for EU funded projects)
- Details and experience of the staff which will be supplying the service(s)
- The price in Euros per artefact/service as detailed in the annex 2 (Price list in Excel)
- Rates quoted are fixed for an initial 12 month duration (from the date of the tender). Prices can be adjusted according to the inflation rate of the country where the supplier is based every year at the written request of the supplier.
- Approx. delivery timetable for each of these products
- The quality assurance process applied to each type of task and the method of delivery
- A signed declaration of honour (see annex 1)

The selection of the successful applicant will be based on a number of factors including

- The quality and experience of the company performing the services





- The cost of the services concerned and the timeliness of the delivery of each product
- Geographical location of the Company
- The resources that the company has available
- The experience of working for EU funded projects

The European Schoolnet Evaluation Committee may decide, at its entire discretion, to give a weighting to the various selection criteria.

In terms of the fees and charges they must be comparable with market prices and values.

Please note that European Schoolnet is not bound to make a selection if the offers received are not of sufficient quality or the prices quoted are not within the budget allocated to European Schoolnet by the funding body or not within the budget allocated by Schoolnet for this type of work. In such circumstances, European Schoolnet may re-issue this Call or cancel it completely.

The European Schoolnet Evaluation Committee may, at its entire discretion, decide to call the highest scoring candidates for an interview in Brussels in order for them to present their offer directly to the Evaluation Committee and to resolve any outstanding issues or questions. In case that an interview at the premises of European Schoolnet is considered necessary, the interview will be made at the expense of the applicants concerned.

Upon completion of the process of evaluation the results of the evaluation will be communicated to all the applicants both successful and unsuccessful. A Framework Agreement will be signed with the successful applicant(s) (see below).

The offer will be valid for 6 months and prices will be maintained for 12 months and can be adjusted according to the mechanism specified in article 3 of this tender.

4. APPOINTMENT

Applicants should note that it is the intention of European Schoolnet to appoint a limited number of suppliers for each lot depending on the results of the Evaluation Committee and the number and quality of bids received. In this case, the companies selected will be placed in a cascade arrangement for each lot depending on the evaluation by the Evaluation Committee.

Offers for work will be sent initially to the organisation placed at position number one in the cascade. If that organization is not able to carry out the work, or if the experts detailed in its offer are not available and suitable replacements cannot be found or if the methodology, design or quality control is not suitable or acceptable to European Schoolnet or if the total budget for the project is considered by European Schoolnet to be too high, then the offer will be sent to the second company in the cascade and so on. If none of the companies in the cascade are able to





provide a suitable offer (according to European Schoolnet), then European Schoolnet may seek services outside of the Framework Agreement.

Exceptions to the cascade can be made for tasks which require specific expertise or special quality requirements: an internal quote will then be asked to all suppliers selected in the appropriate lot. In addition, for works under 5000 euros European Schoolnet or one of its projects can decide to go outside the framework contract.

The positioning in the cascade may be reconsidered after the end of each 12 month period depending on the performance of the suppliers concerned and potential price adjustments.

If because of the number and quality of the offers received, it is not possible to implement a cascade arrangement for each lot, then European Schoolnet will appoint a single supplier for each lot. However, European Schoolnet is not bound to use the relevant supplier if the circumstances detailed in the second paragraph should apply.

The signature of the Framework Agreement is not a guarantee that any specific work shall be issued by European Schoolnet during the period of the Framework Agreement.

5. EXCLUSION CRITERIA

Applicants will be automatically excluded for selection and from an award if it falls within one of the situations listed below:

- (a) They are subject to a conflict of interest;
- (b) 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;
- (c) They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (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;





(e) They have made false declarations in supplying information required by any public organization as a condition of participation in a procurement procedure or grant award procedure or fail to supply this information.

(f) They have been guilty of grave professional misconduct proven by any means which can be justified.

The applicant shall submit with its offer a declaration on its honour that it does not fall within any of the situations listed above. A template for the declaration may be found in annex 1.

The applicant shall also be automatically excluded if the application together with any supporting documents (including the declaration on honour) is not received by European Schoolnet by the deadline listed in the section, Timescales and Deadlines.

6. TIMESCALE AND DEADLINE FOR TENDERING

The deadline for receipt of applications in the European Schoolnet premises is **17.00 CET on 15 February 2013** whether it is by e-mail or by post.

Interested suppliers may send questions until **31 January 2013 17.00 CET** to the address below.

Following evaluation of the submitted proposals, the decision will be communicated via e-mail to companies which have submitted a proposal. We are not able to engage into correspondence with companies not selected.

Interested applicants are invited to send their applications with the information requested in section 3 by either e-mail or mail to European Schoolnet at the following address:

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