



Call for supply of services

Communications activities

18 February 2019

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1. BACKGROUND

EUN Partnership aisbl (EUN) is a Belgian international non-profit association based in Brussels. In the last 20 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 34 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. EUN 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.

EUN 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

EUN 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 estimated 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, EUN reserves the right to go outside the framework contract as needed.

Lot 1: Print

- Printing of publications and other materials
- Worldwide delivery of printed publications
- Customisation of promotional branded items and goodies including awards for ceremonies

Lot 2: Graphic design

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

- Creation of a specific graphic charter, logo, templates (Word, PowerPoint), general look and feel for website and newsletter for a new project
- Creation of additional artwork such as online and print advertisements, drawings, comic strips, pictures, photography, icons, cartoon characters with European Schoolnet copyrights
- 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.
- Design, lay out and production on stand up posters, banners and other graphical elements for events

Lot 3: Online design

- Wireframing, design and HTML/Liferay/WordPress cut for multilingual websites
- Innovative, respectful of accessibility W3C guidelines and easy to access via mobile devices including testing on major browsers (Internet Explorer, Firefox, Chrome, Safari) and sufficiently flexible to be adapted in multiple languages (e.g. able to cope with different text lengths of menu items, special character sets)
- Creation of electronic newsletter templates
- Interactive online presentations (eBook, interactive PDFs)
- Assets, asset list and guidelines for developers

Lot 4: Videos and pictures

- Creation of a common look and feel for videos by EUN 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
- Facilitating educational workshops, and filming said workshops with a view to using the video as a teaching tool
- Coverage of events (photographic and multimedia reports)
- Subtitling and dubbing services

For all productions, in addition to supplying the finished product, the contractor will make available free of charge to EUN 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. EUN will have full copyright ownership



on all products. In the case of audiovisual production, the contractor will make available to EUN free of charge the masters of the edited material, cut raw footage and full rushes, accompanied by shot lists with time code in English. It is the responsibility of the contractor to ensure that any person filmed or photographed will sign a consent form.

We expect the contractor to do the work itself but if necessary, in specific circumstances or for specific products, subcontracting may be authorised provided EUN 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 work carried-out for the activities selected
- Types of organisations the company has 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 contract). Prices can be adjusted every year according to the inflation rate of the country where the supplier is based at the written request of the supplier and approved by EUN in writing.
- 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 EUN 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 EUN 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 EUN by the funding body or not within the budget allocated by Schoolnet for this type of work. In such circumstances, EUN may re-issue this Call or cancel it completely.

The EUN 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 EUN 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 selection 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 once the contract is signed with the selected providers and can be adjusted according to the mechanism specified in article 3 of this tender and in the Framework Agreement.

4. APPOINTMENT

Applicants should note that it is the intention of EUN 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 does not respond to the initial request for services, or 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 EUN or if the total budget for the project is considered by EUN 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 EUN), then EUN may seek services outside of the Framework Agreement.

EUN reserves the right to make a selection outside of the cascade or the order of the cascade for tasks which require specific expertise, special quality requirements or large scale campaigns. In addition, for works under 5000 euros (excluding VAT), EUN or one of its projects can decide to use suppliers outside the Framework Agreement.

The positioning in the cascade may be reconsidered after the end of each 12 months 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 EUN will appoint a single supplier for each lot. However, EUN 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 EUN during the period of the Framework Agreement.

Please note that applicants based in the United Kingdom may respond to this call for tender but if successful their appointment may not be able to be ratified until the negotiations with the United Kingdom and the European Union over BREXIT are complete and a withdrawal agreement has been signed.

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 neither it nor its legal representative falls 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 EUN by the deadline listed in the section, Timescales and Deadlines.

6. TIMESCALE AND DEADLINE FOR TENDERING

The deadline for receipt of applications in the EUN premises is **17.00 CET on 8 April 2019** whether it is by e-mail or by post.

Interested suppliers may send questions until **27 March 2019 17.00 CET** to the address below and answers will be posted on the EUN website by 1 April 17.00 CET at the latest. We will not be able to enter into any direct communications with potential tenderers during the tender process.

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 EUN at the following address:

Silvia Spinoso
EUN Partnership aisbl
61 rue de Trêves
B-1040 Brussels
Tel. +32 2 790 75 65
e-mail: fwc@eun.org

