Call for supply of services

Communications activities

8 March 2022
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1. BACKGROUND

EUN Partnership aisbl (EUN) is an international non-profit organisation based in Brussels. In the last 25 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. EUN is a network of 33 Ministries of Education from across Europe, leading educational innovation at European level, with a focus on three main areas of activity:

1. Provide concrete evidence and data about innovation in education on which to base policy recommendations;

2. Support schools and teachers in their teaching practices;

3. Develop and sustain a network of schools engaged in innovative teaching and learning approaches;

EUN also operates key European services in innovation in education on behalf of member Ministries of Education, the European Commission and industry partners, acting as an interface between education policy and practice. More information is available on our website: http://www.eun.org/.

EUN typically manages around 30-45 projects per annum 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 organisations 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 or that any specific work shall be issued by EUN during the period of the Framework Agreement. EUN reserves the right to go outside of the Framework Agreement for tasks which in the opinion of EUN, require specific expertise, special quality requirements or large scale campaigns.

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 EUN 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, animations 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
• Production of character-based and infographic-based animations
• 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 which is GDPR compliant. It is also the responsibility of the contractor to ensure that all relevant local health and safety guidelines are adhered to during filming.

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 organisation 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 months duration (from the effective 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 EUN for this type of work or for any other business reason. 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 within a reasonable period of time, 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 in the opinion of EUN 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 third 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.

### 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 19 April 2022 by e-mail.

Interested suppliers may send questions until 10 April 2022 17.00 CET to the address below and answers will be posted on the EUN website by 12 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 e-mail at fwc@eun.org

7. DATA PROTECTION

Any personal data collected by EUN under this Call for Supply of Services will only be used by EUN for the purposes of evaluating the applications received from the applicants which will be assessed under section 3 of this Call. This personal data may include the name, position, experience and background of the staff who will deliver the services for the applicant. The grounds for processing of the personal data shall be those specified under article 6.1 (b) and 6.1.(f) of the General Data Protection Regulation. Any personal data collected by EUN under this call may be disclosed to those members of staff of EUN who are supporting or managing the procurement process and to verification staff and auditors working on behalf of the European Commission or
auditors who are required to deliver audit certificates to EUN. Except where it is required to be kept for audit or verification purposes, the personal data collected hereunder shall be kept for a maximum period of 12 months.

If you wish to have further information about this notice, please contact the EUN Data Protection Officer at privacy@eun.org. If you wish to complain about the way in which personal data has been processed under this Call, please contact (add the name and address of the Belgian Data Protection Authorities).