



Tender Specifications
annexed to
Invitation to Tender
Ref. SJU/LC/0058-CFT
General support online communication

25 November 2010

Edition 00.01.00

1. INTRODUCTION

1.1. Acronyms and terminology

ATM	Air Traffic Management
SESAR	Single European Sky ATM Research Programme
SJU	SESAR Joint Undertaking (European Union body under Council Regulation (EC) No 219/2007 as amended by Council Regulation (EC) No 1361/2008)
CMS	Content Management System

1.2. Introduction to the SESAR Joint Undertaking

The purpose of the SESAR Joint Undertaking (hereinafter referred to as "SJU") created under Article 187 of the Treaty on the Functioning of the European Union, is to ensure the modernisation of the European air traffic management system through the coordination and concentration of all relevant research and development efforts.

The SJU is responsible for the implementation of the ATM Master Plan and for carrying out specific activities aimed at the development of a new generation air traffic management system capable of ensuring the safety and fluidity of air transport worldwide over the next thirty years. Further information on the activities of the SJU is available at www.sesarju.eu.

The Communication sector of the SJU is responsible for all of the SJU's external and internal communication activities. Online communication is regarded as indispensable part of its activities.

2. TERMS OF REFERENCE

2.1. Subject

The Communication sector of the SJU is searching for support for its online communication as of **1st February 2011**.

The SJU uses different channels of online media: its public website (based on Drupal), a collaborative Extranet (based on Sharepoint), an Intranet (based on Sharepoint), an e-learning platform (based on Moodle), as well as different electronic newsletters (based on Addemar).

The supporting online communication expert is to be based in the SJU offices on 4 half-days a week with some peak periods depending on the work load.

2.2. Description of required services

For its online communication activities, SESAR JU is seeking the support from an online communication expert that will carry out the following tasks:

- Content management (SJU public website, intranet and e-learning platform)
- Management of e-news campaigns
- Database management
- Online communication advise
- Project management

Technical skills required

Familiarity with SJU information management, sector of activity and online communication tools such as:

- Drupal CMS (user and administration)
- Microsoft Sharepoint (user and administration)
- Moodle platform (user and administration)
- Email marketing campaign tools in particular Addemar (user and administration)
- Graphic design tools (e.g. Photoshop)
- Knowledge of Air Traffic Management & related stakeholders. Basic knowledge of the SESAR programme is a +.

Description of work

Within the context and environment outlined above, the tasks to be undertaken are:

SJU website management

Management of the SJU web projects (public website, intranet): The tasks will include:

- Ongoing quality control of the SJU web sites (www.sesarju.eu, Intranet);
- Content publication;
- Management of the events calendar and news;
- Removal of obsolete and outdated information;
- Maintenance of templates;
- Conversion and formatting of images and other graphical resources;
- Maintenance of a central library of images;
- Management of links;
- Optimal referencing by search engines;
- Cross reference with partner sites;
- Production of statistics, reports and analysis;
- Formatting and upload of multimedia items (video, pictures, etc.);
- Performance and availability monitoring.

Electronic newsletter/marketing campaigns management

- Creation of e-news templates for various audiences in Addemar;
- Launch and post-analysis of e-news campaigns;
- Promotion of the web site towards SJU members and their staff via email, e-newsletter, organisation of surveys.

Database management

- General database management in a database tool custom made for the SJU (already existing);
- Continuous update and enrichment of database with relevant stakeholders;
- Comprehensive organisation of mailing lists.

Online communication advice

The expert shall also provide advice on further improvements of all online communication activities such as: improvements to the websites; assessment of collaborative tools; development of information management policies; document management applications and policies; market analysis; database management; etc.

E-learning

- Production of statistics, reports and analysis;
- Ongoing quality control of the existing and future e-learning modules;
- Promotion of e-learning platform among potential users.

Project management

- [Planning](#), [organising](#), and [managing](#) independently online projects;
- Coordination with external contractors and internal contributors;
- Providing online support to internal and external users of the different online channels used by the SJU.

Please note that the working language of the SJU is English, thus a high command of English by the online communication expert is essential.

2.3. Variants

Variants on the terms of reference are not permitted.

2.4. Volume

The maximum budget available for this contract is **€ 50,000.00** for one year (minimum 4 half-days a week with some peak periods depending on the work load).

2.5. Contract duration

The service contract resulting from the present call for tenders will have an initial duration of one (1) year as from the date of signature, and may be renewed up to 3 times, each for an additional period of 1 year.

3. ASSESSMENT OF THE OFFERS AND AWARD OF THE CONTRACT

3.1. Introduction

The assessment will be strictly based on the content of the received offers and in the light of the criteria set out hereunder.

The assessment procedure will be carried out in three consecutive stages:

- Stage 1 – assessment in the light of **exclusion criteria** (see section 3.2. below),
- Stage 2 – assessment in the light of **selection criteria** (see section 3.3. below) and
- Stage 3 – assessment in the light of **award criteria** (see section 3.4. below).

The aim of each of these stages is:

- To check on the basis of the exclusion criteria, whether tenderer can take part in the tendering procedure;
- To check on the basis of the selection criteria, i.e. legal, economic and financial, technical and professional capacity of each tenderer;
- To assess on the basis of the award criteria each offer which has passed the exclusion and selection stages.

3.2. Assessment in the light of exclusion criteria

To be eligible for participating in this contract award procedure, the tenderer¹ cannot be in any of the following exclusion grounds:

- (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;

¹ Where parts of the services are intended to be subcontracted the tenderer has also to ensure that the subcontractors satisfy the exclusion criteria as indicated in section 15 of invitation to tender Ref. SJU/LC/0...-CFT.

- (b) They have been convicted of an offence concerning their professional conduct by a judgement which has the force of *res judicata*;
- (c) They have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- (d) They have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;

Accordingly, tenderers must provide a **Declaration on Honour** (see Annex I), duly signed and dated, stating that they are not in one of the situations referred to above.

Nota Bene:

The tenderer to which the contract is to be awarded shall provide, within 15 days following notification of award and preceding the signature of the contract, the following documentary proofs (**originals**) to confirm the declaration referred to above:

- For points a) and b) above a recent extract from the judicial record or, failing that, an equivalent document recently issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied.
- For point d) recent certificates issued by the competent authorities of the States concerned.

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

The SJU may waive the obligation of a tenderer to submit the documentary evidence referred to above if such evidence has already been submitted to the SJU for the purposes of another procurement procedure and provided that the documents are not more than six (6) months old starting from their issuing date and that they are still valid. In such a case, the tenderer shall declare on his honour that the documentary evidence has already been provided in a previous procurement procedure and confirm that no changes in his situation have occurred.

Please refer to the following web page for additional information regarding the relevant requirements and model documents under national laws of the EU Member States:
http://ec.europa.eu/internal_market/publicprocurement/2004_18/index_en.htm.

3.3. Assessment in the light of selection criteria

The tenderer must have the overall capabilities (legal, economic, financial, technical and professional) to perform the contract. All the requirements listed below must be met in order to enter the next phase of the assessment in the light of award criteria.

3.3.1. Legal capacity

Tenderers are requested to prove that they are authorised to perform the contract under the national law as evidenced by inclusion in a trade or professional register, or a sworn declaration or certificate, membership of a specific organisation, express authorisation or entry in the VAT register.

3.3.2. Economic and financial capacity

In order to prove its sufficient economic and financial capacity to perform the contract, the tenderer shall present the following documentation:

- Balance sheets (or extracts from balance sheets) for at least the last two years for which accounts have been closed;
- Statement of overall turnover during the last three financial years (please, note that the tenderers shall have a minimum annual turnover of 75.000.00 EURO) ;

If, for some exceptional reason which the SJU considers justified, the tenderer is unable to provide the references requested here above, the tenderer may prove the economic and financial capacity by any other means which the SJU considers appropriate.

3.3.3. Technical and professional capacity

Tenderer is required to prove that he has sufficient technical and professional capacity to perform the contract. To that end, he shall provide a list of the main services delivered in past three years, with the sums, dates and recipients, public or private.

3.4. Assessment in the light of award criteria - Technical evaluation of the offers

Only the offers meeting the requirements of the exclusion and selection criteria will be evaluated in terms of quality and price for the award of the contract.

The contract will be awarded on the basis of the economically most advantageous offer. The quality of each technical offer covering the services will be evaluated in accordance with the award criteria and the associated weighting detailed in the table below:

Award Criteria	Weighting
Expertise in website management (including the three CMS platforms currently used by the SJU as specified in Section 2.1 hereabove, namely: DRUPAL, SHAREPOINT & MOODLE)	50
Expertise in electronic newsletter/marketing campaigns management (including the three CMS platforms currently used by the SJU as specified in Section 2.1 hereabove, namely: DRUPAL, SHAREPOINT & MOODLE)	30
Expertise in database management	10
CV of the suggested online communication expert (including language (English) proficiency, experience in project management, air traffic management and online communication advice)	10
Total	100

3.4.1. Financial evaluation of the offers

The offer must reach 60 points or more per criterion and 70 points or more globally in order to be admitted to the financial evaluation.

The financial evaluation will be performed on the basis of the proposed fixed and firm price in accordance with Section 3.2.4 hereabove.

3.4.2. Recommendation for award of the contract

The contract will be awarded to the offer which offers the highest ratio quality/cost by applying the following formula:

$$\begin{array}{c} \text{(Lowest price/Price of Offer Y x 30\%)} \\ + \\ \text{(Total quality score of Offer Y/Highest quality score x 70\%)} \end{array}$$

ANNEX I

DECLARATION ON HONOUR

[To be completed and signed by the tenderer]

The undersigned:

Name of the individual/company/ organisation:

Legal address:

Registration number/ID Card No.:

VAT number:

Declares on oath that the individual/company/organisation mentioned above is not in any of the situations mentioned below:

- 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 have been convicted of an offence concerning their professional conduct by a judgement which has the force of *res judicata*;
- c) they have been guilty of grave professional misconduct proven by any means which the SJU can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;

I the undersigned understand that contracts may not be awarded if during the procurement procedure the individual/company/organisation mentioned above:

- is subject to a conflict of interest;
- is guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the contract procedure or fail to supply this information;

Full name:

Date & Signature: