



**Tender Specifications  
annexed to  
Invitation to Tender ref.  
SJU/LC/0081-CFT**

**Provision of support to the  
Communication Activities of the SESAR  
Joint Undertaking**

15<sup>th</sup> November 2012

## Table of Contents

<b>1</b>	<b>INTRODUCTION.....</b>	<b>3</b>
1.1	ACRONYMS AND TERMINOLOGY .....	3
1.2	INTRODUCTION TO THE SJU.....	3
<b>2</b>	<b>TERMS OF REFERENCE.....</b>	<b>4</b>
2.1	SUBJECT .....	4
2.1.1	<i>Structure of the call for tender.....</i>	<i>4</i>
2.1.2	<i>Implementation of the framework contract(s) to be awarded as a result of this call.....</i>	<i>4</i>
2.2	DESCRIPTION OF REQUIRED SERVICES .....	4
2.2.1	<i>Lot 1 – Editing, graphic design and printing.....</i>	<i>4</i>
a)	<i>Overall.....</i>	<i>5</i>
b)	<i>Editorial.....</i>	<i>5</i>
c)	<i>Graphic design and printing.....</i>	<i>5</i>
d)	<i>Promotional material.....</i>	<i>6</i>
2.2.2	<i>Lot 2 – Work involving audiovisual media, web design and web maintenance.....</i>	<i>6</i>
a)	<i>Conception of communication strategies.....</i>	<i>6</i>
b)	<i>Audiovisual media.....</i>	<i>6</i>
	<i>Audiovisual production.....</i>	<i>6</i>
	<i>Audiovisual coverage.....</i>	<i>7</i>
	<i>Animated graphics.....</i>	<i>7</i>
c)	<i>Advice.....</i>	<i>7</i>
d)	<i>Editing and re-editing.....</i>	<i>7</i>
e)	<i>Delivery formats and labelling.....</i>	<i>7</i>
f)	<i>DVD Authoring and Duplication.....</i>	<i>7</i>
g)	<i>Web design, development and maintenance.....</i>	<i>8</i>
h)	<i>E-marketing and customer relationship management.....</i>	<i>9</i>
i)	<i>Social media.....</i>	<i>9</i>
2.2.3	<i>Lot 3 – Event organisation.....</i>	<i>10</i>
<b>3</b>	<b>INTELLECTUAL PROPERTY RIGHTS.....</b>	<b>10</b>
3.1	PRE-EXISTING RIGHTS, INTERMEDIARIES, CREATORS’ RIGHTS.....	10
3.2	PLAGIARISM IN THE TENDER.....	11
<b>4</b>	<b>CASE STUDIES (SCENARIOS).....</b>	<b>11</b>
<b>5</b>	<b>VARIANTS.....</b>	<b>11</b>
<b>6</b>	<b>ASSESSMENT OF THE OFFERS AND AWARD OF THE CONTRACT.....</b>	<b>11</b>
6.1	ASSESSMENT IN THE LIGHT OF EXCLUSION CRITERIA .....	11
6.2	ASSESSMENT IN THE LIGHT OF SELECTION CRITERIA .....	13
6.2.1	<i>Legal capacity.....</i>	<i>13</i>
6.2.2	<i>Economic and financial capacity.....</i>	<i>13</i>
6.2.3	<i>Technical and professional capacity.....</i>	<i>14</i>
6.3	ASSESSMENT IN THE LIGHT OF AWARD CRITERIA FOR EACH INDIVIDUAL LOT .....	15
6.3.1	<i>Qualitative evaluation of the offers per lot.....</i>	<i>15</i>
6.3.2	<i>Financial evaluation of the offers per lot.....</i>	<i>15</i>
6.3.3	<i>Final evaluation per lot and resulting recommendation(s) for award of the framework contract</i>	<i>16</i>
	<i>contract</i>	<i>16</i>
	<b>APPENDIX A DECLARATION OF HONOUR WITH RESPECT TO THE EXCLUSION CRITERIA AND ABSENCE OF CONFLICT OF INTEREST.....</b>	<b>17</b>
	<b>APPENDIX B DRAFT FRAMEWORK CONTRACT.....</b>	<b>19</b>
	<b>APPENDIX C CASE STUDY (SCENARIO) LOT 1.....</b>	<b>20</b>
	<b>APPENDIX D CASE STUDY (SCENARIO) LOT 2.....</b>	<b>21</b>
	<b>APPENDIX E CASE STUDY (SCENARIO) LOT 3.....</b>	<b>22</b>

<b>APPENDIX F</b>	<b>PRICE QUOTATION AND GENERAL PRICE LIST - LOT 1</b>	<b>23</b>
F.1	PRICE QUOTATION - LOT 1	24
F.2	GENERAL PRICE LIST - LOT 1	25
<b>APPENDIX G</b>	<b>PRICE QUOTATION AND GENERAL PRICE LIST - LOT 2</b>	<b>26</b>
G.1	PRICE QUOTATION - LOT 2	27
G.2	GENERAL PRICE LIST - LOT 2	28
<b>APPENDIX H</b>	<b>PRICE QUOTATION AND GENERAL PRICE LIST - LOT 3</b>	<b>29</b>
H.1	PRICE QUOTATION - LOT 3	30
H.2	GENERAL PRICE LIST - LOT 3	31

# 1 Introduction

## 1.1 Acronyms and terminology

<b>ATM</b>	Air Traffic Management
<b>CMS</b>	Computer Management System
<b>CSS3</b>	Cascading Style Sheets 3
<b>FTP</b>	File Transfer Protocole
<b>GPL</b>	General Public License
<b>MS</b>	Microsoft
<b>SEO</b>	Search Engine Optimisation
<b>SESAR</b>	Single European Sky ATM Research Programme
<b>SJU</b>	SESAR Joint Undertaking (European Union body under Council Regulation (EC) No 219/2007 as amended by Council Regulation (EC) No 1361/2008)
<b>S/W</b>	Software
<b>W3C</b>	World Wide web Consortium

## 1.2 Introduction to the SJU

The SESAR Joint Undertaking (“SJU”) was created by the European Commission and EUROCONTROL, as founding members.

The SJU has been legally established as body of the European Union under Council Regulation (EC) No 219/2007 of 27 February 2007 on the establishment of a Joint Undertaking to develop the new generation European air traffic management system (SESAR) as amended by Council Regulation (EC) No 1361/2008 of 16 December 2008.

In addition to the two founding members, 15 organisations are members of the SJU. These organisations are airport operators, air navigation service providers (ANSPs), ground and aerospace manufacturing industry, aircraft manufacturers, and airborne equipment manufacturers:

- European Union represented by the European Commission
- EUROCONTROL
- AENA
- Airbus
- Alenia Aermacchi
- Deutsche Flugsicherung (DFS)
- Direction des Services de la Navigation Aérienne (DSNA)
- Ente Nazionale per l'Assistenza al Volo (ENAV)
- Frequentis
- Honeywell
- Indra Sistemas
- NATMIG
- NATS
- NORACON - NORth European and Austrian CONSortium
- SESAR European Airports Consortium (SEAC)
- SELEX Sistemi Integrati
- Thales Group

The mission of the SJU public-private partnership is to develop a modernised air traffic management system for Europe. This future system will ensure the safety and fluidity of air transport over the next thirty years, will make flying more environmentally friendly and reduce the costs of air traffic management. Further information on the activities of the SJU is available at [www.sesarju.eu](http://www.sesarju.eu).

The SJU is based in Brussels, Belgium and employs 39 staff members from all over Europe and the main working language is English. In addition, unit of EUROCONTROL is hosted by the SJU and provide the required support to the SJU activities.

## 2 TERMS OF REFERENCE

The Terms of Reference will become part of the contract that may be awarded as a result of this call for tender. Depending on the scope of the Contract, only the relevant technical description(s) of the activities<sup>1</sup> will be applicable. This will be specified in the Contract before its signature.

### 2.1 Subject

In order to increase the visibility of the SESAR Programme and SESAR Joint Undertaking activities, the SJU considers strategic to get some external support in the field of communication.

#### 2.1.1 Structure of the call for tender

This call for tender is divided into three lots, as follows:

- Lot 1 – Editing, graphic design and printing,
- Lot 2 – Work involving audio-visual media, web design and web maintenance, and
- Lot 3 – Event organisation.

The SJU aims at selecting either one contractor for three lots or one contractor for two lots or a different contractor for each lot. Tenderers may submit an offer covering one, two or three lots.

As a result of this call for tender, a maximum of three (3) framework contracts will be placed by the SJU with a maximum of one contractor per lot. Each awarded framework contract will correspond to one, two or all the lots depending on the content of the selected offer(s).

A general description of the services required by the SJU under the framework contract(s) to be awarded as a result of this call for tender are detailed in these Terms of Reference in Section 2.2. below.

#### 2.1.2 Implementation of the framework contract(s) to be awarded as a result of this call.

The framework contract(s) to be placed will be implemented through **work orders** according to the template attached to the draft framework contract as shown in Appendix B attached hereto.

The services which may be requested by the SJU will, as the need for support arises, be the subject of written requests from the SJU, which will include: a description of the services to be procured, the time during which the service shall be performed, the estimated level of effort, a milestone payment plan, when applicable, and the deliverables expected to be produced.

The Contractor(s) will be required to submit written offers, in a predefined format, which shall detail the methodology, the deliveries, the composition of the team, the duration of work and the total price to be drawn up on the basis of the “man-day” fees agreed in the framework contract.

## 2.2 Description of required services

### 2.2.1 Lot 1 – Editing, graphic design and printing

#### 2.2.1.1 Background to the framework contract

The work which may be required under this lot involves the conception, design, drafting and production, in any medium (offline and online), of information products and promotional material relating to the activities of the SESAR Joint Undertaking.

All items created under the terms of the specific contracts linked to the framework contract must be delivered to the SESAR Joint Undertaking in a format that enables it to disseminate them by

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<sup>1</sup> i.e., Lot 1, 2 and/or 3

whichever means it deems best and to use them in whichever information and communication campaign it deems most appropriate in the context of its information and communication strategy.

The SESAR Joint Undertaking might at any moment seek advice from the Contractor in relation to the tasks described below and innovative ways of approaching its target groups.

### 2.2.1.2 Description of the tasks

The Contractor should note that the main working language at the SESAR Joint Undertaking is English.

The work includes the following tasks (the list is not exhaustive):

#### a) Overall

- Conception of communication strategies, identifying target audiences and their needs, giving advice and designing information campaigns;
- The editorial tone should be lively, simple and concrete to be able attract the attention of the press audience as well as the general audience;
- Measuring the impact and effectiveness of the product developed with regards of the target audiences;

#### b) Editorial

- Advising regarding editorial content;
- Researching, collecting and analysing data and documents;
- Interviewing (including of aeronautical and ATM experts);
- Writing, translating, revising and adapting documents such as articles, factsheets, reports, magazines, newsletters, memos, brochures, leaflets, notices, panels, social media pages, sub-websites, posters, slogans, banners, advertisements, press articles, interviews, web articles and other information products;
- Designing, planning and drafting information products for use in communication campaigns, in printed form, in electronic form or on the Web;
- Locating of editorial material to national or regional needs and customs.

#### c) Graphic design and printing

- Advising relating to all graphic design and printing services;
- Finding, purchasing and adapting royalty-free images;
- Creating illustrations (hand drawn, comic strips, computer generated drawings, logos, web banners etc.);
- Drafting, layout, production of electronic files (Adobe InDesign, Illustrator and Photoshop, press and web optimized pdf) for publications in printed form or on the Web;
- Developing and applying graphic design and production of advertisements;
- Developing and applying graphic design and production of logos, visual identities and graphic charts;
- Producing photojournalistic reports and taking photographs for publications and websites;
- Developing and running a thematic photo library, if necessary by buying from image/photo databases, and dealing with copyright issues;
- Providing ad hoc graphic and/or web design services of a small scale;
- Printing of information material;
- Providing rapid (no more than 72 hours) turnaround of limited print runs of information products;
- Dispatching and transporting the material produced;
- Adapting all print products with a view to putting them on websites and/or other electronic media (CD-ROM, all DVD formats, including Dual Layer and Blu-Ray, USB keys, SD cards, etc.);
- Creating and duplication of offline multimedia products (CD-ROM, DVD formats, etc.);
- Producing graphic designing of rich presentations (PowerPoint, flash animations, etc.);
- Designing, creating and producing portable stands;

- Putting up and taking down banners and panels, including on the Commission buildings and other public places.

#### d) Promotional material

- Proposing promotional items fitting to the scope of the SESAR JU's work and target audiences in the respect of environment friendly materials and productions;
- Applying and adapting existing logos, the visual identity, graphical charter and text (web addresses, etc.) to the different promotional items;
- Producing, packing and distributing the promotional items.

## 2.2.2 Lot 2 – Work involving audiovisual media, web design and web maintenance

### 2.2.2.1 Background to the framework contract

The SESAR Joint Undertaking manages a complex Research & Development programme which currently involves some 2.500 technical experts located all around Europe in members' organisations. However, as the programme will considerably change the way we fly, its impact will not only be visible in Europe but on a worldwide scale.

The SESAR JU's Communication Section identified the website as its main communication tool and prime source of information for stakeholders. The objective of the work which may be required under this framework contract is to further develop and maintain this website and to provide support services for its operation. The SESAR JU website shall be seen as an exemplary model of website design, user-friendliness and innovation.

Within the website, the Communication Section pays particular attention to communicate the SESAR's mission and achievement as vividly as possible, through animations, graphics and videos to its entire Stakeholders community.

Beside the public website, the SESAR JU maintains an Extranet to target all staff working on SESAR but based in its members' offices across Europe and worldwide (circa 2500 users).

Last, a basic intranet is used to communicate internally to the SESAR JU staff.

Further, the Communication Section regularly sends out internal and external e-newsletters as well as ad-hoc mail shots, currently using an e-mailing marketing application.

In terms of Social Media, the SESAR JU currently is active on LinkedIn, YouTube and Slideshare. Additional platforms may be targeted in the future.

#### 2.2.2.2 Description of the tasks

The Contractor should note that the main working language at the SESAR Joint Undertaking is English.

The Contractor may be required to carry out the following tasks (the list is **non-exhaustive**):

##### a) Conception of communication strategies

Conception of communication strategies in the field of multimedia and web services, identifying target audiences and their needs, giving advice and designing information campaigns

##### b) Audiovisual media

###### Audiovisual production

Production of videos, video reports, documentaries, video news releases, adverts, video clips, animated clips, animated banners, teasers, screencasts, slideshows, e-learning modules etc. in any of the EU's official languages and/or other languages (including translation and/or adaptation of texts, commentaries, subtitles, etc.).

The above mentioned production may include:

- International versions, B-roll, shotlists, scripts and background information;
- Raw material with natural sound and edited material with voiceover, translation, subtitles etc.;
- Copyright clearance.

The contractor may be requested to:

- Develop concepts, ideas, scripts and storylines for audiovisual productions to imaginatively and effectively describe the work of the SESAR Joint Undertaking including technical aspects;
- Use all audiovisual means and techniques necessary to convey difficult abstract concepts and processes in the areas covered by this contract to a general or non-specialised audience.

#### Audiovisual coverage

Organisation and production of video, audio and photo coverage of events, in Brussels or elsewhere, such as conferences, seminars, awards ceremonies, openings etc., including:

- Filming of events;
- Preparation of audiovisual dossiers (consist of copies of available footage for the audiovisual media, including interviews on the spot);
- Webstreaming;
- Image mixing and broadcasting.

#### Animated graphics

The Contractor may be requested to produce animations or to incorporate animated graphics (2D and 3D) into audiovisual productions.

#### **c) Advice**

The Contractor may be requested to provide advice to the SESAR JU on all aspects of audiovisual media, web design and web maintenance.

#### **d) Editing and re-editing**

The Contractor may be requested to perform miscellaneous tasks such as subtitling (existing) productions in other languages, voice-overs, mixing, video editing, incorporation of special effects, duplication, etc.

The Contractor may be requested to supply to the SESAR JU upon request and in addition to the original edited production and raw footage, any re-edits which may be necessary to re-use parts of one or more productions for additional communication activities. In addition, the SESAR JU may require the Contractor to re-edit audiovisual material not produced by the Contractor.

#### **e) Delivery formats and labelling**

The Contractor will make available to the SESAR JU master copies of the edited material, cut raw footage and full rushes of the audiovisual products. The formats and number of copies required will vary according to the specific needs of any given project.

For instance, the audiovisual products may be delivered as:

- Compressed files, made available on Contractor's FTP server and for upload on websites, streaming server or social media (e.g. YouTube), hence on various formats such as wmf, flv, mov, mp4 as well as other formats for broadcast quality. Given the technical development in the audiovisual field, the Contractor may also be asked for other formats;
- Playable DVDs;

The Contractor may also provide all the audiovisual productions in video streaming format readable by the most popular viewers available either as high definition or low definition. The Contractor will be asked to provide screenshots in High resolution to develop other communication tools such as, printed material.

The Contractor should be able to develop multimedia and interactive functionalities including for hand-held devices (smartphones, PDA's)

#### **f) DVD Authoring and Duplication**

- Design, layout, pre-press and printing of cover and back inlays, labels and booklets for DVDs;
- Creation of navigation menus (fixed or animated) for DVDs, subtitles, audio tracks as well as multilingual DVDs;

- DVD duplication.

#### g) Web design, development and maintenance

##### **Existing environment:**

SJU is using the following CMS systems for its web sites:

- Public website (20,000 visits monthly): Drupal;
- Extranet (3,000 users): MS Sharepoint;
- Intranet (60 users): MS Sharepoint.

The Contractor may be required to carry out the following tasks (the list is **non-exhaustive**):

##### Strategy

Advice on web and more generally digital media strategy

##### Web improvement

The contractor may be required to improve the website through the specification of new functionalities or change requests.

The following tasks may then be undertaken (the list is indicative):

- Technical analysis (user requirements analysis, impact assessment studies, analysis of the organisational aspects of deployment; Graphical User Interface proposals);
- Design and wireframe;
- Development;
- Acceptance testing;
- Documentation update. This can for example apply to:
  - o The design, development and maintenance of sub-sites or subsections with specific content or a specific theme, including developing multimedia and interactive animations or applications (including for touchscreen display in exhibitions, tablets, etc.);
  - o Website variants for mobile devices (smartphones, tablets, etc.).

##### Content management

- Continuous gathering of information from various sources;
- Formatting and page creation, including images, metadata, related links, etc.;
- Publication and promotion;
- Improving site architecture and navigation as necessary;
- Creating and managing events, calendar and news;
- On-going promotion of the website towards SESAR JU members and their staff (e.g. enews, surveys, polls);
- Creating, publishing and managing online votes, competitions and surveys;
- Multimedia: selecting, editing and publishing photos and images; identifying videos and multimedia material from SESAR JU partners to enrich SESAR JU web site;
- When required, managing the development of SESAR JU specific multimedia material (videos, animations)

##### Web management

- Management of links;
- Optimal referencing by search engines;
- Removal of obsolete and outdated information;
- Cross reference with partners' sites;
- Organisation of the document and publications repository;
- Production of statistics;
- Maintenance of the templates;
- Conversion and formatting of images and other graphical resources;
- Maintenance of a central library of images;
- Users management and access control;
- On-going quality control of the web site;
- Increase web site traffic statistics through supporting actions such as: referencing, SEO;

- Provide maintenance service for the CMS application. This includes the installation of new releases or patches of the CMS as well as incidents and problems management and resolution.

#### Interoperability and Standards

- The web site should conform to W3C standards and W3C WAI (Web Accessibility Initiative);
- The web site shall work with all standards compliant browsers running on different platforms;
- The CMS system and other web applications and databases shall be preferably Open Source software with GPL, GNU or equivalent licences; proprietary software could also be envisaged;
- The CMS and the various web applications and light CRM need to link or integrate seamlessly;
- The Contractor shall keep abreast of the latest web technological developments (e.g. jquery, CSS3, HTML5...).

### h) E-marketing and customer relationship management

#### **Existing environment**

SJU is using Addemar e-marketing application to send out monthly e-news to various audiences (from 3,000 up to 20,000)

The Contractor may be required to carry out the following tasks (the following list is **non-exhaustive**):

#### Management of e-news

- Design of attractive e-newsletters templates for various audiences, highly configurable (e.g. change of banner, content blocks...);
- Create and layout content based on input from SESAR JU Communication Section;
- Maintain contacts database for targeted mailings:
  - o Import of existing contacts (electronic or paper, from various sources e.g. databases, lists, csv formats, etc.) including quality check, double entries and test of email addresses; segmentation;
  - o Standard fields and possibility to create customised fields;
  - o Handling of spam and bounce.
- Launching email campaigns with particular attention to reduce spam and bounce;
- Analysing results and impact: monitor email marketing responses, including open e-mails, click-throughs, unsubscribed, and leads generated to ensure campaigns reach the intended audience;
- Constant newsletter optimisation (i.e., advice on how to achieve better click rates).

#### Management of customer relationship using a light CRM solution

In addition to the management of e-news, a light CRM solution shall also ease the paper mailing process (labels formatting and printing; templates for labels, sorting per country...) and offer functionalities such as customer tracking and history, link from web and web forms into CRM automatically, etc. The CRM solution shall be web based ("S/W as a service") and Open Source where possible.

### i) Social media

#### **Existing environment**

The SESAR JU is currently making use of:

- LinkedIn ([http://www.linkedin.com/groups?about=&gid=1828459&trk=anet\\_ug\\_grppro](http://www.linkedin.com/groups?about=&gid=1828459&trk=anet_ug_grppro)): 3,800 members;
- YouTube: [http://www.youtube.com/view\\_play\\_list?p=21697BFAF0D8E7BC](http://www.youtube.com/view_play_list?p=21697BFAF0D8E7BC);
- Slideshare: <http://www.slideshare.net/SESAREuropeanUnion>.

#### Tasks and Requirements

The Contractor may be required to carry out the following tasks (the list is **non-exhaustive**):

- Animate various social media used by SESAR JU: LinkedIn, YouTube as well as, in the future, Twitter and Facebook;

- Monitor impact and reputation;
- Advise on Social Media optimization;
- Define, launch and evaluate viral marketing campaigns.

## 2.2.3 Lot 3 – Event organisation

### 2.2.3.1 Background to the framework contract

The Communication Section of the SESAR Joint Undertaking is responsible among others, for the organisation of internal and external events including staff day-outs, press conferences and press trips, trade fair participations, large stakeholder conferences. Most events take place in Europe but occasionally event support is sought for events taking place in other regions of the world as well.

### 2.2.3.2 Description of the tasks

The Contractor should note that the main working language at the SESAR Joint Undertaking is English.

The Contractor may be required to carry out the following tasks (the list is **non-exhaustive**):

- Providing advice with regards to the organisation of events, including venues and premises;
- Providing advice on potential conference facilitators, according to SESAR JU specific needs;
- Organising exhibitions, stands, conferences and all other kind of events in the Member States of the European Union, the EU candidate countries, or the rest of the world, including managing all the logistical and organisational aspects of the event;
- Creating, designing, updating and producing exhibitions and stands;
- Creating, designing, updating and producing event related material (i.e. agendas, speaker lists, participant lists, presentations (i.e. PowerPoint), etc.);
- Dispatching or transporting (by land and, if necessary, by sea or by plane) material for the event;
- Assembling and disassembling an exhibition/stand, including putting up and taking down banners, possibly on buildings;
- Storing of material, such as stands, banners, exhibitions;
- Providing catering services;
- Providing an attendance on the stand (one to two persons according to SESAR JU's specific needs).

## 3 Intellectual property rights

### 3.1 Pre-existing rights, intermediaries, creators' rights

For industrial and intellectual property rights, including rights of ownership and use of the Contractor and third parties existing prior to a work order being entered into (pre-existing rights) the provisions of Article 1.9.2 of the Framework Contract shall apply.

The Contractor shall provide information about the scope of pre-existing materials, their source and when and how rights to them have been acquired.

In addition, in case the result is not to be fully created for the purpose of the framework contract and/or work order, the Contractor shall indicate it clearly in the written offer submitted for a work order.

## 3.2 Plagiarism in the tender

In the tender all quotations or information originating from other sources and to which third parties may claim rights have to be clearly marked (including source publication with date and place, creator's name, number, full title etc.) in a way allowing easy identification.

## 4 CASE STUDIES (SCENARIOS)

Case studies have been developed for lots 1, 2 and 3 (see respective Appendix C, D and E attached hereto).

The Tenderer will describe the proposed approach to attain the objectives described. The approach and deliverables proposed for each case study must demonstrate specifically the quality and creativity of the tender.

The case studies will be evaluated according to qualitative award criteria (see Section 6.3.1 below).

Tenderers are also asked to provide a price quotation (cost breakdown) for each case study (see Appendices F1, G1 and H1 attached hereto). The price quotation must cover all the tasks and work that the Tenderer must carry out for this case study and be presented separately for each case study. The price quotation must respect the format proposed in Appendices F1, G1 and H1 (with identification of the relevant costs categories) and truly reflect the proposed general price schedule (see Appendices F2, G2 and H2 attached hereto) which will be used later as a basis for the work order price.

These price quotations for each case study shall be used for evaluating the financial score of the tender.

## 5 VARIANTS

Variants, defined as solutions technically or economically equivalent to the model presented in those terms of reference are not permitted.

## 6 ASSESSMENT OF THE OFFERS AND AWARD OF THE CONTRACT

The assessment will be strictly based on the content of the received offers for each lot 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 6.2. below),
- Stage 2 – assessment in the light of selection criteria (see section 6.3. below) and
- Stage 3 – assessment in the light of award criteria (see section 6.4. below).

The aim of each of these stages is:

- To check on the basis of the exclusion criteria, whether the Tenderer can take part in the procurement 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.

### 6.1 Assessment in the light of exclusion criteria

The Tenderer, including as the case may be, the coordinator and each consortium member, shall be excluded from participation in this contract award procedure if:

- a) it is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) it has been convicted of an offence concerning its professional conduct by a judgment which has the force of *res judicata*;
- c) it has been guilty of grave professional misconduct proven by any means which the contracting authorities can justify;
- d) it has 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 it is established, or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- e) it has been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the SJU/Union's financial interests;
- f) it is a subject of the administrative penalty for being guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the procurement procedure or failing to supply an information, or being declared to be in serious breach of his obligation under contract covered by the EU budget.

Accordingly, the Tenderer including, as the case may be, the coordinator and each consortium member, must provide a **Declaration on honour** (see Appendix A), duly signed and dated, stating that they are not in one of the situations referred to above<sup>2</sup>.

Nota Bene:

The Tenderer, including as the case may be, the coordinator and each consortium member to which the framework contract is to be awarded shall provide, within 15 calendar days following notification of award and preceding the signature of the contract, the **original** Declaration on honour (if provided in copy at the offer submission stage) and the following documentary proofs (**originals**) to confirm the declaration referred to above:

- For situations described in (a), (b) and (e), production of a recent<sup>3</sup> extract from the judicial record is required or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied. Where the Tenderer is a legal person and the national legislation of the country in which the Tenderer is established does not allow the provision of such documents for legal persons, the documents should be provided for natural persons, such as the company directors or any person with powers of representation, decision making or control in relation to the Tenderer.
- For the situation described in point (d) above, recent<sup>4</sup> certificates or letters issued by the competent authorities of the State concerned are required. These documents must provide evidence covering all taxes and social security contributions for which the Tenderer is liable, including for example, VAT, income tax (natural persons only), company tax (legal persons only) and social security contributions.<sup>5</sup>

For any of the situations (a), (b), (d) or (e), where *any* document described in two paragraphs 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 his country of origin or provenance.

<sup>2</sup> 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. Where a consortium is submitting a tender, each member of consortium must provide the required Declaration on honour as indicated in section 16 of the mentioned invitation.

<sup>3</sup> Not older than 6 months.

<sup>4</sup> Not older than 6 months.

<sup>5</sup> Tenderers are strongly advised to explore the sources in their respective national legal systems for acquiring the required supporting documentation and the related deadlines, already at the stage of the preparation and submission of their offers, in order to avoid any delays in providing the documents in case selected for award of the contract.

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/e-procurement/e-certis/index\\_en.htm](http://ec.europa.eu/internal_market/publicprocurement/e-procurement/e-certis/index_en.htm).

## 6.2 Assessment in the light of selection criteria<sup>6</sup>

The Tenderer must have the overall capabilities (legal, economic, financial, technical and professional) to perform the framework 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.

The evidence requested should be provided by each member of the group in case of joint tender. However a consolidated assessment will be made to verify compliance with the minimum capacity levels.

The tenderer may rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. It must in that case prove to the SJU that it will have at its disposal the resources necessary for performance of the framework contract activities, for example by producing an undertaking on the part of those entities to place those resources at its disposal.

Please note that in the selection phase, assessment focuses on the quality of the track record and not on the quality of the technical offer.

### 6.2.1 Legal capacity

The Tenderer including as the case may be, the coordinator and each consortium member is requested to prove that it is 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.

The Tenderer including as the case may be, the coordinator and each consortium member shall provide a dully filled-in Legal entities' form, including all its supporting documentation (see section 7 b) of the invitation to tender Ref. SJU/LC/0081-CFT).

### 6.2.2 Economic and financial capacity

In order to prove its sufficient economic and financial capacity to perform the contract, the Tenderer and as the case may be, the coordinator and each consortium member 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.

If the Tenderer relies on the capacity of other entities as it is the case for consortium members, they shall provide a written undertaking (e.g. letter of intent) confirming that they will place the resources necessary for performance of the contract at the Tenderer's disposal, (see section 15bis of the invitation to tender Ref. SJU/LC/0081-CFT).

<sup>6</sup> Where a consortium is submitting a tender, each member of consortium must satisfy the selection criteria as detailed in section 16 of the invitation to tender Ref. SJU/LC/0081-CFT.

If, for some exceptional reason which the SJU considers justified, the Tenderer, including as the case may be, the coordinator and each consortium member is or are unable to provide the references requested here above, the Tenderer, including as the case may be, the coordinator and each consortium member may prove the economic and financial capacity by any other means which the SJU considers appropriate.

### 6.2.3 Technical and professional capacity

The Tenderer, including as the case may be, the coordinator and each consortium member is required to prove that he has sufficient technical and professional capacity to perform the contract. To that end, he/it shall provide the following information:

Required for offers covering Lot(s)	Capacity	Documents to be provided
1	<p><b>Skills related to editing, graphic design and printing</b>                      Have expertise in and a minimum of five years' experience in editing (i.e. drafting, interviewing, adapting, translating, designing and laying out) information products for use in communication campaigns, printed/ electronic forms or on the web in a minimum of three languages targeting several countries.                      Senior members of the proposed team must have at least ten years' experience in the field.</p>	<p>1) A list of the main clients and the main services provided during the last three years, indicating the value, the date and the public or private recipient of these services. If the tender is submitted by a group or consortium, each member has to supply this information.</p> <p>2) The Curriculum Vitae of the supervisory and other staff proposed by the tenderer following the format identified for Europass and available at:  <a href="https://europass.cedefop.europa.eu/europass/home/vernav/Europass+Documents/Europass+CV.csp">https://europass.cedefop.europa.eu/europass/home/vernav/Europass+Documents/Europass+CV.csp</a></p>
2	<p><b>Skills related to interactive Web services</b>                      Possess skills and at least five years' experience in the design, creation (editorial and graphics content) and maintenance of multilingual websites, including advanced knowledge of Drupal, SharePoint and open source CMS, XML, XSL/XSLT, XML Schema, XHTML, Flash Player and CSS, together with experience in structured exchanges between different types of CMS. Have expertise in XSL components like media gallery, e-voting, etc. as well as in interactive web services like blogs, social networks, social media, viral marketing, etc.                      Senior members of the proposed team must have at least ten years' experience in the field.</p> <p><b>Skills related to audiovisual services</b>                      Have expertise in and a minimum of five years' experience in conceiving, filming, producing, promoting and distributing audiovisual products in several countries and several languages to the audiovisual press. Have expertise in marketing audiovisual products via video-sharing websites (YouTube, AOL video, etc.) and via social networks (MySpace, Facebook, etc.).                      Senior members of the proposed team must have at least ten years' experience in the field.</p>	
3	<p><b>Skills related to event organisation</b>                      Experience and expertise of at least five years of the tenderer's company related to event organisation</p>	
1, 2 & 3	<p><b>English language skills</b>                      Possess the ability to draft and/or adapt all types of texts in English so as to perform all types of services relevant to the lot subject of the offer (native speaker level).</p>	

<p><b>1 &amp; 2</b></p>	<p><b>Technical capacity</b> Possess the technical skills needed to perform the services requested.</p>	<p>1) <b>When relevant</b>, a declaration listing the hardware and technical equipment at the tenderer's disposal for performing the proposed services (hardware and software configuration).</p> <p>2) <b>When relevant</b>, a detailed list of the software licences held by the tenderer to perform the proposed services. The SJU may ask the tenderer to provide the necessary documentary evidence.</p>
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## 6.3 Assessment in the light of award criteria for each individual Lot

### 6.3.1 Qualitative evaluation of the offers per lot

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 framework contract.

The framework 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 per lot in accordance with the award criteria and the associated weighting detailed in the table below:

Award Criteria	Weighting
Tenderer's understanding of the call for tender including SESAR JU's objectives, needs and results as well as risks	20
Quality of the proposed organisation of any work resulting of the framework Contract and related management of the team	35
Qualitative analysis of the case study	45
<b>Total</b>	<b>100</b>

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.

### 6.3.2 Financial evaluation of the offers per lot

The SJU will financially evaluate the submitted offers on the basis of the price quotation developed under the case study of the lot evaluation covered by the submitted offer.

### 6.3.3 Final evaluation per lot and resulting recommendation(s) for award of the framework contract

The Framework Contract shall be awarded to the tender offering the best value for money. This will be calculated by applying the following formula which includes a weighting for the price:

$$\frac{\text{Ratio quality/price of tender "Y" for lot "A"}}{\text{cheapest price/ price of tender "Y" x 100 x 30 (in \% for case study of lot "A" + total quality score for all criteria of tender "Y" (out of 100) x 70 (in \% )}}$$

In case the same tenderer obtains the highest ratio quality/cost for several lots, one single framework contract covering these lots will be placed between the SJU and the tenderer.

## Appendix A Declaration of honour with respect to the Exclusion Criteria and absence of conflict of interest

The undersigned [*name of the signatory of this form, to be completed*]:

- in his/her own name (*if the economic operator is a natural person or in case of own declaration of a director or person with powers of representation, decision making or control over the economic operator<sup>7</sup>*)  
or
- representing (*if the economic operator is a legal person*)

official name in full (*only for legal person*):

official legal form (*only for legal person*):

official address in full:

VAT registration number:

declares that the company or organisation that he/she represents / he/she:

- a) is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has not been convicted of an offence concerning professional conduct by a judgment which has the force of *res judicata*;
- c) has not been guilty of grave professional misconduct proven by any means which the contracting authorities can justify;
- d) has fulfilled all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- e) has not been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the SJU/Union's financial interests;
- f) is not a subject of the administrative penalty for being guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the procurement procedure or failing to supply an information, or being declared to be in serious breach of his obligation under contract covered by the EU budget.

In addition, the undersigned declares on their honour:

- g) they have no conflict of interest in connection with the contract; a conflict of interest could arise in particular as a result of economic interests, political or national affinities, family or emotional ties or any other relevant connection or shared interest;
- h) they will inform the contracting authority, without delay, of any situation considered a conflict of interest or which could give rise to a conflict of interest;
- i) they have not made and will not make any offer of any type whatsoever from which an advantage can be derived under the contract;
- j) they have not granted and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal practice or involving corruption, either directly or indirectly, as an incentive or reward relating to award of the contract;
- k) that the information provided to the SJU within the context of this invitation to tender is accurate, sincere and complete;
- l) that in case of award of contract, they shall provide upon request the evidence that they are not in any of the situations described in points a, b, d, e above.

For situations described in (a), (b) and (e), production of a recent extract from the judicial record is required or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied. Where the Tenderer is a legal person

<sup>7</sup> To be used depending on the national legislation of the country in which the candidate or tenderer is established and where considered necessary by the contracting authority (see art. 134(4) of the Implementing Rules).

and the national legislation of the country in which the Tenderer is established does not allow the provision of such documents for legal persons, the documents should be provided for natural persons, such as the company directors or any person with powers of representation, decision making or control in relation to the Tenderer.

For the situation described in point (d) above, recent certificates or letters issued by the competent authorities of the State concerned are required. These documents must provide evidence covering all taxes and social security contributions for which the Tenderer is liable, including for example, VAT, income tax (natural persons only), company tax (legal persons only) and social security contributions.<sup>8</sup>

For any of the situations (a), (b), (d) or (e), where *any* document described in two paragraphs 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 his country of origin or provenance.

By signing this form, the undersigned acknowledges that they have been acquainted with the administrative and financial penalties described under art 133 and 134 b of the Implementing Rules (European Commission Regulation 2342/2002 of 23/12/02), which may be applied if any of the declarations or information provided prove to be false.

Full name

Date

Signature

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<sup>8</sup> Tenderers are strongly advised to explore the sources in their respective national legal systems for acquiring the required supporting documentation and the related deadlines, already at the stage of the preparation and submission of their offers, in order to avoid any delays in providing the documents in case selected for award of the contract.

## Appendix B Draft Framework Contract

## Appendix C Case Study (Scenario) Lot 1

The SESAR Joint Undertaking is in charge of the maintenance of the European ATM Master Plan. A major update is currently being undertaken with a view to publishing it in September and to communicate on it widely in November during an international ICAO conference (12<sup>th</sup> Air Navigation Conference). The SESAR JU together with the European Commission, Eurocontrol, and the European Aviation Safety Agency will participate in the conference's three days exhibition with a common stand. For the audience of this event (international ATM experts), the tenderer is requested to produce a:

- Mock-up of a promotional information flyer on the updated European ATM Master Plan;
- Mock-up of a power point presentation explaining the role and achievements of the SESAR Joint Undertaking in modernizing Europe's ATM system;
- A mock-up of a series of lively, concrete and realistic statement sentences (teasers) to the attention of the press audience.

For additional information, please estimate that the annual budget allocated to the SJU communication activities is 1.000.000,00€.

## Appendix D Case Study (Scenario) Lot 2

The SESAR Joint Undertaking is in charge of the maintenance of the European ATM Master Plan. A major update is currently being undertaken with a view to publishing it in September and to communicate on it widely in November during an international ICAO conference (12<sup>th</sup> Air Navigation Conference). The SESAR JU together with the European Commission, Eurocontrol, and the European Aviation Safety Agency will participate in the conference's three days exhibition with a common stand. For the audience of this event (international ATM experts), the tenderer is requested to produce a:

- Mock-up of a dedicated event mini-site (including design & audiovisual content proposals);
- Description of a viral campaign promoting the mini-site and its audiovisual content.

For additional information, please estimate that the annual budget allocated to the SJU communication activities is 1.000.000,00€.

## Appendix E Case Study (Scenario) Lot 3

The SESAR Joint Undertaking is in charge of the maintenance of the European ATM Master Plan. A major update is currently being undertaken with a view to publishing it in September and to communicate on it widely in November during an international ICAO conference (12<sup>th</sup> Air Navigation Conference) in Montreal, Canada. The SESAR JU together with the European Commission, Eurocontrol, and the European Aviation Safety Agency will participate in the conference's three days exhibition with a common stand. For the audience of this event (international ATM experts), the tenderer is requested to produce a:

- Mock-up of the common stand including a common visual identity (27 sqm);
- Description of information or promotional material that should be presented at the stand;
- For additional information, please estimate that the annual budget allocated to the SJU communication activities is 1.000.000,00€.

# Appendix F Price Quotation and General Price List - Lot 1

## F.1 Price Quotation - Lot 1

The tenderer shall submit a price quotation of the activities covered by the Case Study for Lot 1 (see Appendix C attached hereto) for printing the promotional flyer in 600 copies in English;

The tenderer shall submit a specific form respecting the format of the price list form attached to the tender specifications as Appendix F2 in order to identify the relevant elements covered by the proposed price.

## F.2 General Price List - Lot 1

## Appendix G Price Quotation and General Price List - Lot 2

## G.1 Price Quotation - Lot 2

The tenderer shall submit a price quotation of the activities covered by the Case Study for Lot 2 (see Appendix D attached hereto) of the mini-site event.

The tenderer shall submit a specific form respecting the format of the price list form attached to the tender specifications as Appendix G2 in order to identify the relevant elements covered by the proposed price.

## G.2 General Price List - Lot 2

## Appendix H Price Quotation and General Price List - Lot 3

## H.1 Price Quotation - Lot 3

The tenderer shall submit a price quotation of the activities covered by the Case Study for Lot 3 (see Appendix E attached hereto) of the common stand, including transportation, assembling and disassembling, etc.

The tenderer shall submit a specific form respecting the format of the price list form attached to the tender specifications as Appendix H2 in order to identify the relevant elements covered by the proposed price.

## H.2 General Price List - Lot 3