



Tender Specifications

for

**Broadcasting the 15 second EAAD TV spot on
a pan European TV channel**

Framework service contract

Publication Reference: OJ/12/06/2015-PROC/2015/019

June 2015

Table of Contents

Introduction to ECDC	3
1 Overview of this tender	4
1.1 Description of the contract.....	4
1.2 Timetable.....	4
1.3 Participation in the tender procedure	4
1.4 Participation of consortia.....	5
1.5 Subcontracting.....	5
1.6 Presentation of the tender	5
1.7 Confirmation of offer submission	6
1.8 Contacts between ECDC and the tenderers	6
1.9 Division into Lots.....	7
1.10 Variants.....	7
1.11 Confidentiality and public access to documents.....	7
1.12 Contractual details	8
1.13 Electronic exchange of documents.....	8
1.14 Additional information.....	8
2 Terms of reference.....	9
2.1 Introduction: Background to the invitation to tender.....	9
2.2 Description of the services & scope of the contract	9
2.3 Prices	9
3 Exclusion and selection criteria	11
3.1 Exclusion criteria.....	11
3.2 Selection criteria	11
4 Award of the contract.....	13
4.1 Technical proposal.....	13
4.2 Technical evaluation	13
4.3 Financial proposal.....	14
4.4 Choice of the selected tender.....	14
4.5 No obligation to award.....	14
4.6 Notification of outcome.....	14
List of Annexes.....	15

Introduction to ECDC

The European Centre for Disease prevention and Control (ECDC) is an agency of the European Union, established by the European Parliament and Council Regulation 851/2004 of 21 April 2004. Its purpose is to identify, assess and communicate current and emerging threats to human health from communicable disease. Within this broad mission statement, the main technical tasks of the Centre fall into the following four categories:

- The publication of independent scientific opinions, bringing together technical expertise in specific fields through its various EU-wide networks and via ad hoc scientific panels;
- The provision of technical assistance to EU member states, communication of the Centre's activities and results and dissemination of information tailored to different audiences;
- The development of epidemiological surveillance at the European level and the maintenance of networks of reference laboratories; and
- Early Warning and Response based on 'round the clock' availability of specialists in communicable diseases.

Further information about the Centre can be found on the ECDC website www.ecdc.europa.eu.

The tender process

The purpose of competitive tendering for awarding contracts is two-fold:

- to ensure the transparency of operations;
- to obtain the desired quality of services, supplies and works at the best possible price.

The applicable regulations, namely directives **92/50/EEC**, **93/36/EEC** and **93/37/EEC**, oblige the ECDC to guarantee the widest possible participation, on equal terms in tender procedures and contracts.

Broadcasting the 15 second EAAD TV spot on a pan European TV channel

1 Overview of this tender

1.1 Description of the contract

The services required by ECDC are described in the terms of reference in **section 2** of the present tender specifications.

In drawing up a tender, tenderers should bear in mind the provisions of the draft contract in **Annex I**. In particular, the draft contract indicates the method and the conditions for payments to the contractor.

Tenderers are expected to examine carefully and respect all instructions and standard formats contained in these specifications and the invitation to tender. An offer which does not contain all the required information and documentation may be rejected.

1.2 Timetable

Activity	Date	Comments
Launching of tender	23/06/2015	Dispatch of contract notice to the OJ
Site visit or clarification meeting (if any)	-	Not applicable to this tender
Deadline for request of clarifications	31/07/2015	
Deadline for submission of offers	10/08/2015	At 16:30 local time if hand delivered
Interviews (if any)	-	Not applicable to this tender
Opening session	17/08/2015	At 10:00 local time
Date for evaluation of offers	Opening date plus 1 week	Estimated
Notification of award to the selected Tenderer	Evaluation date plus 3 weeks	Estimated
Contract signature	Notification date plus 2 weeks	Estimated

1.3 Participation in the tender procedure

This procurement procedure is open to the natural or legal person wishing to bid for the assignment and established in the EU, EEA and SAA countries.

Tenderers must not be in any situation of exclusion under the exclusion criteria indicated in section 3.1 of these tender specifications and must have the legal capacity to allow them to participate in this tender procedure (see section 3.2.1).

Please note that any attempt by a tenderer to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or ECDC during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of his tender and may result in administrative penalties.

Broadcasting the 15 second EAAD TV spot on a pan European TV channel

1.4 Participation of consortia

A consortium may submit a tender on condition that it complies with the rules of competition.

A consortium may be a permanent, legally-established grouping or a grouping which has been constituted informally for a specific tender procedure. Such grouping (or consortium) must specify the company or person heading the project (the leader) and must also submit a copy of the document authorising this company or person to submit a tender. All members of a consortium (i.e., the leader and all other members) are jointly and severally liable to ECDC.

In addition, each member of the consortium must provide the required evidence for the exclusion and selection criteria (see section 3 of these tender specifications). Concerning the selection criteria 'technical and professional capacity', the evidence provided by each member of the consortium will be checked to ensure that the consortium **as a whole** fulfils the criteria.

The participation of an ineligible person will result in the automatic exclusion of that person. In particular, if that ineligible person belongs to a consortium, the whole consortium will be excluded.

1.5 Subcontracting

If subcontracting is envisaged, the tenderer must clearly indicate in the tender which parts of the work will be subcontracted. The total value of the subcontracted part of the services cannot represent the total value of the contract value.

Subcontractors must satisfy the eligibility criteria applicable to the award of the contract.

If the identity of the subcontractor is not known at the time of submitting the tender, the tenderer who is awarded the contract will have to seek ECDC's prior written authorisation before entering into a subcontract.

Where no subcontractor is given, the work will be assumed to be carried out directly by the tenderer.

1.6 Presentation of the tender

Tenders must comply with the following conditions:

1.6.1 Double envelope system

Offers must be submitted in two sealed envelopes. The inner envelope contains 3 separate inner envelopes clearly marked Envelopes A, B and C (see Invitation to tender).:

The content of each of these envelopes shall be as follows:

1. Envelope A – Administrative documents

One original and one copy of:

- The signed, dated and duly completed **Tender Submission Checklist** using the template in **Annex IX**;
- The duly filled in, signed and dated **Exclusion Criteria and Non-Conflict of Interest Declaration(s)** as requested in section 3.1 and using the standard template in **Annex II**;
- The duly filled in, signed and dated **Legal Entity Form(s)** as requested in section 3.2.1 and using the standard template in **Annex III** as well as the requested accompanying documents;

Broadcasting the 15 second EAAD TV spot on a pan European TV channel

- The duly filled in, signed and dated **Financial Identification Form**¹ using the template in **Annex IV**;
 - Financial and economic capacity documents as requested in section 3.2.2;
 - The technical and professional capacity documents as requested in section 3.2.3;
 - A statement containing the name and position of the tenderer's **authorised signatory**; and
 - In case of consortia, a **consortium agreement** duly signed and dated by each of the consortium members specifying the company or person heading the project and authorised to submit a tender on behalf of the consortium (please see section 1.4 of these tender specifications).
2. Envelope B – Technical proposal
- One original (unbound, signed and clearly marked as “Original”) and four copies (bound and each marked as “Copy”) of the Technical Proposal, providing all information requested in section 4.1.
3. Envelope C – Financial proposal
- One signed original and four copies of the Financial Proposal, based on the format in found in **Annex VII**.

Tenderers are welcome to submit in an environmentally friendly way, e.g., by choosing a simple and clear structure (list of contents and consecutive page numbering), double-sided printing, limiting attachments to what is required in the technical specifications (no additional material) and avoiding plastic folders or binders. This will not affect the evaluation of the tender.

1.6.2 Language

Offers must be submitted in one of the official languages of the European Union. ECDC prefers, however, to receive documentation in English. Nonetheless, the choice of language will be not play any role in the consideration of the tender.

1.7 Confirmation of offer submission

In order to keep track of offers due to arrive, tenderers who do not hand deliver their offers are requested to complete and return the form found **Annex VIII**.

1.8 Contacts between ECDC and the tenderers

Contacts between ECDC and tenderers are prohibited throughout the procedure, except in the following circumstances:

1.8.1 Written clarification before the deadline for submission of offers

Requests for clarification regarding this procurement procedure or the nature of the contract should be done **in writing only** and should be sent by mail, fax or email to:

¹ In the case of a consortium, only **one** Financial Identification Form for the whole consortium shall be submitted, nominating the bank account into which payments are to be made under the contract in the event that the respective tender is successful.

Broadcasting the 15 second EAAD TV spot on a pan European TV channel

ECDC
Attn: Procurement Back Office
Granits väg 8
171 65 Solna
Sweden

Fax: +46 8 58 60 10 01
email: procurement@ecdc.europa.eu

Each request for clarification sent to ECDC should indicate the publication reference and the title of the tender.

The deadline for clarification requests is indicated in the timetable under section 1.2. Requests for clarification received after the deadline will not be processed.

At the request of the tenderer, ECDC may provide any additional information or clarification resulting from the request for a clarification on the ECDC Procurement webpage:

<http://www.ecdc.europa.eu/en/aboutus/calls/Pages/ProcurementsandGrants.aspx>.

ECDC may, on its own initiative, inform interested parties of any error, inaccuracy, omission or other clerical error in the text of the contract notice or in the tender specifications by publishing a corrigendum on its website.

Tenderers should regularly check the ECDC website for updates.

1.8.2 After the closing date for submission of tenders

If, after the tenders have been opened, some clarification is required in connection with a tender, or if obvious clerical errors in the submitted tender must be corrected, the ECDC may contact the tenderer, although such contact may not lead to any alteration of the terms of the submitted tender.

1.8.3 Visits to ECDC premises

Not applicable

1.8.4 Interviews

Not applicable

1.9 Division into Lots

Not applicable

1.10 Variants

Not applicable

1.11 Confidentiality and public access to documents

All documents presented by the tenderer become the property of the ECDC and are deemed confidential.

Broadcasting the 15 second EAAD TV spot on a pan European TV channel

In the general implementation of its activities and for the processing of tendering procedures in particular, ECDC observes the following EU regulations:

- Council Regulation (EC) No. 1049/2001 of 30 May 2001 regarding public access to European Parliament, Council and Commission documents; and
- Council Regulation (EC) No. 45/2001 of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data.

The tender process will involve the recording and processing of personal data (such as a tenderer's name, address and CV). Such data will be processed pursuant to Regulation (EC) No. 45/2001.

Unless indicated otherwise, a tenderer's replies to questions and any personal data requested by ECDC are required to evaluate the tender in accordance with the tender specifications and will be processed solely for that purpose by ECDC. A tenderer is entitled to obtain access to their personal data on request and to rectify any such data that is inaccurate or incomplete.

If you have any queries concerning the processing of your personal data, you may address them to the ECDC Data Protection Officer dpo@ecdc.europa.eu. You also have the right of recourse at any time to the European Data Protection Supervisor for matters relating to the processing of your personal data

1.12 Contractual details

A draft contract is attached to these technical specifications as **Annex I**.

ECDC wishes to conclude a framework contract for a maximum period of four years, for broadcasting the EAAD TV spots from the 15th to the 21st of November on a pan European TV channel. A framework contract will establish the terms governing specific orders to be awarded during a given period; in particular, with regard to price.

Signature of the framework contract imposes no obligation on the Centre to order services. Only the implementation of the framework contract through order forms is binding for ECDC.

Each order form will contain details of deliverables and timelines for particular services to be provided.

1.13 Electronic exchange of documents

Please refer to the draft contract attached to these technical specifications as Annex I. The related documentation can be found at: http://ec.europa.eu/dqs/informatics/supplier_portal/index_en.htm. Other applications currently under development may be implemented on a voluntary basis during the contract execution.

1.14 Additional information

By virtue of article 134(1)(f) and article 134(3) of the Rules of Application of the Financial Regulation, ECDC reserves the option to launch further negotiated procedure, with the contractor chosen as a result of the present call for tender, for new services consisting in the repetition of similar services during the three years following the signature of the original contract.

2 Terms of reference

The terms of reference will become an integral part of the contract that may be awarded as a result of this tender procedure.

2.1 Introduction: Background to the invitation to tender

The European Centre for Disease Prevention and Control is coordinating an annual European public health campaign called the European Antibiotic Awareness Day, which is marked each year on November the 18th. For more information see www.antibiotic.europa.eu

European Antibiotic Awareness Day provides a platform and support for national campaigns on antibiotic resistance and prudent antibiotic use. This year the focus of the campaign is about consolidating the prudent use of antibiotic in hospitals.

2.2 Description of the services & scope of the contract

2.2.1 Contract objectives and scope

In order to support the EU level platform for European Antibiotic Awareness Day, ECDC will air a 15 second TV spot on a TV channel reaching across Europe on an annual basis.

The TV spot explains the issue of antibiotic resistance and the importance of prudent antibiotic use. A light bulb is used as a metaphor for antibiotics: if you leave a light bulb on during the day, it won't work when it gets dark and you need it.

2.2.2 Description of the work/tasks

The contractor should reach a defined number of contacts, decided by ECDC, under the category "industry sector – healthcare and medicine" of the EMS Ipsos Affluent Survey by broadcasting the 15 seconds EAAD TV spot for 7 days.

As a European Union agency, ECDC is committed to ensuring that its outputs reach its target audiences and are disseminated as broadly as possible in all EU official languages. Therefore ECDC welcomes tenderers able to broadcast in several EU official languages.

2.2.3 Deliverables, reporting and project schedule

Broadcasting the 15 second EAAD TV Spot for 7 days on a pan European TV channel between the 15th and the 21st of November on an annual basis.

2.2.4 Duration of the contract

ECDC wishes to conclude a Framework Service Contract for an initial period of 24 months from the date of signature (estimated for August/September 2015) with one automatic renewal of 24 months.

The duration of the orders will be determined on a case by case basis but will not exceed 7 days and the final date of delivery will not exceed the 21st of November.

2.2.5 Place of performance of the contract

All tasks will be expected to be performed at the tenderer's premises.

2.2.6 Reference documents

Not applicable.

2.3 Prices

Please note that the budget for this framework contract is a maximum of EUR 240,000 (two hundred and forty thousand EUR) for the maximum period of 48 months.

Broadcasting the 15 second EAAD TV spot on a pan European TV channel

2.3.1 Currency of tender

Prices must be quoted in Euro.

Conversions should use the rates published in the C series of the Official Journal of the European Union on the day when the invitation to tender was issued. This information is also available on the Website of the European Central Bank at the following URL:

<http://www.ecb.int/stats/eurofxref>

The Financial Proposal Form in **Annex VII** must be used to submit a tender.

2.3.2 All-inclusive prices

Prices submitted in response to this tender must be inclusive of all costs involved in the performance of the contract (e.g. to include delivery, supply and installation, maintenance, travel, subsistence, etc). No expenses incurred in the performance of the services will be reimbursed separately by ECDC.

2.3.3 Price revision

Prices shall be fixed and not subject to revision for the duration of the contract.

2.3.4 Costs involved in preparing and submitting a tender

ECDC will not reimburse any costs incurred in the preparation and submission of a tender. Any such costs must be paid by the tenderer.

2.3.5 Protocol on the Privileges and Immunities of the European Union

The Centre is, as a rule, exempt from all taxes and duties, and in certain circumstances is entitled to a refund for indirect tax incurred, such as value added tax (VAT), pursuant to the provisions of articles 3 and 4 of the Protocol on Privileges and Immunities of the European Union. Tenderers must therefore quote prices which are exclusive of any taxes and duties.

2.3.6 Payments

The total contract amount will be paid upon tasks' completion. The contractor will be requested to submit an invoice within ten working days from the completion of the tasks. ECDC payment terms are 30 days from the receipt of the invoice.

2.3.7 Financial guarantees

ECDC may require a pre-financing guarantee or a performance guarantee from the Contractor chosen as a result of this tendering procedure. When such guarantee is requested, the specific conditions related to the provision of a guarantee are included in the draft contract (**Annex I**). The costs for the guarantee shall be borne by the Contractor.

3 Exclusion and selection criteria

3.1 Exclusion criteria

All tenderers shall provide a declaration on their honour (see Annex II), duly signed and dated by an authorised representative of the tenderer, stating that they are not in one of the situations of exclusion listed in the Annex II.

The successful tenderer shall provide the documents mentioned as supporting evidence in Annex II before signature of the contract and within a deadline given by the contracting authority. This requirement applies to all members of the consortium in case of joint tender.

The contracting authority may waive the obligation for a tenderer to submit documentary evidence if such evidence has already been submitted for another procurement procedure and provided the documents were issued not more than one year earlier and are still valid. In such cases, the candidate or tenderer must declare on his honour that the documentary evidence has already been provided in a previous procurement procedure, provide reference to that procedure, and confirm that there has been no change in the situation.

3.2 Selection criteria

Tenderers must submit evidence of their legal, economic, financial, technical and professional capacity to perform the contract.

3.2.1 Legal capacity

Requirement

A tenderer is asked 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.

Evidence required

The tenderer shall provide a duly filled in and signed Legal Entity Form (see **Annex III**) accompanied by the documents requested therein.

(Where the tenderer has already signed another contract with ECDC, they may provide instead of the legal entity file and its supporting documents a copy of the legal entity file provided on that occasion, unless a change in his legal status occurred in the meantime).

3.2.2 Economic and financial capacity

Requirement

The tenderer must be in a stable financial position and have the economic and financial capacity to perform the contract.

Evidence required

Proof of economic and financial capacity shall be furnished by the following documents:

- balance sheets or extracts from balance sheets for at least the last two years for which accounts have been closed (where publication of the balance sheet is required under the company law of the country in which the economic operator is established);
- a statement of overall turnover and turnover concerning services/supplies covered by the contract during the last three financial years.

Broadcasting the 15 second EAAD TV spot on a pan European TV channel

If, for some exceptional reason which ECDC considers justified, the tenderer is unable to provide the references requested by the contracting authority, he may prove his economic and financial capacity by any other means which ECDC considers appropriate.

The Centre reserves the right to request any additional documentary evidence it deems necessary or useful in order to verify a tenderer's economic and financial standing.

3.2.3 Technical and professional capacity

Requirement(s)

The tenderer's technical and professional capacity will be evaluated using the following criteria:

- A) Suitability of the organisation and staffing structure available for the activities covered by the contract;
- B) Relevant qualifications in the fields of audio-visual broadcasting at European level;

Evidence required

The following documents or information shall be presented as evidence of compliance with the technical and professional capacity criteria:

- A) A general presentation of the TV channel able to broadcast in Europe (including the number of staff);
- B) Up-to-date statistics based on the EMS Ipsos Affluent Survey 2015 on the average number of viewers reached by the tenderer at European level in 2014;
- C) The number of EU official languages in which the tenderer is currently broadcasting (e.g. official corporate brochure or formal declaration).

4 Award of the contract

Offers are opened and evaluated by a committee, possessing the technical and administrative capacities necessary to give an informed opinion on the offers. The committee members are nominated on a personal basis by ECDC under guarantee of impartiality and confidentiality. Each of them has equal voting rights.

Only the tenders meeting the requirements of the exclusion and selection criteria will be evaluated in terms of quality and price.

4.1 Technical proposal

The assessment of technical quality will be based on the ability of the tenderer to meet the purpose of the contract as described in the terms of reference. To this end, the technical proposal shall contain the following information to allow evaluation of the tender according to the technical criteria mentioned in section 4.2:

CASE STUDY: A detailed broadcasting plan for a 15 seconds EAAD TV spot broadcasted from the 15th to the 21st of November 2015 (7 days) in order to reach 100,000 contacts under the category “industry sector – healthcare and medicine”, using EMS Ipsos Affluent Survey 2015 in order to estimate the number of contacts, under the category “industry sector – healthcare and medicine”, reached by the proposed broadcasting plan.

The proposal should illustrate how the broadcasting plan is structured, the number of times the EAAD TV spot is supposed to be broadcasted and the different time slots during each of the 7 broadcasting days, from 15th to the 21st of November 2015.

The information in the technical proposal must be consistent with the terms of reference and must be signed by the tenderer.

4.2 Technical evaluation

The quality of technical offers will be evaluated in accordance with the award criteria and the associated weighting as detailed in the evaluation grid below.

No	Criteria	Max points	Awarded score
1	Rationale, strategy and method: Understanding of the terms of reference and general approach to the project.	10	
2	Quality of the technical proposal: The quality of the broadcasting plan.	45	
3	Languages used for broadcasting: The number of EU official languages in which the EAAD TV spot can be broadcasted.	45	
	TOTAL	100	

Only tenders scoring **70 points** or more (of a maximum of 100) points against the technical award criteria will have their financial proposal evaluated.

Offers scoring less than **60%** for any award criterion will be deemed to be of insufficient quality and eliminated from further consideration.

4.3 Financial proposal

The financial proposal for the case study detailed in 4.1 should be presented in the format found in **Annex VII**.

4.4 Choice of the selected tender

The contract will be awarded to the tenderer offering the best value for money, taking into account the awarding criteria listed above. No award criteria and sub-criteria other than those detailed above will be used to evaluate the offer.

The weighting of quality and price will be applied as follows:

$$\text{Score for tender X} = \frac{\text{cheapest price}}{\text{price of tender X}} \times 40 + \frac{\text{Total quality score of tender X}}{100} \times 60$$

For the purposes of evaluation “Price of tender X” is the estimated budget for the case study in the financial proposal in Annex VII.

4.5 No obligation to award

Completing the procedure of the call for tenders in no way imposes on the ECDC an obligation to award the contract. ECDC shall not be liable for any compensation with respect to tenderers whose offers have not been accepted, nor shall ECDC be liable when deciding not to award the contract.

4.6 Notification of outcome

Each tenderer will be informed in writing about the outcome of the call for tender.

If tenderers are notified that a tender has not been successful, tenderers may request additional information by fax or mail. At the discretion of ECDC, this information can be given in a follow-up letter providing further details in writing, such as the name of the tenderer to whom the contract is awarded and a summary of the characteristics and relative advantages of the successful tender. However, ECDC would like to stress that it is not free to disclose any information affecting the commercial interests of other tenderers.

List of Annexes

Annex I — Draft contract

Annex II — Exclusion criteria and non-conflict of interest declaration

Annex III — Legal entity form

Annex IV — Financial identification form

Annex V — Authorised signatory form

Annex VI — Curriculum Vitae template

Annex VII — Financial proposal form

Annex VIII — Confirmation of offer submission

Annex IX — Tender submission checklist