

TENDER SPECIFICATIONS

No EEAS-524-DELUKRRK-SER-DIR

"Support to the EU Delegation to Ukraine with media-related activities"

OPEN PROCEDURE

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1. INTRODUCTION

The contracting authority is the European External Action Service (hereinafter referred to as «the EEAS»), represented by the Head of the Delegation of the European Union to Ukraine or its duly authorised representative.

The EEAS plans to conclude a service contract for the provision of media-related services in accordance with the specifications set out below and the contract in the annex.

A notice for this contract was published in Official Journal of the European Union 2016/S 173-310497.

2. SUBJECT OF THE CONTRACT

The contractor must provide the human and material resources necessary to provide the services with the objective to assist the Delegation's Press and Information Section in order to increase the visibility of the EU and facilitate the access to information on the European Union to the Ukrainian media in their coverage of the EU-related topics. This information shall be practical and understandable and focused on:

- a) Maintaining momentum and support for reforms and the reform programme to targeted audiences, mirroring EU priority reforms with the EU communication effort;
- b) illustrating the impact reforms are having on Ukrainian citizens and projecting a positive alternative vision for Ukraine that realises the ambitions of its people;
- c) Establishing a credible, identifiable EU voice that is proactive in setting the tone for EU-Ukraine relations; that is adapted for relevant channels and that resonates with our audience(s) explaining the recent developments in the EU-Ukraine relations (including the application of the Association Agreement, and its impact on daily life of Ukrainian citizens) as seen and experienced from the local/regional perspective,
- d) presenting the EU's assistance to implement economic, sectoral and rule of law reforms in Ukraine.

At the same time, the EU Delegation needs to know how media reports on the EU related policies and issues. Therefore, another purpose of this contract is to provide, on a regular basis, the feedback from Ukrainian media (print, broadcast, news agencies, online) on the EU integration coverage and the state of play of the EU-Ukraine relationship. The expected result is better adjusted EU information and communication strategy and activities in the regions and improved use of public diplomacy tools fitting to the local needs.

The EU Delegation will provide the contractor with a necessary background information, basic facts and figures (e.g. on the available EU assistance projects and assistance budget), which shall be used as a raw data for further analysis and presentations.

The contractor is required to coordinate communication and other activities of under this project with other EU information and communication projects (such as "Stronger together" "Building Europe in Ukraine", TV programme, EU projects for youth, etc.) and ensure synergies between different activities. A full list of EU information and communication projects will be provided by the EU Delegation to Ukraine.

The objectives of the contract are:

- to prepare regular and ready-made information products for journalists;

- to inform journalists and wider public about the most important events in the EU and in the EU-Ukrainian bilateral relations;
- to inform the journalists and selected audiences about the planned EU Delegation events and the EU programmes;
- to provide support to the EU Delegation to Ukraine in preparing and/or translating into Ukrainian language press releases, information kits and other materials for journalists;
- to support the EU Delegation to Ukraine in organising and holding press conferences, high-level visits, etc. (e.g. provide interpretation and logistical services, prepare information kits, etc.);
- to develop a comprehensive media strategy and information campaigns in selected regions ("Oblasts")¹ of Ukraine;
- to do a daily (working days only) monitoring of Ukrainian central and regional print, broadcast, news agencies and online press on EU, EU-Ukraine issues;
- to produce daily monitoring overview of the Ukrainian media focused on the coverage of the EU issues in English as well as to provide specific media monitoring related services (*ad hoc* media coverage, special media monitoring, compilation of original articles/texts, etc.);
- to regularly update the overview of Ukrainian media landscape.

The place of performance is Ukraine.

3. DESCRIPTION OF PUBLIC PROCUREMENT PROCEDURE

Economic operators interested in this contract shall submit their complete tenders, including all documents as described in points 5 and 7 by the deadline indicated in the letter of invitation to tender.

An e-mail address and/or a fax number of the tenderer shall be provided in the cover letter. It is the responsibility of the tenderer to regularly consult the e-mails received.

The website on which all procurement documents are published will be updated regularly and it is the tenderer's responsibility to check for updates and modifications during the tendering period.

The evaluation of tenders will be made in the following order:

- access to market,
- exclusion criteria,
- selection criteria,
- award criteria.

If the tender does not pass a category, it will not be evaluated under the following category/-ies.

¹ The official territorial administrative unit.

4. GROUPS OF ECONOMIC OPERATORS AND SUBCONTRACTING

Tenders can be submitted by a single economic operator or jointly by two or more economic operators.

4.1. Joint tender

A joint tender is a situation where a tender is submitted by a group of economic operators; in other words, by several legal entities (natural or legal persons) regardless of the link they may have between them.

Each legal entity of the group shall assume joint and several liabilities with all its resources towards the contracting authority for the fulfilment of the terms and conditions of the contract.

The group shall nominate one legal entity ('the leader') who will have full authority to bind the group and each of its members, and will be responsible for the administrative management of the contract (invoicing, receiving payments, etc.) on behalf of all other entities.

The cover letter to the tender must be signed by the legal representative of each legal entity of the group and will identify the leader with its name, e-mail address and/or fax number.

The tender will clearly identify the division of tasks amongst the different operators.

Any change in the composition of the group during the procurement procedure may lead to the rejection of the tender. Any change in the composition of the group after the signature of the contract may lead to the termination of the contract.

The group will not be required to adopt a specific legal form in order to submit a tender.

The contract shall be signed by all legal entities or by the leader duly authorised to bind the group and each of its members (a power of attorney in favour of the leader is to be attached

4.2. Subcontracting

Subcontracting is allowed but the contractor will retain full liability towards the contracting authority for implementation of the contract.

Tenderers must give an indication of the proportion of the contract that they intend to subcontract and are required to identify all subcontractors whose share of the contract is above 40%.

The subcontractors whose share of the contract is above 40% must comply with the same exclusion and selection criteria on technical and professional capacity applicable to tenderers and shall present exclusion and selection documents.

Any change in subcontracting during the procurement procedure may lead to the rejection of the tender. Any change in subcontracting after the signature of the contract may lead to the termination of the contract.

During contract execution, the change of any subcontractor identified in the tender will be subject to prior written approval of the contracting authority (see art. II.10 of the contract).

5. ELIGIBILITY OF ECONOMIC OPERATORS

5.1. Access to public procurement

Participation in this tender procedure is open on equal terms to all natural and legal persons:

- in one of the European Union Member States;
- in a third country which has a special agreement with the European Union in the field of public procurement² on the conditions laid down in the agreement;
- in the country of the delegation: Ukraine

Economic operators, including each member of a joint tender, must confirm that they have their headquarters or domicile in one of the abovementioned States and present the supporting evidence normally acceptable under their own law.

5.2. Non-exclusion of economic operators

Economic operators who have access to public procurement are evaluated on the basis of the information provided in their tenders for exclusion criteria.

Tenderers shall provide a declaration on exclusion criteria available on: <http://eeas.europa.eu/delegations/ukraine/> dully filled in, signed and dated by the legally authorised representative.

The declaration on exclusion criteria shall be provided by each member of the group in case of joint tenders and by all identified subcontractors whose share of the contract is above 40%.

Whenever requested by the contracting authority, the candidate or tenderer, as well as the entity on whose capacity the candidate or tenderer intends to rely shall provide the supporting documents confirming the declaration.

The successful tenderer, including each member of the group in case of joint tender, to whom the contract is to be awarded shall provide, within a time limit defined by the contracting authority and preceding the signature of the contract, the evidence referred to in paragraph "Evidence upon request", confirming the declaration.

The contracting authority may waive the obligation for a candidate or tenderer to submit the documentary evidence if it has already been submitted for another procurement

² Regardless the estimated value of the tender: FYROM, Albania, Montenegro, Serbia and Bosnia and Herzegovina (under the Stabilisation and Association Agreement), Iceland, Norway and Liechtenstein (under the EEA Agreement); only for tenders with an estimated value as from 135 000 for services and supplies or works for EUR 5 000 000: Mexico, Chile, Colombia, Peru, Ecuador, Iraq, Korea and Central American countries of Honduras, Nicaragua, Panama, Costa Rica, El Salvador and Guatemala.

procedure and provided the documents were issued not more than one year earlier and are still valid at the date of their request by the contracting authority. In such cases, the candidate or tenderer must declare on its honour that the documentary evidence has already been provided in a previous procurement procedure and confirm that there has been no change in the situation.

The contracting authority may also waive the obligation for a candidate or tenderer to submit the documentary evidence if it can access it on a national database free of charge.

5.3. Selection of economic operators

Tenderers must prove their legal, regulatory, economic, financial, technical and professional capacity to perform the services subject to this call for tender by meeting the selection criteria and minimum requirements listed in points 5.3.1, 5.3.2 and 5.3.3 hereafter.

All tenderers shall submit with their tenders all the supporting evidence on selection criteria as mentioned in the declaration on their honour and as requested in point 5 of the tender specifications and its subpoints 1, 2 and 3.

If a tenderer is relying on the capacities of other entities (e.g. parent company, other company in the same group, or third party) in order to achieve the required level of economic, financial, technical and professional capacity, its tender must contain a signed and dated statement by the concerned entity declaring firmly that the relevant resources shall be made at the disposal of the tenderer for the performance of this contract. The contracting authority will verify whether the entities on whose the tenderer intends to rely fulfil the relevant selection criteria. The tenderer may only rely on the technical and professional capacities of other entities where the latter will perform the services or works for which these capacities is required.

If an entity provides the whole or a very large part of the financial capacity to the tenderer, the contracting authority may demand that the said entity be jointly liable for the performance of the contract. It may require that it signs the contract or that it provides a joint and several first-demand guarantee, should that tenderer be awarded the contract. If this entity is required to sign the contract, it has to have access to public procurement and shall not be in an exclusion situation as indicated in point 5.1 and 5.2 of the tender specifications.

5.3.1. Legal and regulatory capacity criteria and evidence

The economic operators shall meet the following conditions:

Evidence on selection criteria: 5.3.1. Legal and regulatory capacity	Each economic operator involved in the tender separately	At least one economic operator involved in the tender (it shall be the one who will be responsible for the relevant part of the contract during its performance)	Subcontractors [whose share of the contract is above 40 %
5.3.1 a statement or register from the relevant authority of	X		X

the country in which the candidate has its domicile or headquarters proving that the candidate is allowed to provide the services described under point 2.			
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5.3.2. Economic and financial capacity criteria and evidence

Tenderers must prove the financial and economic capacity to perform this contract by meeting the following criteria:

Evidence on selection criteria: Economic and financial capacity	Each economic operator involved in the tender separately	At least one economic operator involved in the tender (it shall be the one who will be responsible for the relevant part of the contract during its performance)	Cumulative for a tenderer as a whole	Subcontractors whose share of the contract is above 40 %
5.3.2.a A declaration of the annual turnover concerning the services subject to this tender (see the list under point 2) during the last three financial years for which accounts have been closed.	X			X
5.3.2.b Financial statements or their extracts for the last three financial years for which accounts have been closed.				
Minimum capacity level required: The average annual turnover concerning the services subject to this tender (see the list under point 2) for the last three financial years for which accounts have been closed must be at least EUR 150 000. The exchange rate used to convert the turnover into euros will be the rate of December of the year of the financial statement as published at http://ec.europa.eu/budget/contracts_grants/info_contracts/infoeuro/infoeuro_en.cfm .			X	

In case the candidate is a group of economic operators, a consolidated assessment of the minimum capacity levels of all the members together will be made.

The declaration mentioned in the table above may have a form of the following table:

	Year 201X	Year 201X	Year 201X	Average for these three years
Annual turnover concerning the services subject to this tender				

5.3.3. Technical and professional capacity criteria and evidence

Tenderers must prove the technical and professional capacity to perform this contract by meeting the following criteria:

Evidence on selection criteria: Technical and professional capacity	Each economic operator involved in the tender separately	At least one economic operator involved in the tender (it shall be the one who will be responsible for the relevant part of the contract during its performance)	Cumulative for a tenderer as a whole	Subcontractors whose share of the contract is above 40 %
a) a list of the contracts of the tenderer relevant to the services indicated under point 2, concerning at least one of the past three financial years for which accounts have been closed, with the annual contract value, the duration (start and end date) and the client	X			X
Minimum capacity level required: The tenderers must provide at least two clients' reference letters in the fields related to the services contracts as described in point 2 during the last three financial years specifying whether the services have been carried out in a professional manner in compliance with the contractual terms. These proofs letters must relate to any of the services included in the list			X	

under point a).				
b) a declaration on the average annual manpower employed by the candidate in each of the last three financial years for which accounts have been closed <ul style="list-style-type: none"> - in total, - in the fields related to the services as described under point 2, - the number of managerial staff. 			X	
Minimum capacity level required: The average annual number of staff employed by the tenderer in the fields related to the services as described under point 2 over the last three financial years for which accounts have been closed must be at least 8.			X	

In case the candidate/tenderer is a group of economic operators, a consolidated assessment of the minimum capacity levels of all the members together will be made.

The declaration b) may have a form of the following table:

	Year 201X	Year 201X	Year 201X	Average for these three years
Average annual manpower in total				
Average annual manpower in the fields related to security services as described under point 2				
Average number of managerial staff				

6. TECHNICAL SPECIFICATIONS

This contract comprises three main groups of specific activities:

6.1. Comprehensive coverage of the EU-related aspects by regional media

The contractor shall:

6.1.1. Use already existing media contacts' list of the EU Delegation in 16 Oblasts, which have been partners of the EU Delegation in the previous years³ and update them accordingly. The list will be passed over to the contractor at the beginning of the project. The objective is to cooperate with mainstream opinion-shaping media outlets which are popular in their respective Oblasts and to ensure the widest as possible dissemination information and messages on the EU-Ukraine relations and the activities of the EU Delegation.

The contractor shall prepare similar media pools for each of the remaining Oblasts, containing:

- at least 2 leading local/regional TV stations targeting middle age city dwellers as well as rural inhabitants;
- at least 1 local/regional radio stations targeting middle age city dwellers as well as rural inhabitants;
- at least 3 leading print local/regional media, targeting blue-collar workers and employees, farmers;
- at least 5 leading online local/regional portals, targeting young generation, students, teenagers.

All media outlets (the existing ones and newly selected in the framework of this project) have to be amongst the leading opinion-shaping outlets in the given region (or a city/community) and represent most used sources for daily news and entertainment by local residents. The potential contractor is invited to provide description and justification of selection of these media outlets.

6.1.2. Design and help to prepare the **content and format of informational activities** together with local/regional journalists and media. The campaign shall work within one integrated single framework, whereby it advocates for the same recognisable themes across the full range of media outlets. This could be possibly reinforced by common slogan, logo, timing of campaign and release of its products, etc.).

6.1.3. As a first step in a practical implementation of respective information campaigns, define together with participating media **five priority issues** specific to each region on which communication will focus upon after a field research.

The contractor shall:

- after the initial determination of five priority issues, propose topics and issues that are of the highest concern for local/regional audiences and communities.

³ These regions have been covered by previous projects: Lviv, Odesa, Kharkiv, Dnipro, Zaporyzhia, Kherson, Luhansk, Donetsk, Vynnytsa, Zhytomir, Chernivtsy, Poltava, Uzhgorod, Lutsk, Ivano-Frankivsk, Mykolaiv.

These issues shall be in compliance with the following priority communication themes:

Free Trade Area; EU4Business; Energy Efficient; Constructing for a better future; Independent media; Civil Society; Research, education, creativity; Bringing reforms to the people (decentralisation); Fighting corruption; Democracy that delivers; Public Health and Social Protection; Conflict Response

- The key issues and forms of addressing them will be the central focus of the information campaign;
- illustrate by concrete examples and stories how these issues could be solved and addressed through the implementation of the EU-Ukraine Association Agreement/DCFTA and/or through necessary reforms to be implemented by Ukrainian government, regional and local authorities. The topics and issues shall be formulated as concretely and practically as possible, e.g. explaining a direct impact on lives of local/regional inhabitants, local business, improvements in living conditions and infrastructure, etc.

6.1.4. produce the following content:

a) prepare **key messages** and regular 1-2 pages long **factsheets** about the EU involvement/assistance/policy, at least once per month for each region. Key messages and factsheets should address one of the 5 priority issues mentioned in point 3.1.3. They could follow the format "all you need to know about..." or "10 most important facts about..." and should consist of two parts: a general one as well as the specific, regional one. The factsheets can contain the same general information, which could be applicable to several regions, but regional parts must be adjusted to local needs and specificities;

b) support selected media in preparing at least **one featured story/news** based on the key messages and factsheets mentioned above. This featured story/news should cover or be related to a respective region.

c) elaborate a **media plan**, which needs to be approved by the EU Delegation, and even propose additional various informational products for each type of media listed above in point 3.1.1. The information products should be the ones that are already used or preferred by these media.

The focus of these information products shall be focused on practical daily aspects of EU-Ukraine association implementation. The suggested format is to be based featured story-telling mentioning concrete examples and illustrating cases of concrete people/companies/organisations, who are benefiting from either EU-funded projects or could be potential beneficiaries of the implementation of the EU-Ukraine Association Agreement.

The tenderer is invited to suggest other creative forms of other information activities using four listed categories of media (TV, radio, print and online).

6.1.5. offer at least **6 regional training sessions** in different Oblasts, each of which will host a selected group of journalists (at least 20 for each training)

coming from several neighbouring Oblasts in order to enhance their understanding, knowledge on the EU-related issues through a series of on- and off-the-record briefings for the regional/local media and interested NGOs on five priority issues. The EU Delegation may provide some experts for this purpose.

The Contractor is expected to arrange all necessary logistics for such regional training sessions: pre-select participants and speakers, provide premises for meetings, prepare the programme and informational materials, reimburse travel costs for the speakers and participants and honorarium for speakers, and provide lunch and 2 coffee breaks per day.

6.2. EU News services for Ukrainian journalists and wide public

The contractor shall:

6.2.1 produce **48 electronic weekly announcements (one announcement per week)** – agenda for a coming week: selection of materials, writing, editing, translation, formatting, in 2 languages (English and Ukrainian) to be distributed via EU Delegation mailing lists. Example of previous weekly announcements can be then shared with the contractor.

The content of the electronic announcement leaflet shall be based on the official EU sources and shall be primarily targeted at Ukrainian journalists.

The contractor shall identify important EU issues of interest to the media and electronically submit a leaflet to the Contracting Authority for approval each Friday no later than 15:00 Kyiv time. The Delegation Press and Information Officer shall provide comments on each outline by close of business each Friday. The final version of the announcement shall be sent out on Friday evening (before 19:00) or on Monday morning (by 11:00) depending on the information available from the EU official sources and Delegation.

6.2.2. update the **monthly calendar** of EU Delegation's, EU projects and EU MS information activities.

The contractor shall collect information about the planned events in Ukraine from the EU Delegation, EU funded projects and EU Member states Embassies and present them in the Excel or PDF format indicating the title of the event, place, dates, contacts and other relevant information. The calendar shall be produced on a monthly basis and sent to the Delegation before the end of each month. 12 issues shall be prepared in the course of this Contract.

6.2.3. prepare 192 **ad hoc news reports** (3-4 per week).

Each week the contractor shall provide regular *ad hoc* news reports on important EU events and bilateral issues. The content of each news report shall be based on the official EU sources or the official EU partners in Ukraine.

The contractor shall identify appropriate topics for news reports and electronically submit their titles and links to additional information for approval to the Delegation Press and Information Officer. The contractor shall produce final English and Ukrainian language versions of each *ad hoc* news report within 12 hours after approval from the Delegation Press and Information Officer. The contractor shall also be ready to meet shorter deadlines producing *ad hoc* news reports the same day the Delegation Press and Information Officer's approval is granted.

Most *ad hoc* news reports shall describe important EU events or issues relevant for broader Ukrainian audiences, namely:

- Civil Society Organisations (CSOs)
- Parliamentarians
- Civil Service / Regional Administrations
- Business: entrepreneurs; Small and Medium Size Businesses (SMEs); business leaders
- Journalists / Media
- Young professionals
- Students
- Populations in the EAST – where they can be accessed

. These news reports shall be produced in Ukrainian and English.

The indicative breakdown of *ad hoc* themes is 50% reports on general EU issues and 50% on the EU-Ukraine relations. The final breakdown of these themes is subject to approval by the Delegation Press and Information Officer.

All *ad hoc* news shall be sent to the Delegation's Press and Information Officer.

Examples of *ad hoc* news can be viewed here:

http://ec.europa.eu/delegations/ukraine/press_corner/all_news/index_en.htm

and

http://ec.europa.eu/delegations/ukraine/press_corner/all_news/index_uk.htm

6.2.4. **translate press materials** (from/into Ukrainian/English).

The Contractor shall provide high quality translation services of approximately 100 pages per year on the request of the Delegation. If requested, the Contractor shall ensure up to 8 pages of translated text per day. One page equals 2000 characters.

6.2.5. update the information, design, layout and printing of the **EU Guide for journalists**:

The contractor shall revise and update the existing EU Guide for journalists, including design of the cover and all information that is already available in Ukrainian. The layout of this guide in professional printing format will be provided to the contractor by the Contracting authority at the start of the contract implementation.

After approval by the Delegation's Press and Information Officer, the contractor shall produce an updated PDF version of EU Guide for journalists and submit it to the Delegation's Press and Information Officer.

The contractor shall also prepare and submit to the Delegation's Press and Information Officer the layout of the guide in the professional printing format.

1000 print copies of the guide shall be produced.

The most recent EU Guide for journalists is available here:

http://eeas.europa.eu/delegations/ukraine/documents/virtual_library/manual_journalists_2012_uk.pdf

6.2.6. organise and pay for the **visits of journalists** to the EU institutions on the occasion of important events/summits/meetings.

The Contractor shall organise maximum of 10 visits to Brussels, each of average duration of 3 days for selected journalists (30 man-days in total). Visits can be organised either in groups or individually, depending of their objective.

The Contractor is expected to arrange all necessary logistics for the visits: pre-selection of participants, their travel plans, accommodation and per diems, preparation of the programme, arrangement of interviews, premises for meetings, interpretation and preparation of informational materials where necessary. Selection criteria must be developed together with the EU Delegation and shall respect the principles of equal treatment and transparency.

6.3. Monitoring the EU presence and coverage of the Association Agenda related topics in Ukrainian media

The contractor shall on regular basis monitor Ukrainian media (print, broadcast, news agencies, online) focusing on the EU, EU-Ukraine and Association Agreement issues.

6.3.1. monitor:

- not less than 30 central Kyiv-based national print media. National and Kyiv-based dailies and weeklies are screened on the day of publication, and the monitoring results are emailed in the form of main headlines (see below) to the Delegation the same day;

- the main news programs on at least 5 national TV channels;
- the news programs on at least 3 national radio channels;
- 5 leading news agencies;
- online portals (20 internet sites).

6.3.2. compile on each working day **main headlines** in English on the daily basis as well as ad hoc headlines on the special request of the EU Delegation.

For this purpose, the set of 45-50 keywords will be selected and agreed between Contractor and the EU Delegation, which will serve as the basis of the monitoring, e.g., keywords will be monitored in the above mentioned types of media. New keywords can be added to the monitoring filter, but total number of these words will not exceed 60 at a given moment.

Daily working day edition of EU headlines on the basis of the monitored media has to be delivered to the EU Delegation before by 15:00 Kyiv time via the e-mail. The headlines shall contain the main messages covered and delivered by media and indicate the source of the original publication (the name of the media). If the same message is covered by different media, it will suffice to mention all the media together. A special attention shall be paid to the quotes and statements of Ukrainian and EU official representatives, leading experts and reputable civil society organisations. The headlines shall not be longer than 2 pages (Times New Roman, single space, 12 font).

6.3.3. **Analytical reports.** Prepare bi-weekly 3-4 pages long analytical reports on the main EU-related news and the EU - Ukraine Association Agenda related reforms covered by the national media.

6.3.4. occasionally prepare (on average once a month) and upon the request of the EU Delegation, **ad hoc headlines** reporting on a concrete EU topic. It has to be supported with press clippings and transcripts of the aired news (e.g. media coverage of EU official's visit to Ukraine).

For this purpose, the contractor shall make a search of the requested articles on the EU issues, provide the EU Delegation with original data source and/or English summaries upon request and arrange for transcript of audio recording of TV or radio broadcasts on EU issues upon request.

Similarly, the contractor shall immediately inform the EU Delegation on any negative publicity of the EU or suspicious reporting based on alleged EU sources.

6.3.5. update the **annual report on Ukrainian national media landscape:**

The contractor shall update the annual national media landscape report which will be provided to the contractor by the Contracting authority at the start of the contract implementation.

The annual update will focus on circulation data, ownership, readership/audience, market share of individual national media and other media characteristics covered in the existing national media landscape document.

All above mentioned activities are to be closely coordinated and must be approved by the Press Officer at the EU Delegation.

6.4. Communicating with the Contracting authority and Reporting

The contract shall be managed by the Press and information Section of the EU Delegation to Ukraine. Meetings between the Contractor and the Press and Information Section of the Delegation will be organised as required. Notes must be submitted to the Press and Information Officer/s, as frequently as considered necessary by the Delegation, in order to monitor the substance and the quality of the project.

All written communication must be in English or in Ukrainian, reports must be submitted in English.

The Contractor shall submit the following **progress reports** in the course of the project:

- first interim technical report with a detailed work plan -four weeks after the contract signature.
- Second interim report - six months after the contract signature.

Progress reports shall describe all activities carried out and conclusions/recommendations for further implementation of the project

- **Final report** including description of the undertaken activities – a draft must be submitted two weeks before the end of contract. The final report shall include a formal evaluation of all project activities.

All reports must be submitted in electronic format (as a single file).

All reports must be submitted in English and invoices in English or Ukrainian to the following address:

Press and Information Section
EU Delegation to Ukraine
101 Volodymyrska , Kyiv, 01033 Ukraine
Email: victoria.davydova@eeas.europa.eu

7. EVALUATION OF TENDERS ON THE BASIS OF THE AWARD CRITERIA

The tenderers shall provide the "Statement of compliance with the tender documents" at Annex 1 duly dated and signed in order to be considered technically compliant.

The technically compliant tenders are evaluated in order to award the contract to the tender offering the best price quality ratio. For this purpose, the tender will be evaluated technically and financially.

7.1. Technical tender

The technical quality of the tenders will be evaluated on the basis of documents provided by the tenderers in the technical tender with regard to the award criteria. Each criterion is assigned a mark by the contracting authority on the basis of the scale in the table below.

Technical award criteria:

No	Description	Max. number points	Criteria and subcriteria
1	<p>Rationale This criterion will enable to assess tenderer's understanding of</p> <ol style="list-style-type: none"> 1. Political context 2. Relevance to the EU's communication activities and to the visibility of the EU's assistance projects in Ukraine 3. The understanding of assignment 	10 (minimum threshold 50%)	<p>Overall understanding of the project subject:</p> <ul style="list-style-type: none"> • Sub-criterion 1: How the tenderer sees this particular contract in the political context (2 points); • Sub-criterion 2: What place these services will have in the EU communication campaigns in Ukraine (5 points); • Sub-criterion 3: How the overall objective fits to the communication needs of the EU Delegation to Ukraine and what has to be done (3 points)
2	<p>Strategy (preferably not more than 3 pages) This criterion will enable to assess the overall approach to the target audiences</p>	20 (minimum threshold 50%)	<ul style="list-style-type: none"> • an outline of the overall approach to the target audiences, • opinion on the key issues related to the successful execution of the contract tasks, • the ways to achieve the contract objectives and results, • publicity and follow-up strategy, • Relevance to information needs of target audiences.
3	<p>Methodology (preferably not more than 6 pages) This criteria will enable to assess concrete steps proposed by the tenderer in order to implement requested services as described under point 6. Tenderers is expected to develop in detail the methods and</p>	60 points (minimum threshold 50%)	<ul style="list-style-type: none"> • description of concrete actions for implementation of each type of activities identified in the tender specification; • description and justification of selection of the media outlets under p. 6.1.1. • indicators to assess the

	steps they offer for each activity.		achievement of the contract objectives; • description of the approaches to be used. •
4	<u>Timetable of activities</u> tentative schedule of the main steps in contract implementation	10 points (minimum threshold 50%)	• capacity to realistically and clearly plan the implementation of each service mentioned under point 6.
	TOTAL	100	

Any tender not scoring the minimum quality threshold for each criterion and 70 points for all the criteria combined will be eliminated.

7.2. Financial tender

The prices for the tender must be tendered:

- in EUR;
- free of all duties, taxes and other charges, including VAT, as the European Union is exempt from such charges under Articles 3 and 4 of the Protocol on the privileges and immunities of the European Union and the Vienna Convention
- all inclusive. This means that, unless otherwise mentioned in these tender specifications, prices tendered for shall include all the costs to be incurred by the tenderers in order to provide the services;
- using the unit price schedule (Annex A. Any change in the table(s) as annexed to these tender specifications will lead to the rejection of the tender.

During the validity of the tender and the implementation of the contract, prices cannot be revised.

Only the financial tenders submitted by those tenderers who have obtained an overall technical score of 70 points or more and at least 50% of the maximum score allocated for each individual criterion will be opened.

Financial tenders will then be checked for arithmetical accuracy. Where arithmetical errors are found, tenderers will be requested to correct them.

7.3. Calculation of the overall score

The tender chosen will be that which offers the best price quality ratio among the technically compliant tenders, namely the tender obtaining the best overall score P_i calculated as follows where the weighting is 70% for the quality and 30% for the price:

$$P_i = T_i * 0.70 + F_i * 0.30$$

T_i = (technical quality score of the tender under consideration / score of the best technical quality tender) * 100

$F_i = (\text{cheapest total price for the scenario} / \text{price of the scenario of the tender under consideration}) * 100$

8. CONTENT OF THE TENDER

Tenderers shall submit all the requested documents listed here.

The tender will contain:

1. a cover letter presenting the name of the tenderer, including all entities in case of joint tender, and identified subcontractors whose share of the contract is above 40%, and the name of the single contact person in relation to this tender. The cover letter must indicate the proportion of the contract to be subcontracted. In case of joint tender, the cover letter to the tender must be signed by the legal representative of each legal entity of the group and will identify the leader with its name, e-mail address and/or fax number.
2. a letter of intent for each subcontractor whose share of the contract is above 40% stating their willingness to provide the services foreseen in the tender and in line with the present tender specifications;
3. a signed Legal Entity Form with its supporting evidence. The form is available at http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm. When the tenderer is a legal person, a legible copy of the notice of appointment of the persons authorised to represent the tenderer in dealings with third parties and in legal proceedings, or a copy of the publication of such appointment if the legislation which applies to the legal entity concerned requires such publication. Any delegation of this authorisation to another representative not indicated in the official appointment must be evidenced. When the tenderer is a natural person, a proof of registration on a professional or trade register or any other official document showing the registration number. The legally constituted consortium must present its own Legal Entity Form which is different from the Legal Entity Form of each individual member of the group;
4. a signed financial identification form and its supporting evidence. The form is at http://ec.europa.eu/budget/contracts_grants/info_contracts/financial_id/financial_id_en.cfm, (bank account file - BAF). Even in case of joint tenders, one form must be submitted;
5. all the documents requested for the access to public procurement (point 5.1);
6. declaration on honour on the exclusion criteria (point 5.2);
7. all the documents requested for the selection criteria (point 5.3);

In addition to the above, tenderers shall submit all the requested documents listed below under "technical envelope" and "financial envelope". If any of these documents is missing, the contracting authority shall not request it and will proceed to the evaluation exclusively on the basis of the submitted documents. No further documents or improvement of the content of the tender can be requested by the contracting authority.

8.1. **Technical envelope**

- (a) Statement of compliance with the tender documents annex duly filled and signed (Annex 1);
- (b) A description of the tender submitted. The tenderer will explain in detail its tender including detailing the tasks which will be performed by each member of a joint tender and each subcontractor whose share of the contract is higher than 40% (Annex 2);
- (c) Award criteria n° 1: Rationale (Annex 3);
- (d) Award criteria n°2: Strategy (Annex 4);
- (e) Award criteria n°3: Methodology (Annex 5);
- (f) Award criteria n°4: Timetable of activities (Annex 6).

8.2. **Financial envelope**

- (g) the duly completed and signed price schedule (Annex A)

Annex 1 – technical tender

Statement of compliance with the tender documents

EEAS-2016- DELUKR-SER-DIR

I, , the undersigned, being the authorised legal representative of *[to be completed with the name of the tenderer; for joint tenders, this must include all members]*, hereby declare that we have examined and accept without reserve or restriction all the terms and conditions set out in the invitation to tender, in the tender specifications and in the draft contract for the tender procedure referred to above and, where appropriate, waive the tenderer's own general or specific terms and conditions. We offer to provide the services on the basis of our technical tender and our financial tender which do not diverge in any way from the requirements described in the tender documents as drafted by the contracting authority. Our tender complies with all the technical requirements indicated in the tender specifications.

We also undertake to respect these requirements scrupulously during the performance of the service contract in case we become the awardee of the contract.

Name of the legal representative of the tenderer:

Signature:

Date:

Annex 2 – technical tender

A description of the tender submitted. The tenderer will explain in detail their tender including detailing the tasks which will be performed by each member of a joint tender and each subcontractor whose share of the contract is higher than 40%

Annex 3 – technical tender

Award criteria n° 1: Rationale

Overall understanding of the project subject:

- Sub-criterion 1: How the tenderer sees this particular contract in the political context;
- Sub-criterion 2: What place these services will have in the EU communication campaigns in Ukraine;
- Sub-criterion 3: How the overall objective fits to the communication needs of the EU Delegation to Ukraine and what has to be done

Annex 4 – technical tender

Award criteria n°2: Strategy

- An outline of the overall approach to the target audiences;
- opinion on the key issues related to the successful execution of the contract tasks;
- the ways to achieve the contract objectives and results;
- publicity and follow-up strategy;
- Relevance to information needs of target audiences.

Annex 5 – technical tender

Award criteria n°3: Methodology

- Description of concrete actions for implementation of each type of activities identified in the tender specification;
- indicators to assess the achievement of the contract objectives;
- description of the approaches to be used.

Annex 6 – technical tender

Award criteria n°4: Timetable of activities

- Capacity to realistically and clearly plan the implementation of each service mentioned under point 6.

Annex A – financial tender

Price schedule in EUR

	<i>For the duration of the contract (1 year)</i>	<i>Including all renewals (maximum 3 years)</i>
Total price in EUR		

When filling in this table, tenderers shall fill in the unit prices for each item and will not modify, add or subtract any item. Failing this, their tender will be eliminated.

Name of tenderer:

Name of the legal representative of the tenderer:

Date:

Signature:

Name of tenderer (to be filled in case of a joint tender):

Name of the legal representative of the tenderer:

Date:

Signature:

