

EEA and Norway Grants digital communication services

Tender instructions

for Framework Agreement(s) on **digital communication services**
for the EEA and Norway Grants 2014-2021

OPEN PROCEDURE

Deadline for submission of tender:

22 February 2019 at 17.00 CET

Submit tender to rto@efta.int with copy to lwe@efta.int

1. The contracting authority on behalf of the EEA and Norway Grants is:

European Free Trade Association, Financial Mechanism Office (FMO)

Rue Joseph II, 12-16 (visiting address: Boulevard du Régent 47-48)

B-1000 Brussels

Belgium

The FMO is administratively a part of EFTA which is an international organisation located in Brussels, Belgium. The office is and has been responsible for the administration of the EEA Financial Mechanism 1994-1999, the EEA Financial Instrument 1999-2003, the EEA and Norway Grants 2004-2009, as well as the EEA and Norway Grants 2009-2014 and EEA and Norway Grants 2014-2021. The FMO reports to the Foreign Ministries of Iceland, Liechtenstein and Norway.

2. Procurement process

This procurement is an open call for tenders where all suitable entities are invited to submit tenders.

2.1. Schedule, deadlines and submission of tender

Tenders shall be submitted to rto@efta.int with copy to lwe@efta.int by 22 February 2019, 17.00 CET. Only one tender shall be accepted from each tenderer.

The FMO reserves the right to invite up to 5 tenderers to carry out a presentation of a case study, which will be sent to the pre-selected candidates only. You can read the *Pre-selection and presentation* section below for further information.

Event	Timeline
Invitation to tender	15 January 2018
Tender submission	22 February 2019
Pre-selection	4 March 2019
Presentation of pre-selected tenderers	13 March 2019
Selection	15 March 2019
Start of work	As soon as possible

Please note that all times after tender submission are estimates.

2.2. Communication and questions

The contact person is the recipient for all communications to the FMO. Until signing of the contract, no communication shall take place between tenderers and persons at the FMO other than the FMO contact person. If the tenderer is invited to present its proposal during the selection phase, the panel shall consist of representatives from the FMO.

Contact person

Raquel Torres Prol – Communication Officer – rto@efta.int

Language

All communication between the candidate and the FMO shall be in writing and in English. All tender documents must be written in English. All deliverables shall be in English.

The language proficiency of the team assigned for the services included in the Terms of Reference shall be included under section 6. *Organisation Information* (see instructions below for further information).

3. Content of tender

The tender shall be structured as follows:

1. Understanding the objectives of the contract

The tenderer should elaborate on their understanding of the digital communication context, the specific needs as well as the challenges and risks and how they intend to address these.

The quality and clarity of the tender's bid in respect of the services and structure requested shall also be assessed.

2. Approach and methodology

The tenderer should describe the approach and methodology proposed to best serve the objectives of the Framework Agreement, adapted to the volume of the services listed under section '3. *Technical specifications*' of the Terms of Reference. This section should cover the sections included under section 6. Methodology of the Terms of Reference.

The overall proposed approach should be feasible, efficient and relevant to the services required.

The Contractor shall indicate how they envisage the cooperation with the FMO, suggesting the most efficient platforms and planning system for both to easily work closely together. This section should also address whether the Contractor intends to work with sub-contractors, as well as information about the digital platforms for publishing and collaboration, purchase of licenses, and communication friendly systems suggested.

3. Technical solution

The tenderers should describe the technical solutions proposed for the provision of the services listed in section 3. *Technical specifications* of the Terms of Reference. The tenderers shall also elaborate on aspects such as sound and music, formats, training and guidance, following the indications given in the Terms of Reference.

This section should also include information about the use of different formats, as well as training and guidance needs.

4. Management and quality assurance

The tenderers should provide a description of how they intend to manage the contract and a description of the quality assurance measures to ensure quality of the outputs. Detailed information about risk management and how the tenderer ensures the continuity of the provided services and rapid response is also requested.

The tenderers should also confirm the availability of the team for the whole duration of the contract.

5. Previous experience

The tenderers should provide minimum 3 previous¹ and current project examples, which are identical or similar to the services included under section '3. *Technical requirements*' of the Terms of Reference. These should include information about the duration of the project (start-launch dates), team assigned, budget, contact details and relevant references, sub-contractors involved.

The bidders are highly encouraged to include links, designs and visuals to present the project examples. These can be included in the form of an Annex.

6. Organisation information

The tenderers should describe the organisational structure proposed, as well as the know-how and expertise of the team members.

An overview of the project team assigned for the provision of the services listed under each of the three sections below shall be provided:

3.2.1. Social media strategy and monitoring

3.2.2. Graphic and web design

3.2.3. Audio-visual production

The overview shall include a fully detailed CV of the staff responsibilities and roles, including those of their main sub-contractors, covering education and training, organisational, technical and work experience, accreditations and certificates, language ability and shall reflect their capacity to meet the requirements stated in the Terms of Reference. The Project Manager assigned for the services provided under the three sections above shall proof a C1 level of English according to the Common European Framework of Reference for Languages (CEFR). All team members assigned for the provision of any of the services listed in the Terms of Reference shall be fluent in English.

The tenderers should include information about workflows, flexibility to adapt to a changing workload, tight deadlines and evolving priorities. They should also refer to their ability to travel within the EEA and to meet in Brussels with short notice.

The tenderers shall provide supporting documentation to demonstrate their capacity:

¹ Bidders are encouraged to present recent examples of their projects and work. Projects carried out before 2010 may be disregarded.

- a) Documentation showing that the company is registered in a public register of enterprises, b) tax and c) VAT (mva) certificate from relevant authorities.
- b) Any other supporting documentation as necessary

7. Price specification

The financial aspects must be strictly presented in the standard format provided in Annex II (see Terms of Reference). The tenderers shall propose staff costs (hourly rates) for the provision of services under the three categories below:

- 3.2.1. Social media strategy and monitoring
- 3.2.2. Graphic and web design
- 3.2.3. Audio-visual production

The estimated costs for the travel, subsistence and accommodation expenses to carry out any of the services listed under the Terms of Reference that require traveling will be reimbursed in accordance with Annex A and Annex B. The FMO will not reimburse the costs incurred for coordination meetings in Brussels.

The prices must be quoted in Euro and are free of all duties, taxes and other charges, including VAT.² Prices (hourly rates of the experts included in Annex II of the Terms of Reference) are firm and not subject to revision.

In addition, an itemised budget (using the Annex II of the Terms of Reference) should be provided for the following three examples of possible service requests:

- Set up, management and optimisation of a campaign on "[Climate change and renewable energy programmes](#)", to raise awareness on the contribution of the EEA and Norway Grants to a greener Europe. The campaign should be mainly focused on our social media channels, and it should contain the following aspects:
 - a. An explanation of the importance to develop such a campaign
 - b. An analysis and identification of distinct target audiences to be addressed for this campaign, differentiating their needs and perceptions.
 - c. A proposal of methods and techniques to be used in order to approach the different target audiences.
 - d. Draw-up a timetable of the implementation and methods.
 - e. An outline of the messages to be communicated to each target audience.
 - f. Advise and identify tools that the FMO could use to evaluate the success and effectiveness of the communication campaign.
- Video production of a maximum of 3 minutes highlighting what the EEA and Norway Grants have achieved in the past 25 years. The video should highlight the 25 Anniversary of the EEA Agreement. It shall include the recording of 1 interview in Brussels, 1 interview in one of the donor countries (Iceland, Liechtenstein and Norway) and 1 interview in one of the 15 beneficiary countries. The video production shall include stock footage and footage provided by the FMO.

² «Vrijstelling van BTW. Artikel 42, § 3, eerste lid, 4°, van Btw-Wetboek Ministeriele beslissing ET 121.600/A21/L36 van 24 november 2016», «Exemption de la TVA. Article 42, § 3, alinéa 1er, 4°, du Code de la TVA. Décision ministérielle ET 121.600/A21/L36 du 24 novembre 2016» .

- Web campaign on "[Climate change and renewable energy programmes](#)", which will be in line with the social media campaign listed above. This campaign should mainly focus on our web, and it should contain the following aspects:
 - a. Creation of illustrations, icons, animations and buttons.
 - b. Creation of interactive content such as interactive maps and charts.
 - c. Creation of infographics and other data visualisation designs to enrich raw content or data.
 - d. 30-seconds animated video for the "Climate change" page on the web.

The detailed budget should include the number of man days required as well as any other costs identified by the tenderer (e.g. travel, accommodation, etc.).

The tender should be maximum 50 pages, excluding annexes. Any examples or references presented can be attached as a separate annex.

4. Award criteria

Each tender shall be assessed according to the criteria set in the table below.

Award criteria
1. Quality of proposal: 45/100
Understanding of the objective Max points: 10
Approach and methodology Max points: 15
Technical solution Max points: 20
Quality of proposal TOTAL 45/100
2. Competence and experience: 45/100
Management and quality assurance Max points: 10
Previous experience Max points: 25
Organisation information Max points: 10
Competence and experience TOTAL 45/100
3. Price: 10/100
Max points: 10
Price TOTAL 10/100
TOTAL PROPOSAL 100/100

The tender shall follow the structure of the award criteria listed above. Failure to respect this requirement might constitute a formal error and may result in the rejection of the tender.

Pre-selection and presentation

The FMO reserves the right to invite up to 5 tenderers, who received the highest score in the pre-selection stage, to present a case study in person at the FMO premises in Brussels. The case study shall be sent to the preselected candidates one week before the presentation is held. A separate contract, budget and award criteria table shall be sent to the candidates for the development for the case study.

The scoring received for the presentation of the case study shall be part of the overall score, in addition to the award criteria presented above- given to the candidates.

Questions and answers

Questions as to the procurement or documents must be e-mailed to the FMO contact person no later than **18 February 2019 at 17:00 CET**. The questions and answers shall be shared on our website where the tender was announced, without disclosing the name of the person or company raising the question.

4.1. Corrections, additions and changes to the tender documents

Tenderers are kindly requested to notify the FMO contact person in writing about any errors found in the terms of reference.

4.2. Rejection and cancellation

Tenders submitted after the deadline shall be rejected. Tenders lacking any required information may also be rejected. The FMO shall as soon as possible contact tenderers whose tenders are rejected with a justification for the rejection.

The FMO may at any time cancel the tender. All tenderers shall be notified as soon as possible.

Attachments

Attachment 1 – Terms of Reference

Attachment 2 – Draft Framework Agreement with Annexes

Annex I (Terms of Reference (see above)

Annex II Contractor's Tender (to be provided)

Annex III Model Detailed Contract with Annexes A-C

Attachment 2.1 Annex A EFTA Instructions on invoicing of travel related expenses

Attachment 2.2 Annex B Daily Subsistence Allowances, valid as of 01.01.2018 (to be updated each year)_

Attachment 2.3 Annex C Specification of Tasks to be performed under the Detailed Contract (not included - to be defined for each Detailed Contract)