

ANNEX I TO THE INVITATION TO TENDER

GENERAL TENDER SPECIFICATIONS

**MEDIA ANALYSIS SERVICES
FOR THE EUROPEAN COMMISSION**

OPEN CALL FOR TENDERS

PO/2015 -23/A3

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1. TITLE OF THE TENDER

Media Analysis Services for the European Commission.

Ref: PO/2015-23/A3

2. OBJECTIVE AND CONTEXT

The European Commission's Directorate-General for Communication (DG COMM) is in charge of informing and communicating about the policies of the European Union with the public at large. DG COMM acts under the authority of the President to communicate the Political priorities decided by the Commission as well as on the role of the Commission as the executive of the European Union. DG COMM thereby also ensures corporate Communication. The role of DG COMM is reflected in DG COMM's mission statement¹.

DG COMM is seeking to ensure it has the best possible knowledge of the media coverage across the EU and in some non-EU countries on topics related to the European Union, the European Commission and their policies. The wider objective of media analysis is to institute a system of continuous feedback and learning for the Commission. Media analysis will ultimately help the Commission to better communicate EU policies to EU citizens and specific target audiences. In order to achieve this, the Commission relies partly on external expertise and assistance. The purpose of the call for tenders is to provide the Commission with high-quality expertise and support in undertaking in-depth media analysis on EU-related topics across different types of media. Contractors will be expected to provide evidence-based media analysis that will in turn contribute to developing and implementing a coherent, informed, targeted, long-term communication for DG COMM.

When requested, the contractor/s should achieve this as follows:

- Review, collect, sort, and summarise the written, online and audio-visual media coverage of EU-related topics and provide basic analysis ('tagging' or 'coding') of media items according to specific criteria and based on a media list agreed with the European Commission. 'Media item' denotes the basic media unit for each of the different media types, i.e. newspaper clippings, audio-visual clips (TV and radio) or transcripts, online articles, blog postings.
For the purpose of the framework contract, the terms 'tagging' and 'coding' are used interchangeably and are to be understood to mean 'basic analysis of media items by an analyst, which may include tone, messages and prominence, among other parameters'.
- Provide the European Commission with access to a user-friendly online platform/dashboard, which has the ability to store tags² and metadata referring

¹ http://ec.europa.eu/dgs/communication/about/what_we_do/index_en.htm

² The tags referred to here are listed in Annex VIII on methodological aspects.

to all analysed media items in an accessible way and transfer all attributed information to the European Commission in the requested format (see Annex IX). This platform should allow the Commission to easily retrieve data on relevant media coverage per subject and country and generate graphics to present the findings in an attractive way. For the purposes of this contract, 'subject' means any topic which may be covered by a media analysis product. This includes, but is not limited to, a specific EC policy, initiative or a policy area. Policy areas will correspond to the administrative structure of the European Commission. All metadata and tags should also be transmitted to the European Commission's internal system³.

- Provide support for both the editorial and IT aspects of the analyses undertaken and transmission of data.
- Undertake accurate in-depth analysis of the 'tagged' media items to understand how the EU, EU policies and activities and the European Commission, are perceived by the media and by different target audiences in EU Member States and a range of non-EU countries including but not limited to the USA, Turkey, China and Russia.
- Analyse social media coverage by, for instance, identifying main topics of interest and influencers in the social media space.
- Undertake an in-depth, targeted and cross-cutting analysis of the media performance of the European Commission and identify media coverage with impact on the image of the EU, the European Commission, its activities and/or policies, and provide recommendations for future communication actions.

3. SUBJECT OF THE CONTRACT

The subject of the contract is the provision of media analysis services to the European Commission. Communication patterns and media analysis methods change as information technology develops. For this reason, this call for tenders aims to obtain the best services, provided using state-of-the-art technology and methods that will be updated throughout the duration of the framework contract.

For each specific request for media analysis services, the European Commission will decide the extent of the service to be provided. All tagged information, in the form of metadata and comments, will need to be made available in an online dashboard and transferred to the European Commission's internal system.

Currently, the European Commission's media analysis capacity is supported under framework contract PO/2009-42/C3 — Media analysis on EU-related topics across different media. The service required is linked to another framework contract for media monitoring services, published on 1 March 2014 (see contract notice PO/2014-7/A3, published in the Official Journal with reference number OJ 2014/S

³ See Annex IX

043-070542).

3.1 BACKGROUND TO THE OPERATION

The contractor will be requested to perform media analysis on a predefined list of media items.

Media items may be identified as follows:

- The media analysis contractor (hereafter 'the contractor') will have at his disposal, exclusively for the analysis purposes described under this contract, one copy of the media items delivered by the Commission's media monitoring contractor (TV and radio clips, printed press and online articles). The volumes of media items to be received from the media monitoring contractor could range from 600 to 1000 items/day, with the following structure: TV and radio clips 10-20%, print 50-60%, and online 15-20%. These figures are only indicative; they could vary based on the news of the day.

From a technical point of view, the current system (see Annex IX) consists of the transfer of an xml file from the media monitoring contractor to the media analysis contractor, as well as a file sharing of the media items as such. The two parties can agree on a different system provided the information is received and treated according to the provisions of the current call for tenders. Point 6 below describes the applicable copyright and intellectual property rules;

- The contractor may be requested to complement the items provided by the Commission's media monitoring contractor with other media items from the same sources or from different sources to be agreed with the contracting services (all types of media: TV, radio, print, on-line). Indicatively, the Commission envisages requesting the media analysis contractor to supplement the coverage coming from the media monitoring contractor, for a specific media analysis project, by approximately 30% (with a possible share of type of media of 15% audio-visual clips, 5% transcripts of audio-visual material, 60% on-line, and 20% print).

Indicatively and without any commitment from the Commission, the contracting services could envisage requesting:

- monthly tracking reports (on average approximately 10.000 items/month – TV, radio, printed press, online media). For this report approximately 70% of the media items to be analysed will be provided by the EC's media monitoring contractor. In order to have an indication of the structure of the media monitoring by country and type of media, please check the documents of the open call for tenders PO/2014-7/A3, in particular Annex 1.D media list⁴. A social media report may also be requested on a monthly basis – findings to be integrated in the tracking report.
- daily alerts (on average approximately 75 media items per/day, most of them collected by the media analysis contractor)

⁴ http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/headquarters/index_en.htm

- one ad-hoc report per month (approximate volume varying between 100 and 3000 items per report) could be requested for special events.

When identifying the media items to be treated as part of the services described in the present Tender Specifications, the contractor should take into account the following parameters:

- **Origin and sourcing of media items:** the media items may originate from a broad range of media sources of different types (TV, radio, printed press, and online media) in the EU Member States and from a selection of sources in non-EU countries. In most cases, the media items will be provided to the contractor, who is asked to choose the most relevant media items in the context of the requested analysis. The Commission may also request that the contractor propose a source list for a specific project, with a view to supplementing the coverage provided by the media monitoring contractor with other relevant media items.
- **Subjects to be covered:** the subjects to be analysed will vary from general subjects to subjects of a more political or specialised nature, depending on the interests of the contracting services. The analysis requested can focus on different aspects, such as long-term tracking of media coverage on the European Union or the European Commission. The analysis could try to establish links between findings of Eurobarometer⁵ surveys and media coverage, the media performance of a communication action, or media reaction to particular (priority) policies or a specific event. It could also focus on tracking a fixed set of themes, such as the European Commission's priorities over time (e.g. Investment plan for Europe, etc.), in order to detect changes in media coverage at regular intervals. However, these are just examples and must not be understood as limiting the range of subjects or focus that the Commission may request.
- **Countries to be covered:** EU Member States and some non-EU countries, including, but not limited to, the USA, Turkey, China and Russia.
- **Languages to be covered:** the contractor will be requested to analyse media items in any of the EU official languages⁶ and may also be asked to analyse the media in non-EU languages (for instance, Turkish, Chinese, Russian, etc.). Media items should always be analysed in the original language by analysts with good knowledge both of the European political context and institutions and of the country whose media they are analysing. This is particularly important to ensure correct understanding of the country- and EU-specific context and coding.
- **Media types to be covered:** the different media types to be covered are print media, online media including blogs,⁷ television and radio (audio-visual media). The contracting services may request that all or only one or more of these types of media be covered, depending on the type of project. A social media report

⁵ http://ec.europa.eu/public_opinion/index_en.htm.

⁶ http://ec.europa.eu/languages/policy/linguistic-diversity/official-languages-eu_en.htm.

⁷ The contractor may be requested to identify relevant blogs. The Commission will have the right to exclude a blog from the list or include an additional blog on it.

may also be requested by the contracting services. The findings could be integrated within a media analysis report based on traditional media.

- **Period to be covered:** the media analysis may cover any length of time, depending on the scope of the analysis.

3.2. MEDIA ANALYSIS SERVICES TO BE DELIVERED

The media analysis services, required under this call for tenders, are described below.

Deadlines for the services:

For each of the services described below, the Commission requests deadlines that are expressed either in hours or working days (e.g. two hours, 12 hours, 24 hours, five working days etc.). Generally, the Commission will request these deadlines to be calculated counting working days only. Exceptionally (approximately 5% of the cases), the Commission might request these deadlines to fall on or to include weekend days or Commission holidays (see Annex X), and this will be clearly indicated in the specific contract requesting the service. For this situation, the tenderers will express, in percentage, the increase in price needed for delivering the services on weekend days and Commission holidays (see Annex III, Table I.9).

3.2.0. 'COLLECTION' OF MEDIA ITEMS

The European Commission may request the contractor to supplement the media items received from the media monitoring contractor with his own sourcing (see point 3.1 for indicative share of types of media). The media analysis contractor will submit to the Commission a list of media sources (online, print, TV, and radio) that can be used to identify and collect relevant media items. The contractor will have to ensure that the data are appropriate for the subject to be analysed, both in terms of audience reach and media impact. For this purpose, contractors should use the latest media mapping techniques. The source list must be agreed with the contracting service for each specific contract. The contracting service reserves the right to modify the source list while the services are being provided.

The collection is the action of identifying and selecting the media items belonging to this media list, which mention topic(s) of interest for an analysis (e.g. European Union, European Commission, etc.).

The collection may be requested prior to one or more of the following services: sorting, tagging, summarising media items and/or producing a media report (points 3.2.A, 3.2.B, 3.2.C, and 3.2.D).

3.2.A. 'SORTING' OF MEDIA ITEMS

Based on the items received from the media monitoring contractor and/or collected by the media analysis contractor, the European Commission may request an initial sorting of media items to be done in a largely automated way, by dividing the batch of media items into smaller bundles (e.g. a bundle of items referring to a political priority of the Commission, etc.). This action will request little involvement of coders.

For each story/subject/topic, the contractor, jointly with the contracting services will agree on the set of keywords used to perform this sorting. The set of keywords will be language dependent and can be updated with new keywords to be used for the next sorting of items. For many EU related topics, the Commission has already in place a database of keywords in many EU languages that will be shared with the media analysis contractor. However, it is for the media analysis contractor to improve and supplement them based on its capacities. The keywords associated with a story/subject/topic will be defined in the set-up phase and will be agreed with the contracting service; sorting based on the same or largely similar definition will not imply another set-up cost.

The Commission will ask the contractor to sort a batch of media items by one or more stories/subjects/topics defined in the set-up phase and to present the findings either:

i) as an RSS feed that could be fed into the dashboard (see point 3.2.F) and/or the EC's IT system (see Annex IX), and serve as a basis for further in-depth analysis, if this is requested.

Or

ii) as an RSS feed described at point i) and a document in English providing the results of the sorting (e.g. how many articles belong to each bundle), accompanied by the list of references to the media items/bundle and their metadata (where copyright rules allow, the links to the freely available online articles should be included). For all media items for which automatic metadata are available or can be automatically assigned (country of origin, date, type of media, etc.) the media analysis contractor will also provide simple charts to illustrate the coverage (structure by country, structure by type of media, etc.). The media items delivered by the media monitoring contractor will have more metadata associated to them, allowing for the production of other charts (e.g. structure by policy area). This service does not involve tagging from the media analysis contractor.

The presentation of the findings (e.g. documents and tables/lists; structured files) may vary according to the requirements of the contracting service. The contractor must be able to deliver these findings within two, six or 12 hours from the date indicated in the specific contract (that could be the end of the monitoring period, also referred to as the 'cut-off time').

When indicating the prices in Annex III, the tenderers will make sure the price for point ii) also includes the price for sending the RSS (point i).

3.2.B. 'TAGGING' OF MEDIA ITEMS

The Commission may request the 'tagging' of media items on one or more specific topics over a determined time period. The tagging can be requested for the media items belonging to one or several bundles. Prior to the tagging, the sorting of the relevant media items will be done either by the media analysis contractor (e.g. as part of the service described at 3.2.A), or by the contracting service. Tagging is understood to consist of manual coding of media items by a media analyst.

Media items will be tagged based on the list of parameters defined for the analysis (see Annex VIII).

The contractor will be asked to perform the tagging solely in his own IT system. Following the tagging, the contractor should be able to:

- send to the Commission's system a structured file containing all the resulting metadata (see Annex IX)

- feed the resulting metadata into the online dashboard, if this is requested (see point 3.2.F).

More details on the tagging of media items will be provided in each request for services at the onset of each specific contract, and should take into account at least the following:

B1 Parameters of 'tagging': the basic analysis may use any number or type of parameters, to be agreed with each contracting service. The Commission may ask the contractor to present a 'code book' or equivalent guidance tool when executing a specific contract. Tenderers are requested to propose a detailed methodological framework for 'tagging': they are invited to consult Annex VIII for an overview of mandatory parameters for tagging, and are encouraged to add additional parameters to the existing list to showcase their analysis capabilities. Tagging must be done and presented in English.

The contractor should take into account that for all media items provided by the Commission's media monitoring contractor some basic metadata⁸ are already assigned. The contractor is expected to import the metadata and make use of them, while also adding other tags for every media item according to the requested analysis parameters.

The contracting service will approve the 'tagging methodology' for each specific contract and reserve the right to make slight changes to the methodology proposed by the contractor.

B2 Frequency of 'tagging': the frequency of tagging and the timing for delivering all the tagged metadata will be specified for each basic analysis requested. The contractor must be ready to deliver the tags (as RSS feed, to EC's IT system and/or the dashboard) rapidly, i.e. no later than two Commission working days after the media items have been sent by the media monitoring contractor, the feed was sent by the contracting services or the media items were selected by the media analysis contractor.

B3 Assessing the media impact: The contracting service may request the contractor to take into account, for each media item, the relative relevance of the source that carried it, the prominence of the article/programme and the tone (in general, towards the analysed subject and/or towards the European Commission's role in it). Whenever a media item includes an opinion and is not tagged as 'neutral', the contractor should add, in a comment box, one to two sentences in English to justify the tone assessment (the comment should indicate why the analyst evaluated the item that way). Such analysis will therefore involve coding of media items by media analysts.

⁸ Basic metadata encoded will usually include: source, date, author's name (if available), title of the article or name of the programme (for audio-visual media), page number(s) or timing of the programme, policy areas (see Annex 1.B to contract notice PO/2014-7/A3: http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/documents/po2014-07-a3/p2014-07-a3-annex01b-policy-areas_en.pdf), indication that the item is an interview, an editorial/opinion piece (if applicable), surface on the page (if applicable). Where an item reports on several policy areas, these are to be listed in the order of importance of the topics in the article itself. For more details see Annex 1.C to Contract Notice PO/2014-7/A3: http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/documents/po2014-07-a3/p2014-07-a3-annex01c-selection-methodology_en.pdf.

See Annex VIII for further information on assessing the impact of media items. The contractor is encouraged to propose alternative ways of assessing the impact of media items but must have the flexibility to be able to adapt the proposed methodology. The methodology (codebook to be used) will be agreed with the contracting service at the beginning of each specific contract.

3.2.C. ANALYTICAL SUMMARIES OF MEDIA COVERAGE

When requested, the contractor will produce a summary in English of a batch of articles covering one or more defined topics in one or more defined countries. The analytical summary must be delivered within the deadlines specified in Annex III (be it 3 hours, 24 hours, 48 hours or five days after the date indicated in the specific contract that could be the end of the monitoring period).

The summaries could be requested for a batch of media items previously tagged by other services or for a batch of media items that have not been tagged and will not require any tagging from the media analysis contractor. Where more information is available (based on prior tagging or already existing metadata), the summary could also include the interpretation of the main findings: structure by country, structure by type of media, evolution of coverage during the monitored period, etc.

The purpose of the analytical summaries is to assist the Commission in understanding how and why different media in different countries cover the topic(s) requested for analysis. The summary must be well-structured and easy-to-read, clearly mentioning the key stories covered in the articles related to the analysed topic(s) and the main elements reported in the media that contribute to the positive/negative/mixed tone of the media items. Where available, the most relevant sources and quotes should be also provided. It is of utmost importance that the summary tells a story which encapsulates all the key findings of the analysis. Summaries must be genuine summaries rather than merely paraphrasing the media items.

The contractor must ensure that the summaries are written to an excellent standard of English. The country analysts must have a near-native proficiency (level C1⁹) in the respective language/s and an in-depth knowledge of the country's media landscape.

According to the needs of the contracting service, the summary could include media items from one EU Member State, up to ten EU Member States, up to 20 Member States, all Member States, and/or from one or more non-EU countries. They may cover one or several topics of interest per summary.

3.2.D. MEDIA ANALYSIS REPORTS

These reports are based on prior tagging (either done by the media analysis contractor as part of the service described at point 3.2.B, or done by other services – in which case the media analysis contractor will receive a feed/structured content

⁹ The levels are those stated by the Common European Framework of Reference for Languages, http://www.coe.int/t/dg4/linguistic/source/framework_en.pdf.

with all relevant metadata). For this reason, only the work related to aggregating and interpreting the data, creating charts, as well as the writing of the report is to be considered when providing the price for each service described below.

D1 Media analysis: the Commission may request media analyses of one or more specific EU-related topics or events over a predetermined time period. Such analyses are intended to build on the data gathered through the sorting and tagging of media items (either performed by the media analysis contractor or supplied by the contracting service). They should incorporate and, in the case of more in-depth analysis, interpret such data and consolidate findings from different countries, looking for trends and cross-cutting issues. The contractor must therefore demonstrate detailed knowledge of EU affairs and institutions and in particular of the European Commission. This should include knowledge of the distribution of competencies among the individual Members of the European Commission, EU institutions, decision-making processes and relevant terminology.

The contractor must ensure that all reports are written to an excellent standard of English.

The **visual presentation of the qualitative and quantitative findings** of all reports will be of utmost importance. The contractor must be able to give the qualitative indicators a concise and attractive visual presentation. Text should be used wisely and be well-balanced throughout the reports. The contractor is invited to use infographics, maps and other data visualisation tools, which make it possible to 'read' the findings quickly and navigate intuitively through the content. Text overload is discouraged. The Commission may ask the contractor to provide the raw data underlying the pictorial or graphical illustrations.

D2 Outputs of analysis:

D2-1 A tracking report is a type of report produced at regular intervals (weekly, monthly) or occasionally (the frequency will be defined in each specific contract). It tracks the coverage on a given subject or subjects. A report of this kind may be requested to identify trends over time and compare the data of each analysis with previous available data. It may also be requested to summarise and build on the findings of several alerts (see next point). The time of delivery will either be 24 hours, two Commission working days¹⁰ or five Commission working days after the date indicated in the specific contract that could be the end of the monitoring period (see Annex III, Table I.5).

D2-2 Alerts are short reports intended to give concise information on the quantity and content of the relevant media coverage. The delivery time may be 2, 12 or 24 hours, or occasionally five working days after the date indicated in the specific contract that could be the end of the monitoring period. The methodology and the delivery time will be defined in a specific contract.

D2-3 An *ad hoc* report is a stand-alone contribution that covers an agreed number of subjects over a period of time defined by the contracting service, the duration of which can vary from a few days or weeks to several years. The timing for delivery will be defined depending on the length of the period to be

¹⁰ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32014D0215%2802%29>

analysed: 12 hours, 24 hours, two working days or five working days after the date indicated in the specific contract that could be the end of the monitoring period (see Annex III on the price table).

The **structure of the reports** will depend on the type of report requested and will be defined by the contracting service.

In general, reports based on a longer monitoring period, or including larger volumes of media items analysed, as well as highly complex tagging parameters will have a structure that may include:

- a well-structured and easy-to-read executive summary, setting out the interim and/or final findings of the analysis. The executive summary needs to tell a story that encapsulates the key findings of the analysis.
- a well-structured text setting out the interim and/or final findings of the analysis, accompanied by pertinent graphs, overviews per country, tables and other appropriate analytical presentations made by the contractor.
- a concluding chapter that elaborates on the lessons learned and puts forward recommendations, if the latter has been requested by the contracting service. In case the contracting service will order, in addition to the media analysis report, strategic communication advice (see point 3.2.H), this will be indicated in the specific contract.

Reports based on a shorter monitoring period, or smaller volumes of media items analysed will have a structure that may include:

- a well-structured executive summary of separate media items or a batch of media items.
- findings illustrated with pertinent graphs.

Given the brevity of these reports, their format should be adapted to the specific needs of the situation.

The executive summary and the concluding chapter, including the sections setting out the lessons learned, must be prepared by senior¹¹ analysts and experts in communication.

3.2.E. SOCIAL MEDIA ANALYSIS

Social media analysis can comprise of three elements:

- (i) social media monitoring to collect data;
- (ii) analysis of the data collected;
- (iii) preparation and presentation of analysis reports.

The contracting service may ask the contractor to complement a media analysis of print, online and audio-visual coverage by including social media analysis findings in a tracking report, an alert or an ad-hoc report described at point 3.2.D. The contractor may also be asked to deliver a stand-alone analysis of social media coverage on a particular topic. In the former case, a comparison may be requested

¹¹ For more information on the level of experience and expertise of senior and junior experts, see point 13.1 Capacity of the tenderer — Human resources.

of topics of interest, peaks in volumes/traffic, and the timing of the news in different kinds of media. The contractor may also be asked to identify cross-cutting issues and spill-over effects.

(i) In terms of social media monitoring, the contractor will be requested to deliver services related to:

- identifying relevant social media coverage in all EU Member States and, if requested, in non-EU countries, in their respective languages;
- identifying social media influencers¹² on the topic requested;
- identifying the main source areas/social media channels and networks that are most relevant to the respective topic;
- providing the Commission with details on how the social media analysis was performed (giving access to raw data, if necessary).

The analysis of social media will be done by the contractor based on his own tools. The contracting service may indicate what sources will be analysed (blogs, up to five social media networks, etc.).

(ii) In terms of social media analysis, the contractor will be requested to deliver services related to:

- identifying the trends in social media sentiment;
- measuring the prominence of content (e.g. 'shareability' of items);
- quantifying the reach, tone and share of voice of the content.

(iii) In preparing reports, the contractor should follow the guidelines below:

- for the subjects, geography, languages and period to be covered, social media monitoring and analysis must use the same parameters as in point 3.2.B, with the necessary modifications;
- the structure of the reports and the visualisation of data must follow the same principles as in-depth media analysis reports;
- in terms of content, social media analyses must include in-depth comment of the findings as well as graphic representation. This may include analysis of content, influencers and trends, among others.

Different parts of the social media analysis may be performed by senior or junior¹³ experts, as appropriate. The English in the reports and the findings of the analysis must be of a high standard.

¹² A user whose opinions and statements impact the perceptions others have of a particular subject. Influencers can range from having low impact to having tremendous impact, based on the degree to which their statements are viewed as being trustworthy, and the size of the audience an influencer is able to reach.

¹³ For more information on the level of experience and expertise of senior and junior experts, see point 13.1 on human resources.

3.2.F. PROVISION OF AN ONLINE DASHBOARD, AND DASHBOARD AND DATA HOSTING

An online dashboard needs to be able to display all analysis data in graphs and tables, accompanied by effective visual presentations and other appropriate illustrations. The dashboard is an interactive control panel, available online, operational in English, with direct links to available metadata assigned to the media items (including tags and, if pertinent, short comments in English).

The dashboard must support data segmentation by various parameters, such as country, source, tone, policy area, etc. (see sub-section B1 of point 3.2.B) as well as production/extraction of tables, graphs, statistics, etc. It must have the capacity to refine a search on the basis of several of these parameters, including periods of time and keywords. It must also have the capacity to export the main findings to the Commission's system (see Annex IX) in a structured file format compatible with the Commission's IT systems. The dashboard must allow the identification of which media items have been used for which specific summary and/or report, without giving access to the media items as such (clips, pdfs). The dashboard should be available to the Commission at all times and be continuously maintained and updated with the latest information.

The data available through the dashboard will be hosted by the contractor and should remain accessible at least until the end of the framework contract and the end of any ongoing specific contract, should that be longer. If, after the expiry of the framework contract, the software tool is still needed in order to use and exploit all the data generated by it, the contractor will ensure that the European Union is granted a free licence or frozen version. The data should be updated on a daily basis. The structure and type of the dashboard, and the metrics to be displayed, may vary. The dashboard should have the capacity to handle 10 users working on it simultaneously. On an indicative basis, the Commission envisages asking for some 30 accounts (logins/IDs). The contractor must also set in place a structure to ensure business continuity.

The contractor may either give access to an existing dashboard or develop one for the purposes of the framework contract. In either case, the Commission may ask for some changes to be made, in agreement with the contractor. The contractor retains ownership of the dashboard software, but the graphs and tables accompanied by visual presentations generated by it and all the analysis data fed into it will be fully owned by the European Union. The set-up price will be charged only once, at the start of the first specific contract requesting the dashboard service.

For the purposes of evaluation of their tenders, tenderers must either: (a) give one-off access to their existing dashboard, or (b) describe the capabilities of their existing dashboard in detail, supplementing the descriptions with visuals or (c) provide evidence of their capability to build a new dashboard with the requested functionalities within a strictly limited time after signature of the related specific contract. The first specific contract is expected to be signed and enter into force during the first quarter of 2016.

3.2.G. PROVIDING AN IT HELPDESK SERVICE

The contractor is required to ensure that at least one helpdesk/point of contact is available on all Commission (Brussels) working days from 9:00 to 19:00 Brussels time, to deal with editorial, technical and/or IT issues and requests from the Commission regarding the dashboard. The helpdesk service needs to be available in English.

The helpdesk will liaise with DG COMM and the Joint Research Centre in Ispra (Italy), which is responsible for the daily running and maintenance of the Commission platform, in order to develop the best working procedures to prevent IT failures and disruptions of service. All IT incidents should be recorded in a log to be submitted to the Commission.

The contractor needs to provide a point of contact (email and phone number) for the helpdesk. Technical/IT and/or editorial problems will need to be addressed by the contractor immediately. The services will be executed according to the highest quality standards.

3.2.H. PROVIDING STRATEGIC COMMUNICATION ADVICE

The contractor may be requested to provide the European Commission with expertise and consultancy services and recommendations on how to improve its communication strategy. The recommendations must be based on solid arguments and be consistent with the findings of the analysis provided to the Commission. The communication advice will have to be presented in various forms (e.g. written conclusions, oral and/or visual presentations, interventions at workshops) and must always be produced/provided by senior communication experts. The contractor must ensure an excellent standard of English for written and oral presentations.

Should a senior communication expert be required to make an intervention during meetings, workshops, etc. in Brussels or Luxembourg, all the expenses incurred for travel, accommodation, office space, IT equipment as well as all other costs related to the performance of the communication adviser(s) must be included in the specific daily rate in the financial offer (see Annex III on the price table).

3.3 TECHNICAL REPORTS AND RELATED PAYMENTS

At regular intervals defined in each specific contract, the contractor will provide technical report(s) itemising the services delivered during the defined period.

The technical reports in English will detail the services delivered, contain a short description of the services provided, indicate the delivery dates, and show clearly the resources used.

All requests for payment have to be accompanied by the technical reports referred to above. In addition, the final invoice for any specific contract must be accompanied by a final technical report summarising the services delivered over the course of the specific contract, a copy of which will systematically be transmitted to DG COMM.

A monthly interim payment is foreseen for all specific contracts with a duration of minimum 3 months, unless otherwise stipulated in the specific contracts.

4. QUALITY MANAGEMENT

The contractor/s must perform the contract to the highest professional standards.

4.A. QUALITY PLAN

Tenderers will include in their bid a quality plan for the performance of the services requested. In the proposed quality plan, the tenderers will specify how they intend to monitor and ensure high-quality and effective follow-up of the services they may be called upon to provide to the Commission when carrying out the contract (see point 3).

The tenderers will draw up professional documentation for all technical aspects and procedures (see point 10) as part of good quality management. This must also include a description of the roles and responsibilities of staff in ensuring business continuity, notably in relation to IT aspects and the operation of the dashboard.

Tenderers will be required to provide the European Commission with descriptions of their training and quality assurance schemes, including junior analysts' media analysis training processes. In the context of audit, as provided for in Article II.18 of the Framework Contract, the European Commission may require auditing on the way in which such trainings and/or schemes are being implemented. In such a case, an audit report will be established.

The European Commission may ask up to three representatives of the contractor to attend, at no cost for the Commission, a maximum of two meetings per year that will take place in Brussels.

4.B. QUALITY ASSESMENT OF SERVICES DELIVERED

The quality of the services delivered by the contractors will be evaluated on the basis of the grid in Annex XI, which will be adjusted according to the needs of each specific contract. Deliverables that fail to meet the quality requirements set out in the grid may lead to liquidated damages and payment reductions and repetitive failures may lead to termination of the contract (see Article I.11 of the specific conditions of the framework contract in Annex II of the Invitation to Tender, and Article II.14 of the general conditions in the framework contract).

5. MANAGEMENT OF THE CONTRACT

DG COMM is responsible for supervising the overall execution of the framework contract and its management. The contractor is therefore obliged to inform DG COMM once a year of all the activities it has performed under the specific contracts. This should be done in the form of an overall activity report, to be sent within 30 days of the end of the reference period, in an electronic version. The report must provide a summary of the services performed during the preceding twelve months (in terms of quantity and price, broken down by contracting service).

In their bid, tenderers must designate a senior expert as project leader and a back-up with the same level of seniority. The project leader will be the Commission's primary contact person to whom it will address any requests. The project leader

must provide the Commission with answers and solutions regarding the subject of the contract and organisational and administrative matters (including problems related to invoicing and payment), and implement them with the Commission's agreement. The contact details of the project leader should be stated in Article I.6 of the framework contract.

Although the project leader will be the Commission's primary contact person, any appropriate staff member may contact the Commission in connection with technical issues if the specific contract covering a particular project necessitates such direct contacts. However, in order to do so they will need the agreement of the project leader and must copy the project leader into any related technical correspondence.

Issues relating to contract management and related payments and amendments, may only be managed by the project leader, as specified in Article I.6 of the framework contract.

All contacts between the Commission and the contractor will take place in English. This implies that all services (including reports, analyses, quality plans, documentation, etc.) covered by this contract must be delivered in English unless otherwise specified in the specific contract.

DG COMM will be the overall manager for each of the framework contract and will be the only contact point for them. The contractor may not accept any specific contract from another DG or Commission department without prior approval from DG COMM.

The Commission departments will take charge of their specific contracts deriving from the framework contract, according to their needs and after agreement with the managing unit in DG COMM. They will directly manage the day-to-day contacts with the contractor and the performance of their specific contracts.

The contractor will ensure that all the services carried out under the framework contract on behalf of a Commission department are as far as possible reusable by other Commission departments in order to avoid duplication of work.

6. COPYRIGHT AND INTELLECTUAL PROPERTY

Compliance with copyright law and other intellectual property legislation is of the utmost importance to the European Commission.

The contractor guarantees that he is the author and rights holder of all material created by himself in the performance of this tender ("results", defined as any intended outcome of the performance of the contract which is delivered and finally accepted by the contracting authority such as but not limited to reports, summaries, etc. and all the intellectual property assets described above in Section 3) and that he transfers all these rights to the European Union. In case the contractor is not the author and rights holder, he will be asked to guarantee that he has obtained or will, prior to providing the services, obtain for and transfer to the European Union all the rights relating to the results provided. The framework contract provides for detailed stipulations on the transfer of rights (see Articles II.10 of the General Conditions and I.8 of the Special Conditions of the framework contract). The European Commission may use the results (reports/analysis, summaries, etc.) with or without

mentioning the source and names of authors.

The contractor will further be asked to guarantee that he has obtained or will obtain the necessary rights and authorisations to use all the media items needed to undertake the analyses. In cases where the contractor uses, for the exclusive purposes of media analysis, the media items obtained by the media monitoring contractor working for the European Commission, the contractor will make sure that his or her firm abides by all copyright legislation and all applicable terms of use.

The media analysis contractor will be responsible for clearing and covering all costs for the necessary copyrights to use and store the media items for the purpose of the analysis, including for the media items received from the Commission's media monitoring contractor.

For the dashboards, the contractor must ensure that he complies with the conditions for their use set out above. To avoid any doubt, transfer of the rights on the data included in the dashboard does not imply transfer of the rights on the software tool on which the dashboards run. The European Union is granted a licence to use the software tool in order to use and exploit the dashboards.

The contractor will hold the European Union harmless and provide compensation in the event of any action, claim or proceeding brought against the European Union by a third party as a result of damage caused by the contractor in performance of the contract, especially if the damage resulted from the fact that the contractor did not hold the rights and authorisations required under the specific contracts to be concluded.

In the event of any action brought by a third party against the European Union in connection with performance of the contract, the contractor will assist the European Union.

7. SIZE OF THE CONTRACT

The maximum budget for this tender amounts to EUR 10 000 000 over four years, excluding VAT.

Pursuant to Articles 134(1)(f) and 134(3) of Commission Delegated Regulation (EU) No 1268/2012 of 29 October 2012 on the rules of application of Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council on the financial rules applicable to the general budget of the Union, the contracting authority may use a negotiated procedure for the award of new services which entail the repetition of similar services entrusted to the contractor who was awarded the original contract. That procedure may be used only during the three years following conclusion of the original contract.

8. CONTRACTUAL FRAMEWORK

The above services will be the subject of a multiple framework contract in cascade drawn up between the Commission and (up to three) winning tenderers. The draft contract is annexed to the invitation to tender (see Annex II).

When drawing their bid, tenderers should bear in mind the provisions of this draft contract, in particular:

- I.4 Payments arrangements and performance of the framework contract
- I.8 Exploitation of the results
- I.9. Termination of the contract
- II.10 Ownership of the results — intellectual and industrial property
- II.15 Reporting and payments

8.1. TYPE OF CONTRACT

The multiple framework contract in cascade will be awarded to the three tenderers that submit the best tenders in response to these specifications, provided that a sufficient number of bids satisfying the award criteria are received.

These tenderers will be ranked in order of priority, with the tender offering the best value for money on the basis of the award criteria ranked highest.

8.2. DURATION OF THE CONTRACT

The duration of the framework contract will be four years. The Commission reserves the right to terminate the contract with any contractor(s) whose services are deemed to be of insufficient quality (see point 4.B).

8.3. MODUS OPERANDI OF THE CONTRACT

The first contractor must reply within 10 working days of the request for services being sent by the contracting service. If the contractor is unavailable, he must give reasons for refusal within the same period of 10 working days. In such cases, the contracting service will be entitled to send the request to the next contractor on the list. The same procedure applies if the second contractor is unavailable. Any contractor that fails to respond within the deadline will be considered to be unavailable.

The contracting service will forward the specific contract to the contractor. Unless the specific contract states otherwise, performance of the tasks will start from the date on which it is signed by the last contracting party. In any event, performance of the tasks may not start before the date on which the order form or specific contract enters into force.

9. SUBMISSION OF BIDS

The tenderer's bid must comprise:

- the declaration of honour concerning the exclusion criteria, duly signed, dated and completed, using the form in Annex IV;
- all documents relating to the selection criteria listed under point 13; the tenderer will enter these documents in the table included in Annex V;
- the technical offer, as specified in the Tender Specifications;
- the financial offer (Annex III) (see details under point 11 below).

The bid must be accompanied by:

- a list of all documents submitted following the order of the Annex V check-list for the documents related to selection criteria; and
- a dated cover letter signed by the tenderer.

The bid itself must be signed by:

- a person or persons entitled to represent the economic operator in accordance with its articles of association and/or extract from the commercial register; or
- a person who has or persons who have received a power of attorney to represent the economic operator from a person or persons mentioned in the documents referred to in the previous sub-section.

The same rule applies to the person(s) designated to sign the contract. In case of a joint tender submitted by several legal entities, the contract is signed by all legal entities, or by one of them which has been duly authorised by the others (a power of attorney is to be attached to the contract).

10. TECHNICAL TENDER

10.1. GENERAL PROVISIONS

The services sought through this call for tenders are explained in detail within these specifications, as are the rules and criteria by which the tenders will be evaluated. To be successful, it is of crucial importance that tenders conform to the required structure, respond fully and clearly to the information requested, and respect the administrative rules governing submission.

Tenderers should include in their bid a technical tender detailing how they will perform the tasks covered by the contract in a way that ensures compliance with all the requirements of the tender specifications.

The technical tender should follow the same structure as the subject of the contract (see point 3).

The technical tender will be assessed in the light of the quality award criteria set out under point 14.

Since the assessment will focus on the quality of the proposed services, bids that elaborate on the points covered by these specifications are more likely to score well. Merely repeating mandatory requirements in the specifications, without detailing the actual production processes or giving any added value, will result in a low score.

Tenderers should start their offer with a general presentation of themselves, and explain their understanding of the services requested.

The technical tender should also provide details of how the tenderer intends to perform the tasks covered by the framework contract in a way that ensures compliance with all the requirements stated in points 2, 3 and 4 of the tender specifications. Special attention should be paid to the wording and presentation.

The technical tender should include a description of the organisational structure set up to guarantee that the tenderer is able to respond to urgent and/or simultaneous requests from different clients for different types of products.

The technical bid should not include any of the documents referred to under the exclusion and selection criteria (see points 12 and 13 below), nor refer to issues already covered by the exclusion and selection criteria.

Tenderers must demonstrate how their knowledge, methodology and analytical tools will enable them to undertake the various media analysis tasks described in point 3 above, covering a large number of countries, languages and subjects.

Taking into account the scope of the contract, tenderers should explain in their offer how they will ensure that their analysts display: 1) excellent linguistic knowledge and 2) detailed knowledge of EU affairs and institutions, in particular of the European Commission.

Tenderers should explain how they intend to ensure that the service is delivered consistently at the highest possible standard.

- a) Tenderers should describe how they will identify, select, and obtain the relevant media items and sources (covering all types of sources: TV, radio, printed press and online) to be analysed for both EU and non-EU countries (media mapping), ensuring that the analysis works with a reliable sample of media coverage in order to comply with the types of requests referred to in point 3.2.0 of the present tender specifications. Case Study 2 will be used to illustrate how this would work in practice.
- b) Tenderers should describe their analysis process and methodology for sorting of media items in order to comply with the types of requests referred to in point 3.2.A. Case Study 2 will be used to illustrate how this would work in practice.
- c) Tenderers should describe their analysis process and methodology for producing analytical summaries, including the timing and whether this will be done locally or centralised at one or several locations (point 3.2.C). Case studies 2 and 3 will be used to illustrate how this would work in practice.
- d) Tenderers should describe their analysis process and methodology for 'tagging' all types of media items (including performing media impact assessment) and analysing media items, including the timing, relevant quality assurance and training schemes. Tenderers should also indicate if these operations will be done locally or centralised at one or several locations (points 3.2.B. and 3.2.C). Case studies 1 and 2 will be used to illustrate how this would work in practice.
- e) Tenderers should explain the processes used to deliver evidence-based in-depth media analyses of either print, online and audio-visual or social media, including identifying and further monitoring and analysing an issue that is emerging in the news (points 3.2.D and 3.2.E). They should outline all relevant training, including in the field of EU knowledge. Case studies 2 and 3 will be used to illustrate how this would work in practice.

- f) Tenderers should give examples of how they intend to present their findings visually in their reports and alerts in order to satisfy the requirements in point 3.2.D.
- g) Tenderers should describe their capacity to conduct social media analysis and, especially, how they intend to integrate it into media analysis of print, online and audio-visual media (point 3.2.E). Case studies 2 and 3 will be used to illustrate how this would work in practice.
- h) Tenderers should describe in detail the functionalities of the interactive online dashboard element of their tender, provide visuals of its look and feel and outline the possible combinations between the parameters that it would be able to display. Alternatively, tenderers should provide evidence of their capability to build a new dashboard with the requested functionalities within no more than four weeks after the signing of the related specific contract (point 3.2.F).
- i) Tenderers should explain how they intend to provide strategic advice and recommendations on improving the Commission's communication, especially the tools and methodology they would use (point 3.2.H). Case study 2 will be used to illustrate how this would work in practice.
- j) Tenderers must describe their IT capacity to incorporate media items and metadata provided by the European Commission into their platform. This capacity must include an IT helpdesk that will ensure the correct functioning of the dashboard (points 3.2.F and 3.2.G).
- k) Tenderers must also describe the IT capacity they intend to employ in order to fulfil the requirement to transmit the RSS files with tags/metadata to the European Commission's system, as laid out in Annex IX (points 3.2.F and 3.2.G).

10.2. CASE STUDIES

For this tender, three case studies are requested. Tenderers must provide media analysis products and explanations of their work processes, using the case studies set out in Annex VII. The media analysis products and work processes in question should be in full compliance with the requirements set out under these specifications.

Tenderers are requested to explain how their approach to analysis and proposed methodology will apply to case studies 1, 2 and 3, which are presented in Annex VII. Tenderers should describe in detail in the case studies how they would undertake the analysis, the resources needed for the analysis requested, as well as the price for the deliverables requested for the case study two.

The criteria for evaluating the quality of the case studies are set out in the case studies themselves and listed in the award criteria section.

11. FINANCIAL OFFER

The financial offer must be set out using the tables in Annex III and duly signed and dated.

Prices must be:

- in euro;

- to a maximum of two decimal places;
- presented so as to be directly and fully comparable with other bids — the format of the tables in Annex III must therefore not be altered;
- fully inclusive of all costs, such as (including, but not limited to):
 - o sourcing and copyright of relevant newspapers, publications, media and information sources;
 - o office costs including infrastructure costs (e.g. telephone/internet connection, hiring staff);
 - o accommodation, subsistence and travel costs needed for performance of the contract (reimbursable costs are not foreseen in the model contract).
 - o any other cost relating to the performance of the framework contract;
- free of all duties, taxes and other charges.¹⁴

Tenderers should also provide the financial offer on a USB stick. However, only the signed paper version will be legally binding.

12. EXCLUSION CRITERIA

Bids from tenderers who do not meet the exclusion criteria referred to in Articles 106 and 107 of the Financial Regulation¹⁵ will not be assessed.

12.1. Declaration of honour and evidence

Tenderers will provide a declaration of honour, duly signed and dated, stating that they are not in one of the situations that would exclude their participation, using the form provided in Annex IV to the invitation to tender.

Within a time-limit specified by the contracting authority and prior to the signature of the contract, the tenderer to whom it is proposed to award the contract will provide the necessary evidence in support of its declaration.

These supporting documents must be valid on the date of the deadline for submission of tenders and, in any event, must have been issued within the 12 months preceding that date.

Depending on the national legislation of the country in which the tenderer is established, the necessary evidence will relate to legal persons and/or natural persons including, where considered necessary by the contracting authority, company directors or any person with powers of representation, decision-making or control in relation to the tenderer.

¹⁴ i.e. also free of VAT, as the EU is exempt from such charges in the EU under Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Union.

¹⁵ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2012:298:0001:0096:EN:PDF>.

If such proofs have already been presented for the purpose of another procurement procedure, and provided that they are not more than one year old starting from the issuing date and that they are still valid, the tenderer will declare on his honour that the documentary evidence has already been provided in a previous procurement procedure and confirm that there have been no changes in his situation.

12.2. Tenders submitted by consortia – Tenders involving subcontracting

Subcontracting during contract performance is only possible with prior written approval by the contracting authority. In any case, the contractor remains solely responsible for the performance of the contract.

In the case of tenders submitted by consortia or groups of service providers, all the economic operators involved must provide evidence that none of the exclusion criteria for participation in or award of the contract applies to them, by providing a declaration of honour, duly dated and signed (Annex IV).

The tenderer to whom the contract is awarded must provide, within the time-limit specified by the awarding authority and prior to the signature of the contract, the evidence listed above, confirming the declaration of honour, for each member of the consortium or group of service providers.

In the case of tenders involving subcontracting and where one subcontractor is to carry out more than 20% of all the tasks listed under point 3.2, all tasks being considered to be of equal value, the tenderer must submit a declaration of honour from the intended subcontractor to the effect that he is not in one of the situations referred to in Articles 106 and 107 of the Financial Regulation. In the event of any doubt regarding the declaration of honour, the contracting authority will request the evidence referred to in Articles 143(3) and (4) of the Rules of Application¹⁶. Article 143(5) will also apply, where appropriate.

In cases where subcontractors help fulfil the selection criteria, the declaration of honour is mandatory.

13. SELECTION CRITERIA

13.1 Capacity of the tenderer

The tenderer must demonstrate sufficient economic, financial, technical and professional capacity to be able to perform the tasks as specified in point 3 of these specifications.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other economic operators to achieve the required level of economic, financial and technical capacity, regardless of the legal nature of the links that it has

¹⁶ All references in the text to 'the Rules of Application' refer to Regulation 1268/2012/

with them (e.g. subcontractor, parent company, third party). It must in that case prove to the contracting authority that it will have at its disposal the resources necessary for performance of the contract, for example by producing an undertaking by those entities to place those resources at its disposal (see points 14.2 and 14.3 below).

If a third party provides the whole or a very large part of the financial capacity, the contracting authority may demand that that entity signs the contract or that it provides a joint and several first-call guarantee, should that tenderer be awarded the contract.

The tenderer must provide proof of his capacity by enclosing the information and documents listed below with his tender. The contracting authority may waive the obligation of a tenderer to submit the documentary evidence referred to in points 13.1.a) to 13.1.c) if such evidence has already been submitted for the purposes of another procurement procedure and still complies with point 13.

a) Legal capacity and bank details

The tenderer will provide a 'Legal Entity File (LEF)' and a 'Bank Account File (BAF)' duly completed and signed, with the necessary annexes. The forms to be used are available at the following web pages:

http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm

http://ec.europa.eu/budget/contracts_grants/info_contracts/financial_id/financial_id_en.cfm

For joint offers, the LEF should be provided for each consortium member, whereas the BAF is requested for the lead entity only.

b) Financial and economic capacity

The average annual turnover of the tenderer for the last three years for which accounts have been closed must exceed EUR 500 000, as demonstrated by:

- balance sheets or extracts from balance sheets for 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;
- tables I and II in Annex VI duly completed, signed and dated, with all relevant data extracted from the balance sheets, in Euro. These tables must also be provided on a CD, DVD or USB stick.

If, for an exceptional reason which the contracting authority considers justified, the tenderer is unable to provide the references requested by the contracting authority, or if a deeper analysis in the event of unfavourable indicator(s) in the financial evaluation tables show weak financial and economic capacity, the tenderer may prove its economic and financial capacity by any other means which the contracting authority considers appropriate (bank guarantee, evidence of professional risk indemnity insurance, etc.).

c) Technical and professional capacity

The tenderer must demonstrate convincingly that he has the ability to undertake media analysis on many different issues, covering a substantial number of sources, to a high standard in a wide range of countries, as demonstrated by:

- **Media analysis experience and capacity:**

Minimum three media analysis services produced for three different clients in the past three years meeting the below requirements:

- a. minimum two of the contracts must have been carried out for more than three months;
- b. all the following types of media must have been covered but not necessarily in the same project: TV, radio, print, online and social media sources;
- c. for all the projects in total, the tenderers must have provided media analysis services covering at least five different countries, including four EU Member States, in at least five languages;
- d. the price range of the value of the contract must be provided;¹⁷
- e. the name of the client and reference letters from the client must be provided.¹⁸

If the services were performed in part by subcontractors or as part of a consortium, tenderers must clearly indicate their own role and contribution;

- **Human resources:**

Necessary human resources to perform the contract in line with best professional practice:

- a. a statement indicating **the average annual manpower** and **the number of managerial staff** the company employed over the last three years — average annual staff must be at least 15 persons;

- b. **a description of human resources with:**

(a) one CV of a senior executive, showing at least three years' experience in media analysis and a good knowledge of English or French (at least level B2¹⁹);

(b) CVs of (tasks could be covered by two or three persons) the project manager, his/her back-up and editor-in-chief responsible for the quality of both the language and the content of reports, showing:

¹⁷ Insofar as this is in accordance with national law. If not, the related national law Article should be provided.

¹⁸ Insofar as this is in accordance with national law. If not, the related national law Article should be provided.

¹⁹ The levels are those stated by the Common European Framework of Reference for Languages, http://www.coe.int/t/dg4/linguistic/source/framework_en.pdf.

- at least three years' professional experience in coordinating and/or overseeing international media analysis services;
- language skills (at least English level B2 for the project manager and back-up and level C2 for the editor-in-chief); and
- at least one of them having at least two years' training and/or experience in EU affairs; at least five years' professional experience in coordinating and/or overseeing international media analysis services;

For the purposes of the framework contract, staff with a similar level of experience and expertise to the above will be referred to as 'senior experts'.

(c) three CVs showing (junior experts):

- relevant qualifications or at least one year's relevant experience in analysing different media (print, radio, TV, online, social media);
- language skills of junior experts (at least English level B2); and
- experience in media analysis in at least five countries between them;

For the purposes of this framework contract, staff with similar level of experience and expertise will be referred to as 'junior experts'.

(d) a CV showing that the person in charge of setting up and/or maintaining the dashboard has at least five years' professional experience in similar projects.

13.2 Additional requirements for joint offers

Where a tender is submitted by a consortium, each member must provide evidence of its economic and financial standing (see point 13.1.b).

In addition, the following elements must also be provided in the offer:

- a document showing the name of the company designated to represent the consortium and the credentials of the person designated to sign the contract and/or to act as the point of contact with the Commission for the consortium;
- a document stating clearly the composition and constitution of the grouping or similar entity (company/temporary association/'other'), and the legal form their cooperation would take, should they be awarded the contract and if this change is necessary for the proper performance of the contract;
- a letter signed by each member stating its commitment to execute the services in the tender, clearly indicating its role, qualifications and experience.

13.3 Additional requirements for tenders including subcontracting

In the case of a tender which includes subcontractors, the tenderer must provide evidence of the economic and financial standing (see point 13.1.b) of each subcontractor whose tasks represent more than 20% of the tasks listed under point 3.2, all tasks being considered to be of equal value.

In addition, the following elements must also be provided in the offer:

- a document stating clearly the identity, roles, activities and responsibilities of the subcontractor(s) and specifying the volume/proportion of the tasks of (each of) the subcontractor(s), as well as a description of the quality control measures which will be applied to the tasks to be carried out by (each of) the subcontractor(s);
- a letter of intent by (each of) the subcontractor(s) stating their unambiguous undertaking to collaborate with the tenderer should he win the contract and the extent of the resources that he will put at the tenderer's disposal for the performance of the contract.

If the bid does not include subcontractors, the tenderer should provide a document stating that he does not intend to subcontract and that he will inform the Commission of any change in this situation. The Commission reserves the right to judge if such a change would be acceptable.

Any tenderer with a professional conflict of interest that may affect the performance of the contract may be rejected on the grounds that it does not fulfil the selection criteria for professional capacity.

14. QUALITY AWARD CRITERIA

Bids from tenderers that do not satisfy the exclusion/selection criteria will not be considered for the award of the contract.

The contract will be awarded to the tender offering the best value for money on the basis of the criteria set out below. The technical tender will be used as a basis for assessing the award criteria, together with the case studies.

No	QUALITY AWARD CRITERIA	Weighting/ maximum points
a)	<p>Quality and efficiency of the methodology and work processes described (points 10.1. a, b, c, d, e, f, g)</p> <p>Coverage of all requested services, efficiency, feasibility, level of clarity and detail, including work distribution among the team: role and responsibilities of each member of the team. Continuity of the service.</p>	40
b)	<p>Case Studies</p> <p>Quality of Case Study 1 (point 10.1. c and Annex VII point 1) The evaluation criteria for this Case Study are laid out in Point 1 of Annex VII.</p> <p>Quality Case Study 2 (points 10.1. a, b, c, d, e, f, g and Annex VII point 2) The evaluation criteria for this Case Study are laid out in Point 2 of Annex VII.</p>	<p>10</p> <p>15</p>

	Quality of the Case Study 3 (point 10.1. d, e, i and Annex VII point 3) The evaluation criteria for this Case Study are laid out in Point 3 of Annex VII.	10
c)	Quality of the proposed IT infrastructure and the user friendliness of the online dashboard (point 10.1. k, h and j) Capacity of the dashboard in terms of data segmentation, search functions, generation and export of graphics, general presentation and functionality. Interaction with the European Commission and the Media Monitoring Contractor. Business continuity	10
d)	Evaluation of the proposed provision of strategic advice and recommendations (point 10.1. i) Coherence, relevance and quality of proposed methodology. Consistency of the strategic advice provided with the findings of the analysis.	5
e)	Quality and detail of the proposed quality plan (point 4.A), measures implemented for a continuous high performance throughout the contract period, including quality control measures and continuous update of the latest state-of-the-art technologies and methods. Quality and regularity of training courses for the staff, newcomer training, availability of refresher courses, measures aimed at ensuring consistency between the tagging of staff covering different languages and markets.	10
Total number of points		100

14.1 Technical evaluation

The technical tender to be submitted as part of the bid (see point 9) will be assessed on the basis of Quality award criteria stated in point 14 above.

The result of the technical evaluation is the sum of the number of points obtained as a result of the evaluation of each criterion. Only those bids which are awarded at least 60% for criteria a) and an average of 60% for the three subsections of b) and a total score of at least 65 points will be considered for the award of the contract.

14.2 Financial evaluation

For the financial tender, the tenderer must use the standard price tables in Annex III.

Any omission from, or amendment to, the original price schedule may cause the bid to be considered null and void.

For the purpose of evaluating and comparing the financial offers, the Commission will use a reference price: the total of the prices for the various services that are listed in **Table II** in Annex **III**.

15. AWARD OF THE CONTRACT

Only bids that have passed the previous stages will be considered for final evaluation.

Tenders will be ranked on the basis of the quality/price ratio, calculated using the following formula:

$$\text{Final score of Tender X} = (65\% \times Q) + (35\% \times \frac{P_{min}}{P} \times 100)$$

Where:

- Q stands for total quality score for Tender X
- P_{min} stands for the reference price of the lowest bid
- P stands for the reference price of the Tender X