

Open call for tender 19/2016/OP/EITPROC for the provision of Digital Communication Services

2016/S 252-463960
Tender Specifications

The EIT – Making Innovation Happen

European Institute of Innovation and Technology (EIT)

Budapest

www.eit.europa.eu



The EIT is a body of the European Union

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1. Introduction

The European Institute of Innovation and Technology (hereinafter referred to as the 'EIT') is a European Union body established by Regulation (EC) No 294/2008 of the European Parliament and the Council of 11 March 2008¹.

The EIT aims to address Europe's innovation gap to rapidly emerging as a key driver of EU sustainable growth and competitiveness through the stimulation of world-leading innovations with a positive impact on economy and society. The mission of the EIT is to offer grants to Knowledge and Innovation Communities (KICs) in order to grow and capitalize on the innovation capacity and capability of actors from higher education, research, business and entrepreneurship from the EU and beyond through the creation of highly integrated KICs.

The EIT's mission is to:

- Contribute to the competitiveness of Europe, its sustainable economic growth and job creation by promoting and strengthening synergies and cooperation among businesses, education institutions and research organisations.
- Create favourable environments for creative thoughts, to enable world-class innovation and entrepreneurship to thrive in Europe.

The EIT is an integral part of Horizon 2020, the EU's Framework Programme for Research and Innovation. Horizon 2020 is a key pillar of the Innovation Union – a Europe 2020 flagship initiative that aims to enhance Europe's global competitiveness.

To boost Europe's innovation capacity, action is needed to overcome the fragmented European innovation landscape; and this is where the EIT comes in. We have a pioneering role in increasing European sustainable growth and competitiveness by reinforcing Europe's innovation capacity in a dynamic global context.

1.1 Introduction to the EIT Community

The EIT brings together the 'knowledge triangle' of business, education and research to form dynamic cross-border partnerships; Knowledge and Innovation Communities (KICs).

The KICs:

- Develop innovative products and services;

¹ OJ L 97/1 of 9.4.2008, as amended by Regulation 1292/2013 of the European Parliament and of the Council of 11 December 2013 (OJ L 347/174 of 20.12.2013)

- Start new companies; and
- Train a new generation of entrepreneurs.

Working closely together in the KICs, leading companies, universities and research centres, create more effective and innovative solutions for Europe. The EIT's first three KICs were launched in 2010:

- Climate-KIC: addressing climate change challenges;
- EIT Digital: generating world-class ICT;
- KIC InnoEnergy: tackling sustainable energy.

Two new KICs were designated in December 2014 and have set up their activities across Europe in 2015:

- EIT Health: improving quality of life for European citizens and sustainability of health and social care systems.
- EIT Raw Materials: ensuring the accessibility, availability and sustainable use of raw materials for the economy and citizens.

Further information on the EIT and the KICs is available on the EIT's website at www.eit.europa.eu.

1.2 Introduction to the EIT's external communications activities

As a body of the European Union, the EIT must share its activities and results with citizens of the EU. All communication on the EIT Community should demonstrate the ways in which its innovation and entrepreneurship activities and results contribute to a European 'Innovation Union'.

The EIT's external communication activities increase awareness of EIT Community activities and achievements through the active promotion and dissemination of information to its target audiences through a wide range of communications and dissemination tools and channels. EIT communications place a strong emphasis on showcasing activities, good practice and results through a focus on people and partners involved in EIT Community activities.

More specifically, EIT target groups include:

- Brussels-based decision- and policy-makers
- Potential multipliers (EU-level umbrella organisations)
- Innovators and entrepreneurs
 - **Business:** *including business leaders, entrepreneurs, consultants and investors*
 - **Higher education:** *including academia, educators, university administrators (rectors, vice-rectors and supporting staff) and students*
 - **Research:** *stakeholders from the research field include professors, scientists, post-docs and other active researchers*

1.3 The EIT's website and digital communications activities

The main task of the EIT's website is to increase awareness of the EIT's activities. To do so, the website should better integrate content from all EIT-related websites (e.g. portal), be better linked to and engage more strongly with social media, and reach a larger audience.

The EIT's current website has been online since June 2014 and is configured as such:

- programmed in DRUPAL
- administered with the CK Editor Content Management System
- hosted on an Apache 2 server

In terms of human resources, the staff of the EIT Communications team shares a variety of tasks, including website editorial maintenance, community management on social media and web project management.

The EIT's digital communication activities are targeted at all EIT Community stakeholders and all European citizens interested in the EIT's activities.

Each of the five KICs has its own corporate website² and other separated and dedicated web platforms (e.g. educational programme websites); these are the primary source of information for the EIT. The EIT's website 'interacts' with these five websites through news duplication, links towards content on these five websites, events and other links. The EIT's website and those of the five KICs largely mirror each other in terms of design and, to a limited extent, content. This creates a clear identity and level of consistency that must continue. The EIT uses branding guidelines in the form of an EIT Community Brand Book; this must be consulted by the Contractor and fully adhered to when designing the website and developing content.

Since 2011, the EIT has strived to continuously improve the content of the EIT website. Improvements have been made in terms of design and presentation of the content. The EIT has worked on producing more news items, success stories and editorials, taking content from the KIC websites or creating content and success stories about their work. The EIT would like to continue in this direction, populating its website with content from different voices within the EIT community. The website has a multilingual section that contains a description of the EIT in the remaining 23 official EU languages, and hosts a 'mini-site' at innoveit.eu. This mini-site changes annually to provide a fresh look for the EIT's main external event: INNOVEIT.

The EIT's social media presence has growing interest and followers on the following social media accounts:

- Twitter
- Facebook
- YouTube
- Google+

² Cf. Climate-kic.org, kic-innoenergy.com, eitrawmaterials.eu, eithealth.eu and eitdigital.eu. Within this cloud of websites, there are also dedicated websites (sub-sites) for education and some local websites for Co-location Centres.

- LinkedIn
- Instagram

The EIT's website is and should continue to be a portal that helps innovators and entrepreneurs navigate the variety of opportunities offered by the EIT Community.

1.4 The EIT's communication goals

The EIT's communication goals are to:

- Provide clear information to visitors about and raise awareness of EIT activities
- Disseminate results and good practice emerging from the EIT Community
- Increase interest in and raise awareness of the innovation communities (businesses, research, students, etc.)
- Manage and enhance the reputation of the EIT and the innovation communities as key drivers of innovation in Europe

1.5 Purpose and objectives of this framework contract

The **purpose** of this framework contract is to engage a company specialising in digital communications ('Contractor') to cover all the EIT's needs in terms of digital media services.

To ensure the provision of these services, as described in Section 2 below, the EIT decided to launch an open procurement procedure in accordance with Article 104 of the Financial Regulation.

These Tender Specifications will become an integral part of a framework contract following the award procedure. Non-compliance with these Tender Specifications during the performance of the contract may constitute a reason for EIT to terminate the contract.

The Contractor shall be responsible for developing and implementing – in close collaboration with the EIT - technical, graphical and other aspects of the EIT's digital communication platforms, as well as for hosting the EIT's website and other specific online content.

The **objective** of this framework contract is to ensure the EIT's communication goals are met for the duration of the contract. In short, the objectives are:

- To increase awareness of EIT Community activities and achievements
- Better integrate content from all EIT-related website
- Improve and engage more strongly using social media
- Reach a larger audience

In addition to reaching a larger audience, achieving and maintaining greater interest and engagement among the specific target groups outlined in section 1.2 of this framework contract should be regarded as a priority.

2. Technical specifications

2.1 Description of services and deliverables

Specific deliverables are described at the end of each section. The following table presents a summary of responsibilities and expected results by topic.

Topics	Responsibilities	Expected results
Website maintenance	2.1.1 Technical Maintenance	<ul style="list-style-type: none"> Assist EIT Communications Team (improvements, new features)
	2.1.2 Web hosting (server management)	<ul style="list-style-type: none"> Provide fast, secure hosting of 100 gb physical space and 100 mb bandwidth
	2.1.3 Statistical reports	<ul style="list-style-type: none"> Contractor to enable website analysis and reporting using PIWIK
	2.1.4 Assistance with migration to next provider	<ul style="list-style-type: none"> Existing Contractor required to assist migration of website to the new Contractor
	2.1.5 Risk management	<ul style="list-style-type: none"> Contractor to provide a brief report of risks, including risk-management measures

	2.1.6 Training	<ul style="list-style-type: none"> General website and specific CMS training is to be provided
New website/web portal	2.2.1 Audit of the current website (taking into account the existence of a network of EIT-related websites)	<ul style="list-style-type: none"> Audit report containing results of analysis and research
	2.2.2 Web Project Management	<ul style="list-style-type: none"> Efficient and effective management of all deliverables
	2.2.3 Web architecture/navigation	<ul style="list-style-type: none"> Wireframes, sitemaps and functional specifications
	2.2.4 Web Design	<ul style="list-style-type: none"> Design mock-ups, test website, graphic charter and innovative website
	2.2.5 Web development / Programming	<ul style="list-style-type: none"> Technical specifications and test versions of the website
	2.2.6 Content integration / Integration of data	<ul style="list-style-type: none"> Timely integration and testing of integrated content
	2.2.7 Testing	<ul style="list-style-type: none"> Test environment and fully and thoroughly tested website
	2.2.8 Launch of new website	<ul style="list-style-type: none"> Fully functioning website available at agreed date and time
	2.2.9 Evolution and continuous improvements based on user needs and emerging digital trends	<ul style="list-style-type: none"> The Contractor should discuss possible improvements with the EIT prior to development or implementation

Social media and direct marketing	2.3.1	Social media audit, consulting and training	<ul style="list-style-type: none"> Knowledge sharing, audit of social media presence, and social media training
	2.3.2	Knowledge sharing on development of new features and campaigns for EIT/KIC social media	<ul style="list-style-type: none"> Brief report in Word or PDF format
	2.3.3	Purchase of social media services	<ul style="list-style-type: none"> Possible purchase of Pro social media accounts, subscriptions or advertising
	2.3.4	Social media programming	<ul style="list-style-type: none"> Development of specific pages on social media sites, advertising or online surveys
	2.3.5	EIT newsletter	<ul style="list-style-type: none"> Innovative design, configuration tool and mailing list tool proposal, and integration of subscription form
	2.3.6	Search Engine Optimisation (SEO)	<ul style="list-style-type: none"> SEO strategy for the EIT website
Specific development	2.4.1	Event design	<ul style="list-style-type: none"> The Contractor may be requested to produce special web pages to promote an event

	2.4.2	Data visualisation	<ul style="list-style-type: none"> The Contractor will create infographics and data visualisations and provide integration training
	2.4.3	Other specific developments	<ul style="list-style-type: none"> The development of specific functions may be required, such as surveys
	2.4.4	Domain purchase	<ul style="list-style-type: none"> The EIT may require the Contractor to redirect domain name as advised
Mobile website development	2.5	Mobile website development	<ul style="list-style-type: none"> Mobile version of the EIT's website optimised for smartphones and tablet computers
Purchase of additional tools	2.6	Purchase of additional tools	<ul style="list-style-type: none"> Additional tools may be purchased if deemed necessary, with the prior approval of the EIT
Reports or audits	2.7	Reports or audits	<ul style="list-style-type: none"> All reports or audits prepared for the EIT will follow the guidelines set out in section 2.7

2.1.1 Technical assistance and maintenance

The Contractor will be expected to provide general and technical website support and to engage in meetings with the EIT (by telephone, video and in person) for the entire duration of the specific contract concluded under the framework contract.

This basic day-to-day technical assistance comprises:

- Integration of basic new features on the website (new light plugins or extensions), small developments and updates (e.g. integration of an online questionnaire)

- Bug resolution
- Assistance with statistical reports using PIWIK
- Answers to any technical questions from EIT staff by email or phone

The Contractor shall provide contact details (direct email + telephone number) for the contact person (no generic address) and back-up for:

- Technical assistance relating to the CMS
- Technical assistance relating to the hosting of the website

The Contractor and the EIT shall agree on a Key Performance Indicator (KPI) regarding responses to requests and resolution times. In the event of bugs, priority should be given to the resolution of such problem (e.g. issue with the design, display of the content...).

The EIT shall be notified in advance of scheduled routine maintenance as well as any emergency situations that may arise.

Deliverables:

- Support contacts
- Maintenance of the website

The price for the provision of this service shall be inclusive as indicated in the Price list (Item 4).

2.1.2 Web hosting (server management)

The Contractor shall be in charge of hosting all EIT digital content online, including the entire website and its content. The Contractor will allow the use of the server for file sharing (uploading zip files, for example). The hosting solution foreseen is shared hosting with 100 GB physical space and 100 MB bandwidth.

The Contractor must ensure migration of the existing version of the EIT website from the current server to its own servers or those of its sub-contractors to cover the online presence until a new website is released. Then, the new website will normally be hosted by the Contractor or one of its sub-contractors. For this, the Contractor will have to work with the European Commission's Directorate-General for Informatics (DIGIT) to connect the hosting with the domain europa.eu.

The Contractor has to ensure the EIT website and all EIT content hosted remain online 24 hours per day, 7 days per week and that technical support is provided to the EIT when requested. A KPI will be agreed between the EIT and the Contractor on the provision of technical support.

Reliability and scalability: The hosting provider must provide full communications network load balancing and redundancy. Should any individual component fail, the provider shall automatically shift the affected workload to available redundant circuits, therefore maintaining the continuous operation of the website.

The servers' hardware and software shall be scalable and shall be upgraded to maintain website performance. All servers shall implement a system such as RAID 5 to ensure no loss of data should a hardware failure occur.

Servers, routers, switches, data centre security, and facility power shall be electronically monitored 24 hours per day, 365 days per year. Should any component report an out-of-tolerance condition, appropriate technicians shall be immediately notified and the condition rectified as soon as possible to ensure continuous operation of the website.

Physical security: the servers shall be located within the European Union. The hosting location shall have the necessary security and safety equipment (limited access security control points, climate and humidity controlled, equipped with Fire Suppression System, power supply)

The data centre, network, security system, and technical support phone system must be protected from power surge or utility power loss by Uninterruptible Power Systems (UPS) and backup diesel generators.

Complete backups shall be performed weekly and monthly. A minimum of half of the backups shall be kept offsite. Differential backups shall be performed on a daily basis and full backups shall be performed once per week.

The Contractor should provide the EIT with a brief (no more than five pages) plan, as an annex to the website audit, outlining the steps that will be taken to recover the affected website. The Contractor will agree a KPI with the EIT on returning the website to full functionality.

Deliverables:

- Hosting Space
- Maintenance of the hosting (24/7)
- Plan to recover data
- Recovery of data

The price for the provision of this service shall be inclusive as indicated in the Price list (Item 5).

2.1.3 Statistical reports

The Contractor must also provide for the production of website analysis using PIWIK. PIWIK is increasingly being adopted as the 'next corporate analytics tool'.

The Contractor will set-up an automatic report that will be delivered to the EIT during the first week of each month. Such automatic report will outline key facts and figures of the previous month, such as number of unique visitors, visits, bounce rate, SEO, origin and technical equipment of the visitors, relationship with social media...). This report will be combined with data on social media. The exact content of the report will be defined and a template agreed together with the EIT. The Contractor will also provide assistance, if required, with adjusting the automatic monthly reports.

The Contractor will provide training on how to set-up and adjust PIWIK reports.

Deliverables:

- Setting-up a reporting template and defining content
- Providing an automatic monthly statistical report
- Training on setting-up, developing and adjusting reports

The price for the provision of establishing the automatic monthly reports shall be inclusive as indicated in the Price list (Item 6). The price for the provision of assistance with adjustments to the automatic monthly reports shall be inclusive as indicated in Item 6 of the Price list.

2.1.4 Assistance with migration to next provider

Under the Financial Regulations of the EU, the EIT is required to carry out a new tender procedure for before the end of the contract period, with the outcome to potentially migrate the EIT website to a new contractor at the end of the contract.

The existing Contractor is required to assist with the hand-over of the applications, to fully cooperate with the new Contractor in the migration of the systems and applications, and to support the EIT and the new contractor fully in this endeavour. This task will include handing over and migrating the applications, source code and complete documentation, and assisting the new contractor(s) in their interpretation and redeployment.

The successful tenderer for this contract will be responsible for providing:

- The agreed hosting environment
- Internet connectivity, including bandwidth for multimedia streaming
- Hardware and operating system software
- Software base for services and communication
- Configuration and deployment of the chosen search engine

Migration of the current website and its content will take place immediately after the start of the contract and must be concluded by a date to be agreed. During this period, the EIT's website will continue to be hosted and maintained by the previous contractor to ensure uninterrupted service and to enable the new contractor to adequately prepare the complete take-over of website and systems from the previous contractor.

Following successful completion of the migration phase, the Contractor must take full responsibility for the site.

Deliverable:

- Successful handover of the website and its content and uninterrupted service

The price for the provision of this service shall be inclusive as indicated in the Price list (Item 7).

2.1.5 Risk management

The Contractor is expected to provide, as an annex to the website audit, a brief (no more than five pages) report of any risks it anticipates for the provision of the services (particularly with a view to the migration/take-over aspects), and propose risk-management measures as to how these risks could be managed as well as contingency plans. These risks should include:

- Handover of initial server images
- Security – prevention of attacks, hacking, elimination of vulnerabilities
- Relationship between main and potential sub-contractors
- Restructuring of company/company dissolution

Deliverables:

- Brief report on risks

The price for the provision of this service shall be inclusive as indicated in the Price list (Item 8).

2.1.6 Training

The Contractor will have to deliver general website and specific CMS training sessions to the EIT.

Deliverables:

- Training sessions prior to website launch and further sessions upon request of the EIT at a later stage

- CMS user manual for EIT website editors

The price for the provision of this service shall be as indicated in the Price list (Item 2).

2.2 New EIT websites

During the term of the contract, the Contractor will be responsible for the development, design, implementation, maintenance and evolution of new websites for the EIT.

In collaboration with the EIT, the Contractor will launch visually attractive, responsive, rich and innovative websites for the EIT. This mission comprises all the steps of web project management, from the audit of the current website to the delivery of the final product and continued website development maintenance. The Contractor and the EIT will discuss development of the website as and when relevant. No feature will be implemented on the website without the prior agreement of both the Contractor and the EIT.

Objectives

The objective of the development, design and implementation of the EIT website is to place an emphasis on content: allowing better integration of information on EIT-related activities in innovation (articles, research, contributions, content-oriented approach).

Technical requirements:

- The websites shall be based on a standard open source CMS such as WordPress, Drupal, Joomla! or any other widely used open-source solution available at the time of the project.
- The EIT does not wish to base its system on a proprietary solution or non-standard CMS solutions that could have possibly been developed by the Contractor, or base its development on proprietary development schemes such as ASP/IIS. Flash/Action Script/JavaScript cannot be used as the core language of development of the website (no full-Flash or full-JavaScript).
- The EIT wishes to use HTML 5.
- The websites shall be based on an open source database system (MySQL or equivalent).
- The websites shall utilise an open-source web text editor such as CK Editor or equivalent.
- The websites must be W3C compliant, usable on common browsers or those that may reasonably be expected to be popular during the duration of the contract (IE Explorer, Microsoft Edge, Firefox, Safari, Opera, Chrome), respect standards in terms of navigation, user-experience, SEO and so on.

- The websites must offer features to ensure that texts, images, forms, sounds, etc. should be accessible and understandable by as many people as possible without discrimination.³ The website should therefore follow the Web content accessibility guidelines (WCAG) (version 2.0), level AA, issued by the World Wide Web consortium (W3C) as part of the Web accessibility initiative. More specifically, users of the website must have, as a minimum, the ability to change the size of the text and to change the screen contrast.
- The websites shall allow for management by several contributors and administrators.
- The websites must follow the guidelines of the EIT Community Brand Book (to be provided by the EIT).

Specific content

The full set of features will be decided during the course of the project according to the audit that will take place prior to implementation of the project and decisions on the organisation of content. The chosen CMS will allow for easy implementation of plugins or extensions while at the same time guaranteeing that the EIT website loads rapidly (<4 seconds in the worst case, preferably <2 seconds).

General content for the website (to be produced by the EIT):

- Videos relating to all activities⁴
- Events pages
- Company profiles (EIT / KIC start-ups...)
- News items
- User-manipulated statistics (such as those from datawrapper.de)
- Search function
- User-manipulated maps of the EIT Community and partners
- Research articles and contributions
- PowerPoint and Prezi presentations
- Focus on EIT innovators and entrepreneurs
- Focus on EIT success stories

³ Full accessibility requirements: http://europa.eu/geninfo/accessibility_policy_en.htm

⁴ Cf. <http://www.youtube.com/eiteu>

- Testimonies
- Alumni section with specific information
- 'Catalogue' / information on educational and entrepreneurial programmes
- Social media feeds from at least EIT and the five KICs⁵
- Blogroll with links to EIT-related projects or websites
- Vacancies
- Legal and administrative content (budgets, human resources, legal documents, etc.)
- Calls for procurement

Below is a set of possible functionalities that could be required for the implementation of the EIT website:

- Agenda, Calendar of events
- Infographics
- Data visualisations
- Blogs
- Social media engagement – greater use of social media
- RSS feeds embedding
- Photo gallery
- The possibility to embed media (maps, videos...) and to comment on content
- Static pages (administrative information)
- Meta-data on documents uploaded (for better search)
- Questionnaires
- Registration forms for events
- Interactive education programme selector

⁵ With the possibility of adding more (for example, Horizon 2020)

- Interactive incubator selector
- Contact form embedding

Below is a set of functionalities that must be implemented on the EIT website:

- Integration of social media share buttons
- News box, news slider
- Language selection with an access to a summary page for 24 EU languages
- Possibility to embed video on any page
- Interactive track finder to promote educational programmes
- Possibility to add text directly below photographs
- Possibility to embed images on any page in a user-defined location
- Possibility to embed user- manipulated statistics on any page
- Possibility to embed user-manipulated maps on any page
- Search Engine Optimisation
- User feedback functionality which could be linked to a ticketing system (for example JIRA) to ensure timely monitoring and follow-up to issues users have encountered on the website(s).

Detailed specifications for the project will be defined together with the Contractor when the contract is in place and following an audit (see next section) of the current situation. The different steps and deliverables for this project are described below.

2.2.1. Audit of the current website

The Contractor will produce an audit of the EIT's current website, taking into account its relations with the entire network of 'EIT-related' websites: KICs, Co-location Centres if applicable.

The audit will include:

- General recommendations for the EIT website (standards, good practice) including websites outside eit.europa.eu (KIC website, other EIT-related websites) – in terms of design, navigation, SEO, accessibility, social media, etc.
- An inventory of all the existing content around EIT, possible content to create, how to better present and integrate this content on a unique platform or in a portal

- A summary of research and benchmarking activities related to digital communications in the field of innovation, entrepreneurship, education and research – or case studies from similar institutions that have been proven successful in terms of digital communications
- A benchmark of the best open-source CMS options to answer the needs of the project and general recommendations for managing the contents of the website and its evolutions

The Contractor should additionally, within the audit, provide an analysis of the current EIT and KIC websites to assess the structure of key audiences and fully understand their online search behaviour and identify barriers to further engagement with the EIT and KIC websites.

The Contractor should additionally, as an annex to the audit 1) provide plans for the recovery of a website and 2) provide a brief (no more than five pages) report on risk management.

The analysis should:

- profile users based on the following information
 - Where are they accessing from
 - Route to the website: search/direct traffic/referrals
 - Returning versus new
 - Page views by visit
 - Average time on site
- Analyse the users' goals and expectations based on their online behaviour
 - Keywords
 - Internal search
 - Top content
 - Navigation behaviour
 - Bounce rate
 - Document downloads
 - What users want and get / don't get
 - What users find useful
 - Familiar users versus unfamiliar users

- Produce an online survey for the EIT's stakeholders as identified in Section 1.3 to show where the EIT and KICs are effective in their online communication efforts

This report will serve as a basis for the specifications of the website redesign project. To lead this audit, the Contractor will have to organise interviews with relevant people at the EIT's Headquarters in Budapest and within the KICs if necessary (some travel is foreseen). Following the audit, the Contractor will also implement a project plan and define the different roles and workflows.

Deliverable:

- Audit report containing results of analysis and research as well as recommendations and project specifications: planning, estimated content and developments, roles and workflow, etc.

The price for the provision of the services necessary to perform the audit shall be inclusive as indicated in the Price list (Item 1).

2.2.2. Web Project Management

The Contractor will provide a Project Manager who meets the expectations outlined in section 4.1.3. The Project Manager will be responsible for ensuring delivery of all deliverables to the EIT in the manner, at the time and in the condition agreed between the Contractor and the EIT. The EIT expects that the Project Manager will ensure the EIT remain informed of developments on all projects being managed for the EIT, and that the Project Manager manages all projects to ensure the efficient and effective use of European Union funds.

Deliverables:

- Delivery of all deliverables in the manner, at the time and in the condition agreed between the Contractor and the EIT.

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts, Item 9).

2.2.3. Web architecture and navigation

The Contractor will deliver proposals outlining the architecture of the future website (detailed sitemaps) and first wireframes, using standards methods in terms of user interface design and usability.

The website will be very much content oriented and will not feature any impractical navigation elements or any kind of disturbing animation during the process of navigation. The final interface should be the simplest and the most logical design for users.

In this context, the Contractor is expected to use modern and user friendly means to help the EIT organise the contents: card sorting, mind mapping, etc. As the organisation of web content is a crucial

point for information clarity, the EIT foresees the organisation of one or two consultation sessions, to be held via Skype or similar, using one organisational methodology such as card sorting or mind mapping.

Deliverables:

- Wireframes & sitemaps
- Functional specifications of the website

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts, Item 11).

2.2.4. Web design

The Contractor will provide the EIT, a European Union body with innovation and technology in its name, with a website that has a fresh look and up-to-date technology and features.

The Contractor will define the visual identity of the website while fully adhering to the EIT Community Brand Book's existing graphic charter (logo, colours, icons, etc.).

The visual identity of the website must be modern and innovative, respecting some universal standards in terms of web design (e.g. legibility of the text, universal web colours) and modern trends. Several proposals (a minimum of three) will have to be produced to allow the EIT to choose the most suitable option: three proposals for the homepage and three proposals for interior pages. The EIT currently favours a dynamic website that utilises the 'parallax effect' (where the background content or image moves at a different speed to the foreground content while scrolling) and Snowfall design, but is open to proposals that offer modern, attractive alternatives.

Once a decision on the design has been taken, the Contractor will be in charge of implementing the stylesheets (CSS) and ensuring that the design will function at the same level of high quality on all major web browsers (Internet Explorer, Microsoft Edge, Opera, Chrome, Firefox, Safari, etc.).

The Contractor will also have to provide a graphic charter document for the website including the main elements of the CSS stylesheet (colour of the links, style of the titles, fonts, colour of text, size of images, etc.)

Deliverables:

- Graphic design mock-ups (several (minimum three) proposals) of each of the two websites (the second website will be completed before month 24)
- Functional test website of the selected design before its complete integration
- Graphic charter document of the website

- Completion of innovative website with fresh look and up-to-date features

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts, Item 10).

2.2.5. Web development/programming

The Contractor will develop the website using a standard open-source dynamic language and respect existing development standards such as W3C or equivalent. The Contractor will manage the implementation of the latest version of the open-source CMS selected.

Other potential programming languages to be used:

- HTML 5 is the preferred language for the EIT website.
- AJAX/ JavaScript usage should also be foreseen for certain elements of the website (e.g. map of the EIT Community, educational track finder, data visualisation), but such instances should be limited.

The solution should be free of use and installation costs at least for the main features, chosen from the main open-source solutions existing on the market (e.g. WordPress, Drupal, etc.) and have a supporting community large enough to ensure that the website can be upgraded after the end of the project. Any proprietary solution or solution that is not enough wide-spread should be excluded. If a template or specific features have to be purchased for the implementation of the CMS, the Contractor shall be fully responsible for the purchase of these elements.

Website content will be managed by EIT staff using a web-based editor to manage the portal and its content. This editor will allow users to create formatted content without extensive knowledge of any programming language. It should be simple to cut and paste text from, for example, Microsoft Word, into the editing window, preferably using an integrated feature that pastes copied text only as plain text.

The website editor should provide an option to resize images that will be shown on the website to pre-determined, website-friendly sizes depending on the intended location of the image. The website editor should also provide a function that allows users to select the portion of the image that will be displayed on the website. The dimensions of this 'frame' will be dependent on the intended location of the image.

The Contractor should provide a test version of the website and a summary of its technical specifications to the EIT.

Deliverables:

- Technical specifications of the website
- Test versions of the website

The Contractor shall be responsible for the testing of the new website, ensuring browser compatibility, bug fixing, repair of dead links, etc. prior to launch, will address the concerns and comments of the EIT, and shall deliver a fully functioning website that meets the EIT's requirements.

- Testing of website
- Fully functioning and developed version of the website

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts, Item 12).

2.2.6. Content integration/Integration of data

Should a new system for displaying news content be introduced, the Contractor will be responsible for the integration and testing (to ensure functioning) of the previous data or existing web content into the new system (CMS migration). This integration could be manual or automatic depending on the choice of CMS.

Following the launch of the new website and CMS training for relevant staff members, the EIT will be responsible for content updates and integration of new content.

Deliverables:

- Timely integration
- Testing of integrated content

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts, Item 13).

2.2.7. Testing

In addition to the final production environment, the Contractor shall provide a website test environment throughout the entire term of the Contract. Both environments must be available and accessible to the EIT at all times. The Contractor will conduct full and thorough testing of the proposed website prior to launch.

Deliverables:

- Test environment
- Fully and thoroughly tested website

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.2.8. Launch of new website

Following testing to be conducted by both the Contractor and the EIT, the Contractor will launch the new EIT website at a date and time to be agreed with the EIT. The Contractor will be fully responsible for the smooth transition between websites, ensuring the absolute minimum delay when switching and that full functionality is immediately available.

Deliverables:

- Fully functioning website launched at agreed date and time

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.2.9. Evolution and continuous improvements based on user needs and emerging digital trends

The EIT's website should evolve throughout the term of the contract, because technology changes constantly and the EIT should be at the forefront of technological changes concerning its website, the Contractor is expected to continuously keep the EIT informed of possible improvements to the EIT website in terms of user needs and developing digital trends. Such possible improvements should be discussed as they arise with the EIT prior to development or implementation and should not be seen as a specific deliverable.

2.3 Digital marketing and social media development

2.3.1. Social media audit, consulting and training

The Contractor is expected to share its knowledge about trends in this domain on a regular basis (through, for example, its own corporate blog or by email communications). The Contractor will provide a report, as an annex of the website audit, on the EIT's current social media presence and activities as well as potential recommendations for improvements.

The Contractor could also be asked to provide the EIT with social media training: one- or two-day sessions upon request to enhance staff skills in terms of social media and community management.

Deliverables:

- Knowledge sharing on social media developments
- Audit of the EIT current social media presence
- Social media training

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.3.2. Knowledge sharing on development of new features and campaigns for EIT/KIC social media

The Contractor will share with the EIT knowledge it has attained in the development of new features and campaigns for the EIT and KIC social media tools. Such knowledge will be provided to the EIT only upon request, as a brief report in Word or PDF format. The scope of such knowledge shall not be limited.

Deliverables:

- Brief report in Word or PDF format

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.3.3. Purchase of social media services

If purchases have to be made to access some features on social media platforms (e.g. 'pro' accounts or subscriptions), the Contractor will have to be responsible for the purchase of this item upon request and/or authorisation by the EIT. The Contractor will also have to purchase any kind of external tool, account or software subscription considered necessary to improve EIT social media activities upon request and/or authorisation.

Potential Deliverables:

- Pro accounts
- Subscription to paying sites
- Advertising

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.3.4. Social media programming

On an *ad hoc* basis, the Contractor will have to develop specific features intended to improve the EIT's social media activities, such as:

- Specific page development on social media sites, promotional pages, landing pages, campaigns
- Advertising
- Online surveys or polls

The implementation of these features will depend on new trends and new tools available and emerging during the duration of the contract.

Deliverables:

- Project documentation
- New features

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.3.5. EIT newsletter

The Contractor will have to provide a system that allows the EIT to compose and to send the EIT newsletter to a large database ('mailing list'). The current system can be viewed at <https://eit.europa.eu/newsroom/newsletters>.

The EIT prefers a system that is integrated with the website rather than using an external provider. However, if an external provider is selected, the Contractor will manage the purchase and licensing.

The system will provide the following features:

- import the current email address database
- possibility to customize the design of the newsletter
- ability to access and edit the subscriber database
- automatic subscribe and unsubscribe possibility without manual intervention of EIT staff
- possibility to send newsletter to entire subscriber database at same time

The Contactor will be expected to propose an innovative design for the newsletter with features that reflect the nature and mission of the EIT.

Deliverables:

- Innovative design proposal for the newsletter
- Newsletter editing and sending tool, configuration of the tool
- Mailing list management tool
- Integration of subscription form into the website

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.3.6. Search Engine Optimisation (SEO)

The Contractor will advise on and implement an SEO strategy in consultation with the EIT. The Contractor will deliver, as soon as possible but in any case alongside development of each new website, an SEO strategy designed to improve the EIT website and that contains, as a minimum:

- Keyword research
- Identification of websites that meet the needs of the EIT's target audiences
- SEO strategy containing very specific recommendations beyond the SEO basics
- Targeted competitive insights
- Suggestions as to what can be built in to the EIT's website to make it more attractive than those websites identified as 'competitors'
- Addition of XML sitemap
- Reduction in number of HTTP requests to below 30
- Addition of meta descriptions

Deliverables:

- SEO strategy that contains the above items plus those recommended by the Contractor

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.4 Specific development

2.4.1. Event design

The EIT organises conferences and calls which require intensive online promotion. The EIT may request the Contractor to produce special web pages to advertise an event (such as: INNOVEIT, information days, calls for applicants, etc.).

Depending on the projects, the Contractor will help the EIT to define the best strategy to promote the event: dedicated pages connected to the main portal, and/or specific layout for the main portal homepage. The Contractor will then be in charge of the project management, the design, the programming, the hosting and all developments required by the operation.

Typically, these pages would be hosted together with the EIT website (for example: eit.europa.eu/name_of_the_event) but have a dedicated event design and presentation. Some customisation of the website's homepage could be required.

These pages would include features such as registration forms, agendas, social media integration, questionnaires, speakers' profiles, etc.

Such pages would be subject to the signing of a specific contract. The EIT foresees that these special communications will occur between three to seven times per year.

Deliverables:

- Project specifications, technical specifications, designs, programming
- Products

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.4.2. Data visualisation

The EIT will require the Contractor to create infographics and data visualisations to enrich its raw content or data. Such content will, when possible, be interactive, and may include the creation of an interactive map or publishing the results of research in a designed format (graphs, charts). The Contractor will then integrate the content in a location defined by the EIT.

The Contractor will also provide training for the EIT on integrating this content into the website.

Specific contracts will be committed for these purposes.

Deliverables:

- Data visualisations
- Infographics
- Website integration training

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.4.3. Other specific developments

The EIT may require the development of specific functions for the website, including the development and integration of surveys delivered online and by email. In this case, the Contractor will evaluate the time necessary for development and take care of the possible design, programming and integration.

Specific contracts will be committed for these purposes.

Deliverables:

- Project specifications, technical specifications, designs, programming
- Products, images

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.4.4. Domain purchase

Under this contract, the EIT may negotiate the purchase of new domain names according to article 126.e of the Financial Regulation. The Contractor will redirect the purchased domains to eit.europa.eu or as otherwise advised when and if necessary.

Deliverable:

- Purchase and setting-up of new domain names

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

2.5 Mobile website development

The Contractor will provide the EIT with an optimised⁶ and responsive (not simply 'compatible') version of the website for mobile devices that meets recognised standards (such as the W3C Mobile Initiative⁷ or equivalent): mobile devices include smartphones and tablet computers. The Contractor will analyse the EIT's needs in this regard (this analysis will be presented as an annex of the website audit), and will be responsible for the development and implementation of the content of the optimized website and for the testing and hosting of the website. The mobile website will have to be functional with all major smartphone operating systems and tablet operating systems and must:

- Not use Flash
- Not require the user to pinch and zoom (but the option must be included)
- Configure images and media for fast loading on mobile devices
- Have clear, efficient navigation with large, finger-friendly buttons
- Be viewable in both landscape and portrait modes
- Include click-to-email

Deliverables:

- Analysis of the EIT's mobile-website needs
- Project specifications, technical specifications, designs
- Mobile optimised website

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (Experts).

⁶ For example, Accelerated Mobile Pages (AMP). See <https://www.ampproject.org/>

⁷ <https://www.w3.org/Mobile/>

2.6 Purchase of additional tools

If the purchase of online tools is deemed necessary (e.g. newsletter CMS such as MailChimp, pro accounts on social media sites, etc.), the Contractor should provide the EIT with a proposal of the tool and price subject to approval by the EIT prior to purchase.

2.7 Reports or audits

The reports or audits carried out by the contractor under the Framework Contract will:

- be presented with an appealing layout, containing tables as well as appropriate graphics to illustrate the arguments
- be in English, unless otherwise indicated in these Tender Specifications
- be sent to the EIT by the contractor both in hard copy (two copies) and electronic formats
- have numbered paragraphs and pages and a clear identification, including:
 - the contract number (not the call number),
 - the acronyms used,
 - the version (draft, revision or final),
 - page numbers, and
 - the date.

2.8 Meetings between the EIT and the contractor

Meetings between the EIT and the Contractor are foreseen in order to progress with the various projects foreseen under this Framework Contract. The nature and the number of participants in meetings will be defined on a case by case basis and agreed upon in Specific Contracts.

Meetings will take place at the EIT's Headquarters in Budapest, Hungary.

3. Contractual information

3.1 Nature of the contract

The contract to be concluded is a Framework Contract with the successful tenderer.

In drawing up their bids, tenderers should bear in mind the provisions of the standard contract attached to the Tender Specifications (Annex VI).

Submission of a tender implies acceptance of all the terms specified in the present specifications and in particular in the attached standard contract including the general conditions applicable to contracts.

All documents presented by the tenderers become the property of the European Union and are deemed confidential.

The EIT will not reimburse expenses incurred in preparing and submitting offers.

Completing the adjudication or the procedure of the call for tenders in no way imposes on the EIT an obligation to award the contract.

The EIT shall not be liable for any compensation with respect to the tenderers if its tender has not been accepted, nor shall it be liable when deciding not to award the contract.

3.2 Participating in the tendering procedure

Participation in tendering procedures is open on equal terms to all natural and legal persons coming within the scope of the Treaties of the European Union⁸, and to all natural and legal persons in a third country which has a special agreement with the European Union on the conditions laid down in that agreement.⁹

3.2.1 Consortia

The tenderers may submit a joint offer by creating a consortium. In this case, each member of the consortium shall accept the terms and conditions set out in these Tender Specifications, the contract as well as in all the relevant Annexes.

The offer must identify the consortium members by filling in the relevant points of the Tenders' Identification Form (Annex I). The tenderer shall clearly specify the role and tasks of each member of the

⁸ The Member States of the European Union

⁹ Countries of the European Economic Area (Norway, Iceland and Liechtenstein), Former Yugoslav Republic of Macedonia, Albania and Montenegro

consortium. The members of the consortium shall designate one member as consortium leader with full authority to bind the consortium and each of its members. Each consortium partner shall complete, date and co-sign with the consortium leader a power of attorney (Annex Ia). The consortium leader shall act as a single point of contact with the EIT in connection with the present public procurement procedure.

In case of a joint offer, all members of the consortium will be jointly and severally liable towards the EIT for the performance of the contract.

3.2.2 Subcontracting

Subcontracting is permitted. In such cases, the EIT may demand information on any part of the contract that the tenderer may intend to subcontract to third parties and on the identity of any subcontractor. The EIT reserves the right to validate the proposed subcontractor(s).

The offer must clearly identify the subcontractor(s) by completing the relevant points of Annex I of these Tender Specifications and prove its willingness to accept tasks proposed to them by the tenderer (e. g. by way of enclosing a letter of intent (Annex Ib) of the subcontractors(s)). The offer shall describe which main task(s) will be subcontracted.

Once the contract has entered into force, the contractor shall retain full liability towards the EIT for the performance of the contract as a whole. The EIT will not have any direct legal commitment with the subcontractor(s).

3.3 Duration

The duration of the contract shall not exceed an initial fixed term of 24 months. The Contract may be renewed up to two times, each time for a period of provision of services of 12 months.

The contract shall enter into force on the day following the signature by the last contracting party. The service provision shall start as indicated in Section [●].

3.4 Value of contract

The maximum overall value is **maximum EUR 1,000,000.00** (excluding VAT).

3.5 Terms of payment

The payment shall be made in accordance with the provisions specified in the model of draft contract in Annex VI.

The total payment within the duration of the contract may not exceed the maximum volume laid down in Section 3.4.

- **Pre-financing**

No pre-financing is foreseen.

- **Interim payment(s):**

No interim payment is foreseen.

- **Payment of the balance:**

The Contractor shall submit a request with the invoice for the **payment of the balance**.

The invoice(s) shall be accompanied by:

- the Final Report or any other document in accordance with the Tender Specifications;
- a statement of reimbursable expenses in accordance with Article II.22 of the contract.

The EIT, provided that the report has been approved, shall make the payment within 60/90¹⁰ days from receipt of the invoice. The contractor shall have 20 days in which to submit additional information or corrections, a new Final Report or other documents if it is required by the contracting authority.

3.6 Compliance with applicable law

The tender must comply with applicable environmental, social and labour law obligations established by Union law, national legislation, collective agreements or the international environmental, social and labour conventions listed in Annex X to Directive 2014/24/EU (Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement and repealing Directive 2004/18/EC (OJ L 94, 28.3.2014, p. 65).

4. Content of the tender

The tender must include:

- (a) an **Administrative Part** including all the information and documents required by the EIT for the evaluation the of tender on the basis of the exclusion and selection criteria set out in Section 4.1 below;

¹⁰ 30 days if there is no report, maximum 90 days for complex contracts and 60 days for other contracts.

(b) a **Technical Part** including all the information required by the EIT for the technical evaluation of the tender as set out in Section 4.2 below,

(c) a **Financial Part** setting out prices in accordance with paragraph 4.3 of these Tender Specifications.

4.1 Administrative part

The administrative part of the tender must contain the documents including the identification of the tenderer and to the exclusion and selection criteria:

4.1.1 Tenderer's identification

This section should include the following information set out in the identification form, in Annex I:

1. **Tenderer's identification form** (Annex I): Prospective tenderers are requested to complete and sign the identification form. In case of joint tenders, please complete Annex Ia (Power of attorney) for each consortium member; in case of subcontracting, please complete Annex Ib (Letter of intent) for each subcontractor.
2. **Legal identification form** (Annex II) which must be filled in and signed by an authorised representative, and should be accompanied by a copy of **official document(s)** (official gazette, company register etc.) showing the name of the legal entity, the address of the head office, and the registration number given to it by the national authorities. In case the official document mentioned does not contain information on your VAT number, a **copy of the VAT registration document**.
3. **Financial identification form** (Annex III) which must be filled in and signed by an authorised representative of the tenderer and his/her banker. As an alternative to the signature, a copy of a bank statement by hiding the turnover data which is not older than 3 months will be accepted.

4.1.2 Exclusion criteria and evidence

Candidates or tenderers shall be excluded from participation in a procurement procedure if they:

- (a) are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a member State which has the force of res judicata;

- (c) have been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the EIB and international organisations;
- (d) they are not in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- (e) or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such activity is detrimental to the Union's financial interests;
- (f) are currently subject to an administrative penalty referred to in Article 109 (1) of the Financial Regulation.¹¹

Contracts may not be awarded to tenderers who, during the procurement procedure:

- (a) are subject to a conflict of interest;

The verification of conflicting situations giving grounds for exclusion under Article 106 of the Financial Regulation¹¹ concerns tenderers, consortium members and subcontractors, but also any person of the tenderer (or consortium member, subcontractor) with powers of representation, decision-making or control in relation to the tenderer (or consortium member, subcontractor).

The notion of 'conflict of interest' under the exclusion criteria will be applied in accordance with Article 57 of the Financial Regulation¹¹ and Article 32 of the Implementing Rules¹². According to Article 57, a conflict of interest exists where the impartial and objective exercise functions – in the present case, the impartial and objective implementation of the contract – is compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other shared interest.

This assessment will be carried out based on all the documents and information provided, if necessary (e.g. in case of doubt), the EIT will ask for clarifications or additional information regarding the issue.

As a result, the tender that is found to be in conflict of interest shall be excluded. The tenderers shall note that having found the tenderer itself, and/or one or more consortium member(s),

¹¹ Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002, and in particular Article 208 thereof (hereinafter 'general Financial Regulation').

¹² 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.

and/or one or more subcontractor(s) in conflict of interest will lead to the rejection of the whole offer.

- (b) are guilty of misrepresenting the information required by the contracting authority as a condition of participation in the contract procedure or fail to supply this information;
- (c) find themselves in one of the situations of exclusion, referred to in paragraph 4.1.2, for this procurement procedure.

Evidence:

The tenderers shall certify that they are not in one of the situations listed above by completing and signing the 'Declaration of honour' (Annex IV).

4.1.3 Selection criteria and evidence

By submission of an offer the tenderer confirms that he/she has the economic and financial, technical and professional capacity to provide the requested services according to the Tender Specifications and the payment schedule specified in the draft contract.

The tenderers (and each member of the group in case of joint tender) and subcontractors whose capacity is necessary to fulfil the selection criteria must provide the declaration on honour (see Annex IV), signed and dated by an authorised representative, stating that they fulfil the selection criteria applicable to them individually. For the criteria applicable to the tenderer as a whole the tenderer (sole tenderer or leader in case of joint tender) must provide the declaration on honour stating that the tenderer, including all members of the group in case of joint tender and including subcontractors if applicable, fulfils the selection criteria for which a consolidated assessment will be carried out.

This declaration is part of the declaration used for exclusion criteria (see section 4.1), therefore only one declaration covering both aspects should be provided by each concerned entity.

The EIT will evaluate selection criteria on the basis of the declarations on honour. Nevertheless, the EIT reserves the right to require evidence of the legal and regulatory, financial and economic and technical and professional capacity of the tenderers at any time during the procurement procedure and contract performance. In such case the tenderer must provide the requested evidence without delay. The Contracting Authority may reject the tender if the requested evidence is not provided in due time.

Following the awarding of the contract, the successful tenderer will be required to provide the evidence described below prior to the signing of the contract and within a deadline provided by the contracting authority. This requirement applies to each member of the group in case of joint tender [and to subcontractors whose capacity is necessary to fulfil the selection criteria].

A tenderer (or a member of the group in case of joint tender, or a subcontractor) is not required to submit the documentary evidence if it has already been submitted for another procurement procedure and provided the documents were issued not more than one year before the date of their request by the contracting authority and are still valid at that date. In such cases, the tenderer must declare on its

honour that the documentary evidence has already been provided in a previous procurement procedure, indicate the reference of the procedure and confirm that there has been no change in its situation.

A tenderer (or a member of the group in case of joint tender, or a subcontractor) is not required to submit a specific document if the contracting authority can access the document in question on a national database free of charge.

A. Economic and financial capacity criteria

Tenderers are required to provide sufficient information of their financial standing and, more specifically, evidence that they have the necessary resources and financial means to carry out the work that is the subject of the tender.

The EIT shall have sole discretion assessing the tenderers' economic and financial capacity with regard to the criteria set out below, and where it considers this insufficient, the right to reject any offer.

Economic and financial capacity criteria:

In order to be economically and financially capable to provide the service, tenderers (i.e. in case of joint tender, the combined capacity of all members of the consortium and identified subcontractors) must demonstrate the following:

- The **minimum annual average turnover** in the last two financial years is equal or above EUR 250 000 (two hundred and fifty thousand EUR).

The sum of the annual average turnover of each consortium member will be taken into account to reach the minimum annual average turnover of EUR 250 000 (two hundred and fifty thousand EUR).

Evidence for the economic and financial capacity:

Proof of its economic and financial capacity shall be furnished by the tenderer by the presentation of balance sheets or extracts from **balance sheets** and **profit and loss accounts** for **at least the last two years for which accounts have been closed**, where publication of the balance sheet is required under the law of the country in which the tenderer is established.

If, for some exceptional reason that the EIT considers justified, the tenderer is unable to provide the evidence requested by the EIT, he may prove his economic and financial capacity by any other means that the EIT considers appropriate. In case of public bodies, other documents, in particular the body's budget for the current year could be considered as appropriate.

B. Technical and professional capacity criteria and evidence

Tenderers must provide evidence of technical and professional capacity to comply with the minimum standards set out below.

1. Technical and professional criteria for the tenderer:

1.1 The tenderer shall have at least three years of experience in the field of digital communications providing the services outlined in the Technical Specification (page 7), particular in the following areas:

- Web architecture and navigation
- Data visualisation
- Mobile website development

2. Technical and professional criteria of the tenderer's team:

The tenderer shall have the capacity to put together a team which shall meet the following requirements and shall have:

2.1 A **project manager** with at least five years of relevant professional experience in providing the services outlined in the Technical Specification (page 7) and who will:

- Provide effective leadership for the project team, ensuring that team members are and stay motivated
- Conduct the project: proposals for project strategies, planning, definition of tasks and deliverables, organize meetings, review of project deliverables, quality control, risk analysis and management, status reports, problem reporting and management systems, follow up and organisation
- Guide subcontractors in charge of project activities and review their deliverables
- Estimate costs, timescales and resource requirements for the successful completion of each project to agreed terms of reference

2.2 In addition to the project manager, the team should consist of the following members, each of whom should have at least three years' experience of relevant professional activities in the fields listed below. It is not necessary that each of these profiles correspond to a single individual. One expert may have the skills and experience required to cover more than one role (example: one post for web development and integration).

1. Web designer

Tasks:

- Organisation and design of the layout of web products (e.g. pages, templates, etc.)
- Use Adobe Creative Suite, particularly Photoshop, Illustrator, InDesign and their equivalent open source
- Use and create HTML and CSS 5
- Deal with browser compatibility and web design standards
- Mobile adaptations (CSS stylesheets)
- Add the favicon currently used on the EIT's Intranet site to all pages of the website

2. Website architect / Usability expert

Tasks:

- Planning and performing usability tests
- Conceptual design of web interfaces
- Proposing best practice on web usability
- Ensuring compliance with web standards (e.g. W3C)
- Best practice in dealing with multilingual websites

3. Web Developer/Programmer

Tasks:

- Translate requirements (use-cases) into detailed and accurate solution design specifications, adequate for web development or customisation of standard web products
- Definition of the logical and physical structure of websites and web pages
- Definition and integration of the various required technological components
- Development of web-enabled applications, from front-end to back-end systems
- Creating/maintaining applications for web environments
- Produce the relevant documentation and documentation for the support team

4. Content Integrator

Tasks:

- Uploads or transfers contents into a Content Management System
- Manages the editing of the content
- Proficient with HTML/web standards

5. Social media expert

Tasks:

- Manages marketing campaigns on platforms such as Twitter, Facebook, YouTube, blogs...
- Shares their knowledge (via training)

2.3 All of the above team members shall have proven working knowledge of English.

Evidence:

Evidence of the technical and professional capacity of tenderers shall be furnished on the basis of the following documents:

Criterion	Evidence to be provided
1.1	<p>List of services provided or projects participated in during the last three years. Each project should be of a minimum value of EUR 20 000. Tenderers shall provide the following:</p> <ul style="list-style-type: none"> i. Web architecture and navigation (Technical Specifications – page 18) to be demonstrated by original and revised versions of sitemaps for three redeveloped websites i. Data visualisation (Technical Specifications – page 24) to be demonstrated by design for and URLs to at least one interactive infographic and two data visualisation projects ii. Mobile website development (Technical Specifications – page 26) to be demonstrated by design for and URLs to three mobile website development projects
2.1-2.3	Curriculum vitae of each of the project manager and the team members, preferably in Europass format. Summaries will not be accepted. CVs should include information on work experience, qualifications and language ability of team members.
2.1-2.3	A summary table of main expertise of the persons responsible for providing the services. One table for all team members.

4.2 Award criteria

This Award criteria section describes in detail how the services described in Section 2 will be provided by the tenderer.

Tenders must be clear and concise, with continuous page numbering, and assembled in a coherent fashion (e.g. bound or stapled, etc.).

The purpose of these criteria is to choose the best offer from of those submitted by tenderers that are not excluded and which meet the selection criteria.

Important Note:

Tenderers are invited to carefully study the Tender Specifications and its annexes and to address all information requested in their offer. It must be noted that any total or partial omission of information or non-conformity with requirements described in the Tender Specifications and its annexes may lead the EIT to exclude the offer from the award procedure.

4.2.1 No obligation to award a contract

Initiation of a tendering procedure imposes no obligation on the Contracting Authority to award the Contract.

This Invitation to Tender is in no way binding on the EIT. The EIT's contractual obligation commences only upon the signing of the contract with the successful Tenderer.

Up to the point of signature, the Contracting Authority may either abandon the procurement, or cancel the award procedure, without the Tenderers being entitled to claim any compensation. This decision must be substantiated and the Tenderers notified.

4.2.2 Technical and qualitative evaluation

The technical and qualitative evaluation will be carried out by establishing an overall score for each tenderer, taking into account the individual scores obtained in the below criteria.

Technical criteria	Factors to be assessed	Maximum points per factor	Minimum points required
1. Methodology	Quality of the proposed methodology to best serve the objectives of the contract (technical maintenance and support, website (inc. mobile) development, digital marketing and social media development, data visualisation, etc.). This methodology includes the approach used to analyse, develop and test the product or service, and that for the hand-over and implementation of the same	20	20
	Project management: methodology, organisation of the team, the work and the tools to be put in place to deliver the project requirements	5	
	Quality and relevance of the proposed methodology to ensure the continuity of providing services and rapid response	5	
	Efficiency, quality and usefulness of the proposed products or services	5	
	Balance of profiles and breakdown of tasks for purpose of providing requested services	5	
Methodology score		40	

2. Case study 1 (Annex VII): Presentation of 1 3 000 words analysing challenges for EIT digital communications	The Tenderer shall consider the EIT website (eit.europa.eu) and provide recommendations for improvements in terms of organisation and consistency of the content and recommendations for a new online strategy	10	15
	Design and usability recommendations	5	
	Methodology used to provide the design and usability recommendations	5	
	Increasing page ranking and page views	5	
	Relevance of the recommendations presented	5	
Technical score		30	
3. Case study 2 (Annex VIII): Presentation of between 1 500 and 3 000 words advertising a major EIT event	The tenderer shall provide a design (mock-up) for a mini-site based on the information provided at the following link: www.innoiteit.eu . The tenderer shall also provide a presentation of between 1 500 and 3 000 words describing the thinking behind the idea	10	15
	Originality of ideas and creative and proactive approach	5	
	Methodology used in the presentation to provide the mock-up	5	
	Methodology used to attract greater numbers to the IINNOVEIT mini-site	5	
	Methodology of approach and techniques to involve main stakeholders (collection of input, ideas, and validation)	5	
Technical score		30	
Total score		100	60

In order to be taken into consideration for the financial evaluation and therefore for the possible award of the contract, tenderers need to achieve a total technical and qualitative score of a minimum of 60 points and a minimum score of 50% for each of the criteria.

4.3 Financial part

Prices must be presented in the standard format of Annex V. Every offer that successfully passes the Award criteria evaluation will be assessed against the price offered.

The tenderers shall propose unit prices according to Annex V Financial offer that will consist of:

- staff costs, social contributions and taxes, and other administrative costs for the team,
- data purchase,
- translation costs;
- and any other cost related to the services, with the exception of the travel and accommodation expenses for the meetings with the EIT, as explained below.

The **estimated costs for the travel, subsistence and accommodation expenses:** for the contractor to meet the representatives of the EIT, as indicated in Section 2 above. The travel and accommodation flat-rate ceiling is indicated in Article I.5.3 of the Framework Contract (Annex VI).

These costs will be reimbursed in accordance with Article II.22 of the contract.

No other costs will be reimbursed.

The tenderer's attention is drawn to the following points regarding the financial offer:

- Prices must be quoted **in Euro** using, if necessary, the conversion rates published in the C series of the Official Journal of the European Union on the day when the contract notice was published (if no notice was published, on the day when the invitation to tender was sent out).
- **Prices should be quoted free of all duties, taxes and other charges, including VAT**, as the Communities are exempt from such charges under Articles 3 and 4 of the Protocol on the privileges and immunities of the European Communities; the amount of VAT should be shown separately.
- Prices are firm and not subject to revision.

4.3.1 Unit Prices

Unit Prices shall be quoted by the tenderer in Part 1 of Annex V and will be binding with regards to subsequent conclusions of specific contracts.

Fixed deliverables				
Item	Type of service	Additional Information	Net Price	VAT, if applicable
1	Audit of the EIT web presence and specifications for the web redesign project	This price shall include all the services/activities/etc.. to deliver that required in Technical Specifications 2.2.1, 2.3.1	€ per audit	
2	Training CMS	Training sessions prior to website launch and as required + CMS user manual, Technical Specifications 2.1.6	€ per working day	
3	Training social media	Cf. Technical Specifications 2.3.1	€ per working day	
4	Assistance and Technical Support	Cf. Technical Specifications 2.1.1	€ per month	
5	Web hosting	Cf. Technical Specifications 2.1.2	€ per year	
6	Statistical reports	Cf. Technical Specifications 2.1.3	€	

			for establishment of automatic monthly reports	
7	Migration of website to next provider	Cf. Technical Specifications 2.1.4	€ Current EIT website migrated to new contractor and placed online with the minimum of interruption	
8	Report on risk management	Cf. Technical Specifications 2.1.5	€ Brief report (no more than five pages) on risks	
Experts				
Item	Type of service	Additional Information	Net Price	VAT, if applicable
9	Project manager	Cf. Technical Specifications 2.2.2	€ per working day	
10	Web designer	Cf. Technical Specifications 2.2.4	€ per working day	
11	Website architect / Usability expert	Cf. Technical Specifications 2.2.3	€ per working day	
12	Web Developer/Programmer	Cf. Technical Specifications 2.2.5	€ per working day	
13	Content integrator	Cf. Technical Specifications 2.2.6	€ per working day	
14	Social media expert	Cf. Technical Specifications 2.3.3, 2.3.4	€ per working day	

4.3.2 Tender Price

In the context of this tender, **Tender Price quoted by tenderers shall mean the sum of reference unit prices per listed job title/function as set out in the table below.**

Job title/function	Unit price Per expert (EUR)	Coefficient	Reference Price (Unit price * Coefficient) (EUR)
Web developer		30	
Web Designer		25	
Website Architect/Usability Expert		15	
Project Manager		15	
Content Integrator		15	
Tender Price (EUR):			

The coefficients used in determining the Reference unit prices have been established based on historical data collected by the EIT during the implementation of a previous framework contract in the subject.

4.3.3 Financial evaluation

The financial evaluation will be carried out on the basis of a price simulation scenario defined in Part 2) Tender Price of Annex V.

The candidate with the lowest Tender Price will be awarded 100 points for the Financial score. The other candidates will be awarded points on the basis of the following formula:

Financial score = (lowest Tender Price/Tender Price of the bid in question) x 100

The lowest priced acceptable (that is eligible and has obtained at least the minimum points required in the technical evaluation) tender, will be used to compare the price of the remaining acceptable tenders. Thus, the more expensive the tender in terms of Tender Price is, the fewer points it receives for the Financial score.

Unit Prices shall be quoted by the tenderer in Part 1 of Annex V and will be binding with regards to subsequent conclusions of specific contracts, as stated in Section 4.3.

4.4 Ranking of the tenders

The contract will be awarded to the most economically advantageous tender, by weighting the score obtained in the technical and qualitative evaluation against the score obtained in the financial evaluation on a 60/40 basis, and obtaining the highest score according to the following formula:

$\begin{aligned} \text{Score for tender X} = & \\ & (\text{Score technical and qualitative evaluation} * 0.6) + \\ & (\text{Financial score} * 0.4) \end{aligned}$
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4.5 General remarks

The tenderer's attention is drawn to the following points regarding the financial offer (Annex V):

- Prices must be quoted in Euro using (with the exception of the countries within the EURO zone) the conversion rates published in the C series of the Official Journal of the European Union on the day when the contract notice was published.
- Price must be fixed amounts, non-revisable and remain valid for the whole duration of the contract.
- Under Article 3 and 4 of the Protocol on the privileges and immunities of the European Communities, the EIT is exempt from all duties, taxes and other charges, including VAT. This applies to the EIT pursuant to the Regulation 1406/2002/EC. These duties, taxes and other charges can therefore not enter into the calculation included in the bid. The amount of VAT must be shown separately in the financial offer (Annex V).
 - In the case the contractor is based outside Hungary, the invoices shall be issued for the net amount excluding the VAT.
 - In accordance with the Host Agreement concluded between the Government of Hungary and the EIT, if the contractor is based in Hungary, the invoices shall be issued for the gross amount including the VAT and the EIT will recover it from the Tax Authority. The contractor should indicate on the invoice the VAT in HUF.
- The EIT will not reimburse any costs incurred in the preparation and submission of a tender. Any such costs must be paid by the tenderer.
- Invoices should be made in EUR.

Annexes

The following set of documents is provided to the tenderers:

- Tender specifications
 - Annex I: Tenders` identification form
 - Annex Ia: Power of attorney
 - Annex Ib: Letter of intent
 - Annex II: Legal entity form for public entities/private entities/individuals
 - Annex III: Financial identification form
 - Annex IV: Declaration of honour
 - Annex V: Financial offer form
 - Annex VI: Draft contract and annexes
 - Annex VII: Case Study One
 - Annex VIII: Case Study Two