



EUROPEAN COMMISSION
DIRECTORATE-GENERAL COMMUNICATION

COMM – Communication
Dublin - Representation in Ireland

European Commission

Call for tenders COMM/DUB/2023/OP/0037 - Organisation of events in Ireland

Open procedure

TENDER SPECIFICATIONS

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1. SCOPE AND DESCRIPTION OF THE PROCUREMENT

1.1. Contracting authority: who is the buyer?

This call for tenders is launched and managed by the European Commission Representation in Ireland, Dublin, referred to as the *Contracting authority* for the purposes of this call for tenders, assisted by its Directorate General for Communication.

1.2. Subject: what is this call for tenders about?

The subject of this call for tenders is the Organisation of public events in Ireland.

1.3 Lots: is this call for tenders divided into lots?

This call for tenders is not divided into lots.

1.4 Description: what do we want to buy through this call for tenders?

The Representation acts as the official representative of the European Commission (hereinafter called the Commission) in Ireland as a Member State of the European Union, and serves the interests of the institution as a whole under the guidance of the Directorate-General for Communication.

The core tasks of the Representation are threefold:

First, it has a key role in charge of implementing the Commission's Communication Strategy on the ground in Ireland. Focusing on items in the Commission's communication agenda and specific priorities deriving from national and regional political landscapes, it addresses target audiences in English and Irish, taking into account specific demands and concerns, and thereby adapting the message to local needs.

Secondly, in cooperation with the European Commission Spokespersons' Service, the Representation monitors the national, regional and local media, speaking for the Commission, providing timely and relevant information about developments within the Commission, analysing trends in the media and reporting to the Commission.

Finally, the Representation acts as an interface between the Commission and the political circles and civil society in Ireland. As such, its role is to listen and provide the Commission with in-depth, accurate and timely analysis regarding developments in the Member State and the views of the government and civil society on issues within the Commission's remit. The Representation reinforces the profile of the Members of the Commission as the main representatives and 'faces' of the Commission by systematically contributing to the organisation of visits of Commissioners in the Member State.

In order to fulfil its functions and to present the Commission's priorities¹ and policies in the country, the Representation relies on the active involvement of national and local media, cooperation with national and local authorities, civil society, communication networks, stakeholders, multipliers and others.

Therefore, the Contracting authority is seeking contractors to facilitate its work in organising public events. As a rough guide, before the COVID 19 pandemic, the Representation organised up to four events each month in Europe House for up to 60 participants. The Representation also organised events outside of Europe House such as the Model Council debate for secondary school students, held annually in Dublin Castle. In addition, the Representation participated in events organised by external actors such as the National Ploughing Championship, the BT Young Scientists Exhibition and teachers' conferences. During the pandemic, the Representation organised at least one online event per month with assistance from an external contractor. The conference room at Europe House is shared with the European Parliament Liaison Office (EPLO) which also organises its own events, normally on a Friday. This current call does not include any events organised exclusively by the EPLO.

The services that are the subject of this call for tenders, including any minimum requirements, are described in detail below and in the Financial Offer Form (*Annex 6*). **All the service referred to below shall be provided by the contractor through the staff members providing they meet the qualifications referred to in section 3.2.3.**

Variants (alternatives to the model solution described in the Tender Specifications) are not allowed. The Contracting Authority will disregard any variants described in a tender.

1.4.1. Background and objectives

The overall subject of the contract is to assist the Contracting authority in its communication activity in Ireland aimed at increasing public and media attention to the policy developments and strategic discussions at European Union level. This is to be done by facilitating the organisation of events or series of events such as:

- Press conferences, media briefings, media seminars, etc.;
- Conferences, seminars, workshops, stakeholders' meetings, meetings, round-table discussions, presentations, etc.;
- Public events, fairs, award ceremonies;
- Any other public gatherings and communication campaigns.

¹ https://ec.europa.eu/info/strategy/priorities-2019-2024_en

The events will take place in-presence, online or in a hybrid format, depending on the situation and needs.

This activity will be aimed at stimulating public interest, debate and consultation in Ireland on the main political and strategic issues on the EU agenda.

The Contractor will provide when requested accompanying services to the organisation of the events and activities, such as press and social media work to promote the events and activities taking place. The goal of press and social media work is to attract the interest of the general public and for clearly defined target groups via media and social media actions to increase attendance and awareness for those events as well as their coverage in the traditional and social media.

Events can be divided into two categories:

- Events organised by the Contracting authority – in association or not with external partners;
- Co-organisation of events with third parties.

The services that may be required from the Contractor for each category are described in the following section and are expected to be tailored to the needs of each specific event. The services described below may be requested from the Contractor also as individual services, not necessarily being part of an event.

Because the events target different focus groups, the potential participants in each of the events shall represent (non-exclusive list):

- Media (print, audio-visual, online);
- General public;
- State and local institutions and administration in Ireland;
- Economic and social partners;
- Non-governmental organisations;
- Diplomatic community;
- Academic and cultural institutions and organizations;
- External experts.

The Contractor shall be in charge of managing all aspects of the event organisation and/or participation in an event.

The Contractor shall provide advice and consultancy regarding all aspects of the event during the preparation and throughout the whole duration and carry out all creative, advisory, logistical and technical activities related to the organisation and smooth implementation of these events.

In order to fulfil its functions and to present the EC's priorities and policies in the country, the Contracting authority relies on the active involvement of national and local media, cooperation with national and local authorities, civil society, communication networks and others. The Contracting authority may request the Contractor, on occasion, to cooperate with those partner organisations in order to successfully implement the services requested.

The Contracting authority shall provide the Contractor with the names of the key people and institutions who are to attend and to be invited to the event, with the drafts for the programme or scenario for the event. If considered necessary and depending on the specifics of the event, the Contracting authority may request from the Contractor to prepare a concept of the event, including draft programme, scenario (outline of the event), and to propose other relevant participants to be invited.

The Contractor shall prepare the draft invitations and a draft press release to be sent out to the media. In particular, the Contractor shall support the Contracting authority in identifying the most appropriate theme, type of event, communication and promotion activities, event visuals and other design activities, approach, target audience, venue, speakers and moderators, programme, etc. as provided for below (section 1.4.2).

1.4.2 Detailed characteristics of the purchase

Depending on the type of event, the Contractor shall be required to undertake one or more of the following tasks:

1.4.2.1 Design, planning and implementation of communication events, activities and series of events

For each event, the Contractor shall appoint a **Project Leader** who shall be responsible for the entire event from concept through selection and management of all necessary human and technical resources, to reporting.

He/she shall be:

- The sole contact person for the respective event who shall act as a go-between with the Contracting authority for the duration of the specific contract and ensure that the requirements are duly implemented;
- The person to oversee the project implementation on the spot, adapt the planning to unexpected or short term changes, and draft the reporting documentation.

The Project Leader shall provide creative consultancy on the content, analysis/study of event subjects, define the main objectives and key messages to be communicated, the public relations approach, including drafting of press releases, scenario, programme and visual design of the event, design of the invitations and programme, planning of steps to ensure effective implementation, and any other aspects of the preparation of the event.

His/her main tasks will be the following:

- Prepare a concept of the event, including defining and drafting the programme, publishing and printing it in the required format, translating and distributing it;
- Assist the Contracting authority in deciding on the communication and promotion activities, visual elements, and other design activities such as the concept, target group, venue, speakers, moderators, programme, that are the most appropriate for each event;
- Help the Contracting authority identify any external contributors required (external speakers, moderators and trainers) and shall liaise with them at any time regarding all aspects of the event;
- Coordinate the implementation of all tasks and will provide advice on all aspects of the event during the preparation and the implementation of the event;
- Ensure respect of the planning of the event's preparation, as agreed with the Contracting authority;
- Ensure that the provision of all services is fully in line with the present tender specifications;
- Be present during all meetings needed for the smooth running of the event; the Project Leader shall also draw up meeting agendas, and meeting minutes and provide overviews on contract implementation as requested by the Contracting authority;
- Be present during the event, where necessary, to ensure logistical tasks (paperwork, handling of material, etc.) including technical aspects (PC, microphones, IT tools and systems etc.); for online and hybrid events oversee and ensure all aspects for smooth operations during the event;
- Coordination and supervision of services and event staff before, during and after the event;
- Be responsible for the evaluation of the event made by the participants. The Contractor shall propose an evaluation plan including criteria to evaluate successfulness of the event. As a minimum, the following shall be subject to evaluation: the organisation of the event (e.g. venue, technical facilities, registration, prior information, programme, etc.), the information materials, the presentations of the speakers (both content and oral presentation), the needs for follow-up activities and other aspects depending on the event. The questionnaire shall be drafted by the Contractor for each event and approved by the Contracting authority. This evaluation could be done in paper form at the end of the event, online form (online questionnaire) after the event or in other suitable form depending on the event (e.g. by sli.do). The Contractor will use the indicators and methodology as described in the Communication Network Indicators (see *Annex 9*);
- Responsible for the management and handling of complaints and issues for specific contracts/events, escalating to the Contract Manager or other senior personnel of the Contractor, where appropriate;
- Be responsible for the management of their staff assisting in events (Projects Assistants);

- Availability at least between 09.00-17.00 local time, on the working days of the Contracting authority, to provide assistance and report on progress made in the execution of the contract; for the execution of a specific contract, the Contracting authority may ask exceptionally the Contractor to be available outside its normal working time.

1.4.2.2 Venue

The Contractor may be required to identify and provide a suitable venue for the event.

The events will take place mostly in Dublin and occasionally in other parts of Ireland.

Some events will take place in Europe House, D02 W710 (flexible capacity with a maximum of about 60 people), located in the premises of the Contracting authority or in partner's premises, in which case no costs for hiring conference halls shall be incurred.

Important Note: The contracting authority reserves the rights to change the location of its premises over the course of the framework contract. At the time of launch of this call for tender, no specific information can be made available as to when the contracting authority will move. However, the new premises will be of a similar size as the current premises and will be located in the same area (Dublin 2).

Where the Contracting authority's premises are not available or suitable for the event, the Contractor shall reserve and hire a venue that meets the requirements of the Contracting authority for the specific event.

The venue quoted must seat comfortably the foreseen number of people and must be suitable for the requested services (lighting, ventilation, noise proof, technical requirements, internet connection, etc.).

Where necessary, the Contractor may be asked to obtain official authorisations for the use of the public space on behalf of the Contracting authority.

Venues should be accessible for persons with disabilities and should be well connected to public transport. Any exceptions to this rule must be brought explicitly to the attention of the Contracting authority for approval. Preference should be given to venues with environmental certification (e.g. EMAS, Green Key, EU Ecolabel, ISO 14001, or equivalent(s)).

The Contractor shall set up a preparatory visit 'on the spot' involving one or more members of his team with a representative of the Contracting authority.

The Contractor shall make the necessary arrangements for the hiring of the venue and all the technical equipment (as provided under the Financial Offer Form *Annex 6*) required for the event. For online or hybrid events the Contractor shall ensure all related services and equipment in sufficient quality.

The Contractor shall also be responsible for the logistics and monitoring of the service providers for the whole duration of the event. This includes cleaning and security services.

The Contractor shall ensure clear visibility of the European Commission for all events and that the decoration of the hall/venue and the stage where the event will take place is in line with the visual identity of European Commission².

The services provided under this section include but are not limited to:

- Adaptation of the venue and in particular the seating, stage furniture and lighting to the requirements of the event. This also includes aesthetic and protocol aspects such as the preparation and affixing of name plates for the panel, reservation of seats for important participants and, where appropriate, the placing of decorative elements;
- Provision of heating/cooling equipment, electricity, water, as appropriate;
- Putting out roll-ups and/or logos and clear signs in the entrance area, so that visitors can easily find the event;
- Provision of appropriate furniture including standard tables, conference tables, small tables, high round catering tables (pod tables), chairs, armchairs, high stools, sofas bars, counters, reception desk, info stands, lecterns without microphone, etc.;
- Design, production and all practical arrangements, including assembly/dismantling of the decoration of the venue (including but not limited to background set-up), of the stage/podium if requested; this may include, but is not limited to: information panels, document display unit, room labels / direction signs, stable magnetic wall for the presentation of content, table decoration(s) (see below section 1.4.2.3), table skirt(s), table cloth(s), etc.;
- Provision of secure storage space for event associated items, including:
 - Coat rack on wheels including hangers;
 - Lockable cabinet.

The premises are to be restored immediately after the respective events into their original state.

² see https://commission.europa.eu/resources-partners/european-commission-visual-identity_en

For some indoor/outdoor events, the Contractor shall be required to provide:

- rented ground/space per square meter or stall at exhibitions, fairs and similar events;
- a tent with different sizes depending on the concept of each specific event. The contractor shall provide transport, pitching and folding of the tent.

The Contractor shall be in charge of the renting, design, development, production, equipment, delivery, installation, maintenance and dismantling of the stand or pavilion. This also includes providing required relevant equipment and furniture, water, electricity, heating/cooling units, cleaning, security, internet connection, and other services/equipment that may be needed, and the renting of exhibition space when necessary.

The services may also include:

- Provision of platform floor
- Design and production of portable pop-up stands
 - Medium complexity standard quality pop-up stand
 - Medium complexity premium quality pop-up stand

1.4.2.3 Rental of equipment

Technical equipment

The Contractor shall provide the technical equipment for the event, in all cases where the venue selected does not provide it. If the equipment in question is included in the price of the meeting room/venue, it cannot be charged additionally to the Contracting authority.

The following equipment may be requested (non-exhaustive list):

- Audio-visual equipment (to be charged separately only if not included in the price of the meeting room/venue)
 - Multimedia projector, minimum 6000 ANSI Lumen
 - Multimedia PC - 17" monitor, with Internet connection and latest MS office package
 - Laptop - 14" monitor, with Internet connection and latest MS office package
 - Tablet – iOS Operating system
 - 2m x 2m projection screen (including stand, if necessary)
 - 52" flat-screen TV/monitor size (including stand, if necessary)
 - Projector for backdrop and backdrop screen for audio-visual projection

- Sound equipment
 - Loudspeakers - minimum 2x500 Watt
 - Sound system for conference meeting room
 - Conference system without interpretation for up to 10 persons
 - Microphones, including connected to loudspeaker, wireless, standing and clip-on microphones, lectern with microphone(s)
 - Receivers/headphones for attendants in the hall
- Provision of wireless internet access - minimum 20 mbps including hotspot for large audience of 50 or more
- Visible post for the interpreter into sign language
- Provision of security equipment
 - Hand-held metal detectors
 - Walk-through metal detectors
- Other equipment:
 - Provision of coffee machine working with capsules and capsules for coffee machine
 - Refrigerator
 - Disabled persons access ramp (incl. operator if mechanical)
 - Interactive terminal
 - Interactive screen - minimum 17"
 - Removable sound-proof walls
 - Mood lighting projector with colour shift

Technical support staff should be ensured on the spot to establish, support and maintain the equipment in good working order.

The Contractor shall meet all general requirements of the technical standards and regulations for the equipment provided, as well as the security and health regulations for public events.

The Contractor shall bear the cost of equipment lost or damaged during the event, therefore it is strongly advisable to subscribe property insurance covering the equipment required for the events.

1.4.2.4 Visual identity, design and printed material

All deliverables must be in line with the highest industry standards and suitable for the target audience. They must be delivered in the appropriate pre-defined formats and shall respect the templates described in the European Commission's Visual Identity guidelines and shall propose designs that facilitate the identification of the European Commission³.

The Contractor will create an “Event Visual Identity” - a graphic concept that gives an event, conference or fair a recognizable and coherent image. The Contractor shall propose designs that facilitate the identification of the European Commission. The “Event Visual Identity” guide must be adaptable to various formats e.g. report covers, posters, flyers, presentations (e.g. PowerPoint presentations), folders, etc.

The fixed price for the design of the “Event Visual Identity” package shall depend on the extent of a given visual content that is a number of visual elements used per A4 page/PowerPoint slide, namely:

- low complexity – less than 0.5 visual element per A4/A5 page/PowerPoint slide
- medium complexity – from 0.5 to 1.5 visual elements per A4/A5 page/PowerPoint slide
- high complexity – more than 1.5 visual elements per A4/A5 page/PowerPoint slide

Visual elements shall be understood as e.g. illustrations, photographs, infographics or charts. Minor visual elements, e.g. headers, pictograms or tables, shall not be taken into account. The number of visual elements used per A4 page shall be counted according to the average number of visual elements used for the whole publication.

The Contractor shall be in charge of the production, packaging/packing, storing and distribution of the information material according to the event requirements. The Contractor must have in place a resource strategy to ensure reduction of waste and reuse of material where possible.

The cost of additional materials ordered by the Contracting authority but not listed in the Financial Offer Form (**Annex 6**) must be invoiced based on the real cost incurred (please refer to section 1.4.4.).

The design of all items shall be approved in advance by the Contracting authority.

³ see https://commission.europa.eu/resources-partners/european-commission-visual-identity_en

The following deliverables may be required:

- Design and production of printed invitations in A5 size, full colour on matt cardboard of at least 250 gsm weight and deliver them to the invitees to the event; with the necessary envelopes bearing the EC logo
- Design and production of two-sided invitation cards DIN A6 size, on matt paper, full colour, of at least insert e.g. 170 g/m² weight and deliver them to the invitees to the event; with the necessary envelopes bearing the EC logo
- Design and production of flyers in A4 size on 130gsm matt paper, in colour 4+4 and distribution in public places, relevant and appropriate to advertise the event. The Contractor shall communicate the time-schedule of distribution and proposed list of locations to the Contracting authority 7 days prior to the event
- Design production, delivery/distribution of brochures containing text and photos provided by the Contracting authority, with the following characteristics: A5 size, booklet, up to 12 pages, including body and cover, in colour 4+4, on matt/glossy paper with weight 90 gsm for the body and 120 gsm for the cover
- Design, production and delivery of advertising posters in size: insert e.g. 70x100 cm, in 4+0 colours, on glossy paper. Upon request, the posters shall be distributed in public places, relevant and appropriate to advertise the event. The Contractor shall communicate the time-schedule of distribution and proposed list of locations to the Contracting authority 7 days prior to the event
- Printing services (black and white and/or colour) for information materials in A4 and/or A5 format on a standard printer (e.g. programme, related documents, speeches, press releases, presentations, etc.); the materials to be printed shall be provided by the Contracting authority with instructions about the quantity and type of printing needed on two-sided paper
- Design, production and delivery (in Ireland) of certificates (award certificates, certificates of attendance, certificates for different achievements, etc.) or similar printed materials depending on the specific event as follows: in full colour, A4 format, on matt cardboard of at least 300 gsm weight
- Design, production and placement of vinyl banners and/or banner stands, in full colour, in 2 x 1 m size and combinations depending on the specific concept of the event and on the characteristics of the venue. The Contracting authority shall provide the text of the banners
- Design and production of PVC waterproof advertising/exhibition panels (thickness 5mm minimum, full colour printing on both sides)
- Design and production of double-sided, A4 size name plates for the speakers
- Design and production of badges for the participants (incl. lanyards)
- Design and production of information kit for participants in a cardboard document folder containing the programme, the attendance list, practical information and speakers' bios
- Moderation kit consisting of a flipchart, paper sheets for the flipchart and 3 markers

- Design of web banners for online publication and advertisement of the events in different online media and on specific websites (depending on the type and concept of the event). The banners should be in a flash or gif/jpeg format. The approved banners shall be provided to the Contracting authority in a file format appropriate to be sent to the online media/website
- Roll-up banner 85 cm x 200cm

1.4.2.5 Audio-visual coverage and web services

The Contractor will ensure the photo, video and/or sound coverage of the event as requested by the Contracting Authority for a particular event, including: camera shooting, mixing, editing, video production, selection of images, with the final result provided on electronic support.

Audio-visual coverage

While taking into account of data protection rules regarding obtaining consent for pictures, the Contractor shall ensure the photo, video, and/or sound coverage of the event. The Contractor shall be able to provide all the necessary equipment for audio-visual and web coverage of events up to 4 cameras, 3 operators and an audio-visual technician, including the production of:

- Video trailer of 2 minutes
- Animation type video clip of up to 3 minutes
- Documentary type video clip of up to 30 minutes
- Infographics
- Up to 20 edited photographs must be made available to the Contracting authority during the event for social media purposes and up to 20 edited photos must be made available to the Contracting authority after the event
- Professional filming with drone and other special effects/techniques.

The price per type of video clip/filming should include the total amount of design, production, staff costs (for example camera person, director, content writer/editor, actors, make-up artists, animation artist etc.), studio rentals, author rights for original music/images used, sound-mixing, voice-over, subtitling and up to 3 edits/cuts.

Upon request, the Contractor must be able to provide the following additional services/equipment:

- Recording, transcribing and editing of the event
- Digital sound studio with recording booth and mixing console
- Digitisation of low-resolution images (for editing a working mock-up)
- Digitisation of high-resolution images (for final editing)
- Teleprompter
- HD/SD digital editing (editor included)
- Broadcast-quality colour monitor
- HD Video camera with cabling and recording
- Graphic tablet for special effects (Flame type), including staff
- Digital video compression/encoding (MPEG1, AVI, WMP, Quicktime, Real, MP3 type files)
- Videoconferencing service - connection with one or multiple sites allowing interaction between participants and selected remote users - including video links, text chat, twitter wall etc., with multiple sources of signal and display options, including projection
- Recording studio with support staff
- Voice-over services
- Subtitling services for video clips

Broadcast/live streaming services (with the necessary equipment and staffing)

The Contractor will ensure all the necessary services with the necessary equipment and staffing for the live streaming on multiple platforms, primarily at the Contracting authority's social media channels/website supported by the Contracting Authority, in broadcast quality as well as the post-production of audio-visual material to be released in English and/or Irish requested by the Contracting Authority for a specific event (see details about format in Section 1.4.6).

The Contractor will provide live content via an adequate Content Delivery Network (CDN) capable of providing minimal capabilities agreed in advance with the Contracting authority. Web-streaming services shall provide an optimal sound and image quality for mobile viewers as well as bigger screens, with possible animations/vectorial images to be streamed (enhanced stream). The Contractor must constantly verify that the quality of the streams is correctly and reliably available on the three most common platforms: YouTube, Facebook and Twitter. This test has to be specially performed for all video and audio feeds before content is made available on-line.

Use of Sli.do or other similar applications

The technical equipment for a possible interaction shall be also provided, i.e. questions from the internet should be delivered to the event on a screen in the venue (moderated or directly published via, for example, Sli.do, Twitter wall or equivalent).

For certain events, the Contractor will fully manage the use of Sli.do or other similar applications during and after the events. That includes preparation, installation and management of the application during the event, including the evaluation of results gained through the application. Opinion poll questions presented through the Sli.do application or equivalent will be subject to the approval of the Contracting authority.

Online events (with the necessary equipment and staffing)

Some events may be organised solely online. The Contractor may be asked to provide the technical equipment necessary to organise an online seminar, conference, public event, round-table, etc. The online events may vary and may be open to the public or could be held by invitation only.

1.4.2.7 Promotion and media presence

The Contractor will assist the Contracting authority in promoting the event, drafting the necessary messages and content and delivering them via the necessary media channels. The Contractor will seek approval and validation from the Contracting authority for all aspects related to event promotion.

The Contractor may be required to ensure adequate media coverage and social media coverage (including boosting of posts, if applicable) of the event by international, EU and local media including TV/radio, print, online and social media. Where appropriate, the Contractor should provide a complete social media promotional campaign, with a stipulated minimum of posts for each event, meaning posts before, during and after the event.

The Contracting authority advertises its events via an e-mail distribution list, newsletter, website and/or social media channels. If required, in addition to send out advertisements or display them in public spaces, the Contractor may be asked to design, print and distribute these.

Media work includes (list not exclusive):

- **Drafting press releases and submitting it to the Contracting authority** for approval two weeks before the event. Details on the calendar of events will be sent to regional media for further use about two months before the event. A concise summary of the event (press release, no longer than one DIN A4 page/1500 characters spaces included) to be received by no later than 12.00 o'clock the following day.

- **Drafting press kits.** Drafting and layout of one press kit for the respective event, consulting the text with the Contracting authority and addressing their comments, distributing it electronically to pre-defined media list. Follow-up with the media shall be foreseen to deal with requests for additional information. Press kits have to be tailor-made for each event and target group (maximum of 30 pages) consisting of: pitch letter; background information about the event (6-7 pages); recent press articles/publications (if relevant); press release; factsheet listing specific issues, statistics, benefits; advertising material; audio-video material (if available); case studies/examples (if available); media contact point. Press kits should be available in on-line format.
- **Disseminating press releases/press kits electronically** to pre-defined media list of up to 50 contacts, follow-up with the media and dealing with requests for additional information.
- **Managing and follow-up of journalists.** This includes managing journalists before, during and after the event, including: providing information, answering questions, briefing about the event, contacting journalists before the event and confirming their attendance, follow-up of journalists' actions after the event and reporting.
- **Pre-arranging and organising interviews.** The Contractor shall consider all the services required to organise an interview, incl.: searching for journalists interested to conduct interview; liaising with journalists and interviewees; preparing interview questions and statistics/data for the interview; arranging the timing of the interview; renting a space to hold the interview and the necessary equipment; briefing the journalists and interviewees; assisting with any logistical support during the interview; follow-up of the interview outcome and dissemination. Possible interviewees may be business representatives (both from the business delegation or local businesses), event and fair participants, producers and others.
- **Managing social media.** The Contractor may be expected to create social media content and post on social media around and during visits/events/fairs. Main social media to be considered are YouTube, Facebook and Twitter. Other social media can be considered as well. The Contractor will have to:
 - Preparing a list of Tweets and other posts for social media by writing engaging content with supporting visuals (e.g. images, videos). The images and videos shall be free of copy rights. The content shall be adapted to the local or target group specificities. Social media content shall be written in appropriate language using a style and tone appropriate for use on the relevant platform, including the use of relevant @mentions, "hashtags" and functioning and valid hyperlinks, and it will convey messages of actions supported by the EC. Social media posts will have to comply with the requirements of the EC visual identity and event/stand branding.
 - Mapping of social media accounts - speakers, stakeholders and influencers. The Contractor will be requested to provide a "mapping" of the Twitter accounts of speakers, VIPs and other "Social media influencers" such as people and/or organisations with specific knowledge on the topic of the event

- Providing support on social media actions during the event: preparation and use of voting tool, manage social media accounts or Twitter live; live tweeting, provision of campaigning platforms, moderation of the Contracting authority's social media accounts, Messenger destination Facebook Ads, etc.
- **Preparing a media review.** It will be sent to the Contracting authority no later than three calendar days after the event.
- **Media buying and promotional activities:** The Contractor may be expected to purchase media space to advertise the event – standard media audio-visual, standard media online - article of 1500 characters spaces included, social media promotion (i.e. 'boosting' posts on social media), standard media print.

1.4.2.8 Management of participants

The Contracting authority shall provide a brief for the text of the invitations and the draft programme. The invitation and the draft programme will be prepared by the Contractor. After hiring the venue and upon approval by the Contracting authority, the Contractor shall send invitations, together with the programme, to the invitees approved, within the deadline set by the Contracting authority. In the invitation, the Contractor shall give the name of a contact person from its staff to whom all confirmations of participation in the event should be sent.

The Contractor shall be responsible for:

- Identifying relevant target audience, present and manage a detailed list of potential participants in the event in accordance with the requirements of the Contracting authority for each specific event. This list shall include the name of the participant, the organisation he/she represents, his/her title, telephone, e-mail and postal address. The list shall be approved by the Contracting authority in a sufficient time prior the event and in line with an agreed schedule. The Contractor shall take into account requirements of GDPR according to the instructions of the Contracting authority;
- Managing the invitations including issuing reminders in line with the communication strategy and dealing with all queries about any aspect of the event. The Contractor will take all steps to mobilise participants (e.g. additional reminders, identifying new participants, using multipliers/personal contacts, etc.) in order to reach the estimated number of participants agreed with the Contracting authority. The Contractor shall make follow up phone calls in order to confirm the receipt of the invitations by the invitees and their interest in attending the event. The Contractor will inform the Contracting authority in regular intervals on a number of registered participants;
- Drawing up a participant list for access control (surname, first name, institution, e-mail), including information on possible VIP guests (for example Members of Parliament, ambassadors, press, etc.), which need to be highlighted. This list shall be sent to the Contracting authority 3 workdays before the start of the event.
- The Contractor must draw up a list of speakers/moderators as well as short, authorised biographies of the panellists, including photographs.
- The Contractor must create a Power Point presentation with the programme schedule which includes defining and drafting in A4 layout, publishing, printing, translating and distributing;

- Drawing up a list of the people who actually participated in the event. The list shall be produced electronically - using Excel or equivalent. The list shall be made available to the Contracting authority within seven working days after the event.

The participants do not have to pay for those services.

Announcement / Invitation

Invitations to the Contracting authority's events are usually sent by e-mail. For this purpose, the Contracting authority maintains a distribution list, reports of which can be made available in Excel format.

On the basis of a distribution list delivered by the Contracting authority, the Contractor will be required to send the text drafted by the Contracting authority in a timely manner (within one day) as announcements, invitations and reminders by e-mail. This includes answering all requests in relation to the event. Wherever possible the invitations should be personalised.

The Contractor may also be asked to provide specific distribution lists in close consultation with the Contracting authority. The Contractor will propose addresses for sending invitations by e-mail and/or post to the Contracting authority at least six weeks before the event. If the event is cancelled, the contractor would inform those who had already registered.

Registration of participants

The Contractor is responsible for handling registration (in compliance with national legislation/recommendations on sanitary measures such as COVID-19 restrictions) using an appropriate registration system for each particular event, managing the attendance list and dealing with distribution of badges, preparation and handing out to the participants of participant's kit and press-kits with the event materials, identity control if necessary and directing of the participants upon their arrival, providing information and distributing headphones if needed, taking care of the coat rack if needed, etc. during the event.

The Contractor will liaise with all stakeholders at any time before, during and after the event.

Registrations for participants of events shall be collected by the Contractor, whether by reply mails or via a dedicated website for registration. The necessary infrastructure (including web page for the entry form for registration details) must be set up and maintained by the Contractor in good time. Participants registering will be informed that their data is being processed in accordance with the provisions of Regulation (EU) 2018/1725 and the Contracting authority's privacy statement.

The task of the Contractor is to receive the requests from the participants, look through them on the basis of criteria of the Contracting authority where applicable and to confirm or refuse according to room capacity. The specified capacity limits may only be exceeded in consultation with the Contracting authority.

For confirmation of participants a unique electronically readable code shall be used that is only usable in connection with the registered name, that can be used at entrance control (barcode scanner).

The Contracting authority shall be kept regularly informed of the state of participant registration and a list of registrations (to be sent to the company responsible for the security of the building) at the latest one day before the event. The Contracting authority should be able to submit additional participant names to the Contractor, provided that the capacity limits are not exceeded.

The Contractor may also be asked to distribute the list of participants (just names and organisation) to all participants of the event and the cooperation partners, in compliance with the provisions of Regulation (EU) 2018/1725 and the Contracting authority's privacy statement.

The Contractor shall ensure that the retention and use of address and other personal data is carried out in accordance with the applicable data protection laws and that these are adequately protected against loss or unauthorised access. Disclosure to third parties is prohibited.

Event mailing list

The Contractor may be asked to research and create specific mailing list (with due regard to data protection rules). Depending on the type of event, emphasis may be placed on gender and age balance, on the diversity of social backgrounds or on the attendance of political decision takers, including the various parliamentary levels. Invitations may not be sent until after the distribution list has been approved by the Contracting authority. The Contractor shall provide the data set for distribution to the Contracting authority for further use.

Once approved, the Contractor shall send out the invitations, monitor the responses and prepare a list of participants.

Updating of lists of addresses

In the course of invitation distribution and event registration, the Contractor will receive information on incorrect or no longer valid addresses as well as new contact addresses. The distribution list shall be updated by the Contractor accordingly.

Access control

The Contractor shall carry out the entrance control. To this end, he shall make staff and equipment available for the duration of the event and thereby secure a rapid access control. In particular, it must be ensured that people requesting entry are on the list of registrations. This is done by means of an identity check or a check of the one-time valid electronic identifier (barcode) on the invitation (see section "Registration of participants" above). Experience has

shown that for events of up to 60 persons, two persons are necessary for entry control. Events with a larger number of participants would require a proportionately larger number of persons for entry control. VIP guests are to be accompanied to their reserved seats for example in the first row and should be introduced to the respective staff member of the Commission.

1.4.2.9 External speakers and moderators

The Contracting authority reserves the right to decide on the final choice of moderators/speakers.

The moderators are responsible for presenting the speakers and promoting and leading the discussion among them and with the audience. To this end, it may be necessary for the presenter to be in contact with the speakers ahead of the event in order to prepare. The duration of the operation during the event will normally be up to three hours. In some cases moderators are also sought for longer times (all-day events).

The role of the moderator/speaker generally implies that the facilitator has sufficient knowledge on the subject of the event in order to be able to stand their ground in front of speakers and the audience. In addition to full-time professional hosts, persons from the media world and from the cultural sector may also be suitable. On the other hand, active political or business representatives are not suitable moderators.

The Contractor shall, taking into account the nature and subject of the event and the date of the event:

- At least one month in advance, propose at least two candidates for the moderation of the event and/or as a speaker as well as panel members where appropriate. These should be thematically versed and should be known in professional circles (or, in the case of a broader theme: be known for a broader audience);
- Commission the person(s) selected in consultation with the Contracting authority and pay all the fees and charges (such as time for preparation, travel and hotel costs) of the moderator/presenter or the speaker in due time. The contractor will liaise with the moderator and speakers on all aspects of the event and will organise a rehearsal, including virtually for a hybrid event.

If required, the Contractor shall make all accommodation and travel arrangements, for contributors and external speakers including: booking, modification, cancellation and dispatch of flight or train or bus tickets at cheapest fares available at the moment of the booking. Organisation of transfer between airport/station/hotel/event venue may be necessary as well.

The Contractor shall prove to have obtained the most favourable rates.

The Contractor shall identify and provide appropriate accommodation facilities in Dublin and/or other places in Ireland:

- In a hostel
- In three to five-stars category hotels (in case of VIP guests/events)
- In single rooms and/or double rooms
- Breakfast shall be included in the price

Hotels should be within walking distance of the venue if possible, and be well-connected to public transport. Preference should be given to hotels, which are certified as environmentally friendly (EMAS, Green Key, EU Ecolabel, ISO 14001 or equivalent(s)).

The Contracting authority reserves the right to make changes or to cancel the rooms booked up to 24 hours prior to arrival and without paying any change or cancellation charges. In case of no show, the Contracting authority shall reimburse a cancellation fee(s) according to the cancellation policy of the hotel, but not more than the price for the first night.

The cost of travel and accommodation will be invoiced and reimbursed based on the real cost incurred applying: for accommodation, the country ceiling as defined in **Annex IV** to the Framework Contract; and for travel the requirements set in Articles II.22.2 and II.22.3 of the framework contract. The Contractor shall demonstrate arrangements with travel agencies and describe how it guarantees competitive market conditions for tickets and booking fees.

1.4.2.10 Associated performances

The Contractor shall also propose and organise social or cultural performances to enhance the event, where appropriate, and depending on the type of event, topic and audience. Associated performances can be of a very diverse nature, ranging from concerts and recitals to happenings, flash mobs and art installations.

Fees for associated performances will be invoiced based on the real cost incurred.

1.4.2.11 Translation

The Contractor shall translate all documents related to the event from/into the required languages, including recordings, discussions and other necessary material.

1.4.2.12 Event staff

The Contractor shall provide secretarial and hosting services for the event. The Contractor shall be responsible for recruiting, training and managing on-site event staff, which must be able to speak the languages required for the event. The amount and quality of staff varies according to the type of event and may include: stewards, waiters, consultants, moderators, IT technicians, security guards, etc.

Event Stewards

Event stewards shall deal with a broad range of tasks such as:

- On-site and press and media registrations
- Preparation and handing out badges
- Guiding the participants to the correct meeting rooms
- Guiding the speakers to any VIP facilities
- Preparing and distribute all kind of material foreseen for participants (bags, documentation, etc.)
- Ensuring the rooms are set up and nameplates are displayed correctly
- Handling microphones during questions and liaise with the technical services in the room to ensure the smooth functioning of e.g. PowerPoint presentations, videos or slides, keep track of timing etc.

The event stewards shall all wear a uniform in order to be identified at first glance by the participants. They shall be briefed by the Contractor, according to the specifications given by the Contracting authority.

The suggested number of event stewards is two per sixty participants, but this can be adapted according to the size, type and set-up of the event.

Security Agent (Guard)

For some events organised outside the Contracting authority premises, the Contractor may be requested to provide security agents (guards), for example, for access control at the entrance of the venue or for surveillance during the event as per applicable security requirements in force.

Show Director

For larger events, the Contractor may be required to provide the services of a show director who will devise the necessary visual and music arrangements, including visual animations.

IT/Audio-visual Engineer/Technician

IT/AV technicians shall guarantee a good functioning of all ICT, audio-visual and multimedia material necessary for the event and solve problems should they arise. Particular attention has to be paid to the selection of efficient technicians who can also handle stress, and are able to solve even unforeseeable problems quickly and on the spot.

Liaison Officer for VIPS

This person shall ensure that proper protocol is respected when receiving VIP guests, according the instructions of the Contracting authority. They can also be requested to assist and accompany VIP guests throughout the course of the event. The proposed staff shall have impeccable manners and dress and will display extensive diplomatic skills.

Press Officer

The task of the press officer/assistant is to ensure the smooth running of the media programme: such as welcoming journalists, managing requests during the event, facilitation of media interviews, follow up of logistical and organisational aspects of the media programme (ensuring press conference room is set up with technical equipment, nameplates, signposting etc.).

Expert / Analyst in the field related to the event

Technical experts or consultants are persons with specific knowledge and competence in a specific field or on a specific topic in relation to the conference subject. They can be requested to advise on the topic, subject or content of the conference – before, during or after the event. This does not include consultants related to the organisation of the event.

Graphic Recorder

In order to capture the essence of a debate and attract audience's attention, a graphic recorder can be requested to take live visual notes (text, icons, lines, visuals) on a large landscape or in a digital way (digital tablet broadcast to large screen).

Photographer / Cameraman

Photographers/cameramen can be requested to shoot images of the event, in accordance with a briefing received from the Contracting authority.

The Contractor must also be able to provide the following staff upon request:

- Technical support staff
- DJ to provide musical animation for the event
- Cleaning staff (where cleaning services are not provided by the venue)
- Live streaming support staff to assist in the operation of broadcasting/live streaming equipment/programmes
- Graphic/web designer
- Photo/Video editor to edit and/or select the photos or videos made of the event for on line and social media publication

1.4.2.13 Catering services

The Contractor may be required to provide catering services, which include booking and organising meals, coffee breaks, cocktails, working dinners/lunches, galas, etc. throughout the events for the appropriate number of people, based on a standard formula to be decided directly with the Contracting authority. Invited media representatives and invited speakers count towards the number of participants for the purposes of this option.

The services required under this section include, but are not limited to provision of:

- Food and beverages (please see below)
- Tables and chairs/other furniture including pod tables
- Cutlery and crockery (glasses, cups, plates, cutlery, etc.)
- Table linen (table slipcovers, table cloths, serviettes)
- Dedicated staff to assist with last-minute changes, adapt to ad-hoc requests (please see below)
- Food labelling (e.g. vegetarian, vegan, lactose-free, gluten-free, etc.)
- Place cards
- Printed menus
- Blank seating plans
- Cleaning and waste disposal services
- Other related material and services

The Contractor is required to provide quality food and beverages, as well as any staff, material or services needed. Single-use items (plastic bottles, plastic cutlery, plastic or paper plates etc.) are not permitted, unless in duly justified cases accepted in writing by the Contracting authority.

Catering services for the participants and guests of the events may include:

- Cocktail – standard (alcoholic drinks, mineral water and juice, savoury and/or sweet appetisers) – at least two drinks per person must be provided
- Cocktail – VIP (champagne and top-of-the-range appetisers) – at least two drinks per person must be provided
- Sit-down lunch or dinner (with three courses, one glass of wine, water and soft drinks, coffee/tea) – at least two drinks per person must be provided
- Buffet lunch or dinner with one glass of wine per person and non-alcoholic drinks, juice, mineral water, salads (one salad per person), small sandwiches and/or canapés (different types, including with cheese, meat/fish, vegetarian) (approx.. 3 sandwiches per person), hot dish (one per person), desserts one per person in total
- Coffee break with coffee and tea (up to two cups per person), mineral water (up to 500ml per person) and soft drinks (up to 250ml per person), croissants/pastries (up to two per person), two types of biscuits (up to 4 per person)
- Bottled water (up to 330 ml per person)

The exact form of catering required, the quantities and the menus will be approved by the Contracting authority prior to the event.

When selecting meals, attention should be paid to the following:

- Always provide a vegetarian alternative
- In the case of a pork or fish dish, an alternative beef or poultry dish shall also be offered
- When serving non-traditional dishes, traditional dishes should always be offered as an alternative
- Preference should be given to seasonal and organic food

For the general public, the drinks will be set up at a buffet. Coffee and tea will be served in large cans. Cold drinks will be served in large bottles from which will be poured into the glasses standing on the buffet table.

For meetings, conference drinks will be offered. The drinks are distributed evenly in the room. Cold drinks in small glass bottles (conference drinks approx. 0.2-0.25/person, coffee and tea in small cans or small thermos flasks.

Conference drinks — non-carbonated water (approx. 0.2-0.25l) is also offered for the podium and for interpreters in small glass bottles. The quantity shall be adjusted to the number of panellists for the event.

For the "high-level style" lunches, drinks will be poured at the tables by a waiter.

The catering services shall include also the necessary catering staff and equipment, for example for warming or cooling the food.

The utensils and appropriate table linen must be supplied by the Contractor and must be included in the financial proposal.

Transport, vehicle and delivery costs must be taken care of by the Contractor and must be included in the financial proposal.

Any catering offer should include an explanation of what actions the Contractor will take to avoid food waste. For any unavoidable leftover foods or materials, the Contractor will be required to come up with solutions for disposing of them in a sustainable way: for example donating to charity if possible or composting/recycling.

Where appropriate in light of national sanitary legislation/recommendations, water should be served from drinking water fountains/water dispensers and in glasses rather than disposable cups (where disposable cups are used, they must be carton). Other beverages should be fair trade and/or organic, unless explicitly agreed otherwise between Contractor and Contracting authority.

Menus and set-ups need to be adapted to space and other constraints. The Contractor may be required to integrate the catering with other spaces used during the event (mixed catering and exhibition space, for example).

Service staff must comply with the requirements for on-site staff. It is presumed to be friendly, qualified and appropriately and uniformly clothed. Attention must be paid to the following:

- At events with up to 30 participants, we require at least one service employee
- At events of between 30 and up to 60 participants, we require at least two service employees
- At events with 60 participants and more, we require at least three service employees

The staff is responsible for the preparation, dismantling and tidying after the event. The rooms should be restored into their original state and the garbage has to be disposed.

The periods of service (without installation and dismantling but including stand-by time) are communicated for each event.

1.4.2.14 Transport

The Contractor shall provide transport for the participants, speakers, etc. to, from and at the place of the event. Transport shall be provided by car, by minibus, by bus for 50 persons, or by other means of transport (such as boat, bike, etc.) as specified by the Contracting Authority.

Various materials and items (event equipment, visuals, promo items etc.) shall be transported via appropriate means, depending on their volume, to and from the place of the event.

All transport prices include parking, loading and unloading staff costs etc.

All prices for transport are calculated on the basis of distance between the starting and arrival points requested by the European Commission as calculated by popular and dependable maps services and applications such as Google maps/Via Michelin. Costs covering for the distance between provider's garages and the starting point requested by the Commission, as well as those between the end point and the provider's garages cannot be charged on the project.

Third-party organised events and co-organised events

Where the Contracting authority wishes to participate in events organised by third parties, the Contractor shall act as an intermediary between the organiser and the Contracting authority. The Contractor shall be required to work and coordinate with other service providers as his tasks will then be part of a larger project. The Contractor shall pay the necessary fees for the participation in the third-party organised event. Those costs will be reimbursed afterwards by the Contracting authority as explained under section 1.4.8.

Where the Contracting Authority wishes to participate as co-organiser of an event together with a third party, the Contractor shall liaise with the third party for the purposes of organising the event. The Contractor will also be responsible for liaising with the third party in order to set the budget for the event in advance. The Contractor will pay the pre-determined financial contribution towards the expenses of co-organising the event with the third party. The Contracting authority's financial contribution shall not exceed 50% of the total costs for co-organising such an event. Where additional expenses arise during the implementation of the event and those expenses have not been factored in the estimated budget agreed between the Contractor and the third party, the Contracting authority shall not reimburse such additional costs unless those have been duly justified and accepted by the Contracting authority and do not result in the Contracting authority's financial contribution exceeding the ceiling mentioned in this paragraph. Those costs will be reimbursed afterwards by the Contracting authority as explained under section 1.4.8.

1.4.3 Reporting

Event-specific report

The Contractor will provide two levels of reporting to the Contracting authority – the first concerns each Specific Contract, and the second concerns the overall management of the Framework Contract.

A **Flash Report** shall be submitted in English within 24 hours following the date of the completion of each event. It shall contain a brief overview of key messages, social media coverage and up to four photos from the event, and should be very brief – one/two pages.

A **Full Event Report** capturing discussion and elaborating on main messages, outcomes and follow up will be submitted in English within three working days. It should also include an Evaluation Report outlining main outcomes of the participants' assessment of the event. The Contractor should use a clear evaluation methodology to measure the quality, results and impact of these activities (before and after) at national, regional and/or local level.

The above mentioned Full Event Report together with the invoice shall contain a detailed description of all the services provided and the quantity of the work carried out, including:

- Programme of the event and lists of participants (numbered)
- Proof of project implementation (which must include photos from the event - venue, participants, decoration, etc.; video footage of the event (if requested))
- A copy of all necessary authorisations/permissions/agreements received from the competent public authorities for the organisation of the event
- Evidences of the distribution of all information and visibility materials, etc.
- Information on cancelled requests, changes made to the initial request, as well as a breakdown of the contingency and reimbursable expenses (evidence must also be provided in support of these expenses)
- Media/social media coverage

- Evaluation of the event, participants' feedback⁴, lessons learnt and recommendations for the future events
- A qualitative analysis, including recommendations for optimising and evaluating the impact of the actions undertaken, particularly in terms of cost-effectiveness
- A description of the work carried out in comparison with the initial work plan

The Contracting authority and the Contractor can - during the implementation of the Framework contract (if agreed by both parties) - modify or update the content of the event(s) specific report(s) in order to improve the evaluation of the results.

Costs incurred for the production of any reports must be included in the prices of the services provided. Any information included in the reports may be published on the web site of the Commission. The Contractor must indicate what information it considers to be commercially sensitive.

General implementation report

In addition, the Contractor will provide an annual activity report on the work carried out by the Contractor in performance of the Framework Contract. It will be submitted in English to the Contracting authority within 30 days following the end of the reference period, and should contain the following:

- The services performed during the reference period in terms of quantity and prices, broken down by type
- Number of specific contracts that were requested by the Contracting authority, and that were performed by the Contractor. For each specific contract, information must include:
 - Date of the event(s)
 - Initial cost and final cost (if these differ)
 - Any issues raised, including details of their resolution
 - Confirmation that a flash report, full report or event survey for specific contract was issued
- A qualitative analysis, including recommendations for optimising and evaluating the impact of the actions undertaken, particularly in terms of cost-effectiveness

⁴ **Event Survey:** At the request of the Contracting authority, the Contractor may be asked to prepare and evaluate a short survey of participants on the usefulness of the event. To this end, the Contractor may be asked to develop a standard questionnaire, in cooperation with the Contracting authority.

1.4.4 Recourse to services at market price: Reimbursements

Certain services sought under this Framework Contract will be subject to payment via reimbursement in accordance with Article I.5.3 and II.22 of the Framework Contract. The exact type(s) of the reimbursable service(s) will depend on each specific event to be organised and will be defined in each specific contract. The amount of the reimbursement shall be approved by the Contracting authority on the basis of an estimation of the costs for the requested services (out of the list above) provided by the Contractor. The costs shall be below the ceiling specified in the Financial Offer Form (*Annex 6*).

The Commission shall reimburse the expenses that are directly connected with the execution of the tasks on production of original supporting documents, including receipts and used tickets, or failing that, on production of copies or scanned originals.

Upon request from the Contracting authority and following express agreement, the Contractor shall pay and be reimbursed costs related to such services, which may include but not be limited to:

- Catering services
- Renting a venue, including adaptation to the needs of the event
- Renting exhibition space
- Renting tent or stand/pavilion (including transport, assembly and dismantling)
- Platform floor
- Design and production of portable pop-up stands
- Participation fee for third-party organised event (e.g. conferences, exhibition, festivals, etc.)
- Expenses for co-organising an event with a third party
- Moderator/presenter/speaker fee
- Local staff for on-site support (e.g. cleaning, security, garbage collectors, logistics, etc.)
- Media buying: promotion/advertising of the event using social and other media channels
- Supplementary services, where relevant (please see section 1.4.8.)
- Costs of arranging travel and accommodation to attend events outside Ireland
- Prizes for the winners of events organised by/in conjunction with the Representation

When a Specific contract's implementations entail provision of goods and services at market price, the Contractor shall submit a minimum number of offers, depending on the value as estimated by the Contractor for these services according to:

Value of Reimbursement for 3rd Party Services	No. of offers Contractor must provide the Contracting Authority
from 1,000 and up to 15.000 EUR	At least two offers
between 15.000,01 EUR and 60.000 EUR	At least three offers
Above 60.000,01 EUR	At least five offers

Where – in very exceptional cases – it is not possible to produce several offers (for example exclusive supplier), the Contractor shall produce evidence for the motive. These estimates must represent the most advantageous solution in economic and qualitative terms for the Contracting authority.

These offers from third-party suppliers must be annexed to the Contractor's response to the initial budget indicated by the Contracting authority in its 'Description of services' for each Specific contract. All the costs from third-party suppliers must be real market prices for the goods and services concerned. Reductions or any discounts from third-party suppliers must benefit only the Contracting authority and by no means the Contractor. The Contractor cannot benefit from any additional commercial margin other than its percentage fees.

The total amount for the implementation of services paid at market prices is the sum of costs from the proposed third party supplier and the fee from the Contractor. These costs must be specified and detailed in the budget for each specific contract, separately from the Contractor's fees/services (as per the price list), to be reimbursed at the relevant stage, according to the payment clauses contained in the Framework Contract.

All suggested third-party supplies/services are subject to revision according to feedback and instructions from the Contracting authority, who will have to approve in advance any order of third-party services.

1.4.5 Performance measurement

The Contractor will closely monitor and report to the Contracting authority on the outcome of the events ordered under the current contract.

This will include:

- Satisfaction surveys with participants and speakers
- In case of events with a strong media dimension, contacting participating journalists for clippings
- Drafting of minutes and reports, dissemination of results, publication of the proceedings and conclusions of the event on paper, electronically and on the web when needed

- Preparing reports including the essential points of the event, conclusions and recommendations. Providing a final report describing the assessment of the event and an annual report assessing the implementation of the Framework Contract

The Contractor will propose and set up a monitoring system, a reporting timeline and structure, subject to approval by the Commission. The Contractor will use the Commission's indicators approved by the Communication Network to measure outputs, results and impact of the event (see **Annex 9** as attached). The Contractor will choose specific KPIs among the Commission indicators, depending on the event, but will adhere to the logic and taxonomy used by the Commission to measure the performance of communication. Setting targets to the KPIs is obligatory. The Commission can ask the contractor to collect and report performance data in templates provided by the Commission.

1.4.6 Audio-visual deliverables

Generalities

The Contractor will deliver all files and streams in the appropriate formats and resolutions defined in advance with the Contracting authority. The live stream and/or the edited video file shall be adapted for broadcast (Radio/TV/Cinema), a web page or social media distribution.

The Contracting authority is expecting, until new technology emerges, at least the following output:

- **Recorded production:**

➔ The Contractor must provide one file for distribution/publication :

Format - MP4 H264 HiP@L4.1 between 10 and 18Mbps

Resolution - 1080i50 (1920x1080)

➔ The Contractor must provide a master file (the format will depend on their production system) for re-editing purposes

➔ The Contractor must provide subtitling on a separate file (.vtt or .srt) or burned-in. The language will be defined by the Contracting authority

For publicity purpose, the Contractor shall provide a live stream link to the Contracting authority a week before the event.

- **Live stream production**

- ➔ For live streaming, an internet connection is necessary on premise. To ensure a fluent stream, the bandwidth must be dedicated and guaranteed by the internet provider. Adaptive Bitrate (ABR) technique must be used to fit the user's bandwidth.
- ➔ An RTMP stream with the following technical specifications is recommended depending on the target:

Target	Quality	Resolution	Video Bitrate	Audio Bitrate	Audio Sample Rate	Video Codec	h.264 Profile	Audio Codec
Web	Low	480x270	400kbps	64kbps	48kHz	h.264	Baseline	AAC-LC
Web	Med	640x360	800 - 1200 kbps	96kbps	48kHz	h.264	Main	AAC-LC
Web	High	960x540 / 854x480	1200 - 1500 kbps	96kbps	48kHz	h.264	Main	AAC-LC
TV	HD720	1280x720	1,500 - 4,000 kbps	128kbps	48kHz	h.264	Main	AAC-LC
TV	HD1080	1920x1080	4,000-8,000 kbps	192kbps	48kHz	h.264	Main or High	AAC-LC
TV	4K	3840x2160	8,000-14,000 kbps	192kbps	48kHz	h.264	High	AAC-LC

Web/Social media deliverables

The Contractor will ensure the conformity of its products with the latest standards provided by the Information Providers Guide (IPG)⁵.

Recorder streamed events must be made available in form of full and indexed (chapterised) video-recordings in all required languages with complete slide presentations as Video-on-Demand (VoD). VoD must be available on the Internet as soon as technically possible and at the latest 3 working days after the event.

For **Social Media live streaming**, the Contractor must constantly verify that the quality of the streams is correctly and reliably available on the three most common platforms including Youtube, Facebook and Twitter. These tests must be performed for all video and audio feeds before content is made available on-line. The contractor will be given streamkeys/url for each social media target with a specific language (define the maximum number of social media platforms to be reached).

⁵ http://ec.europa.eu/ipg/standards/multimedia/index_en.htm

The list of Key Performance Indicators (KPI) should be agreed with the contracting authority for each event. Usual statistics on the use of VoD/AoD should include, but are not limited to, the following elements:

- Number of virtual participant: total per language, per day and per session
- Minimum, average and maximum stay
- Domain and/or country from which the streaming/download was requested
- Languages used when more were available
- Downloaded data
- Number of viewers and chatters must be available every 15 minutes during live events

The timeline for delivery of audio-visual deliverables will be established by the specific contracts concluded for each event or set of events.

Archiving

For archiving and long-term preservation purposes, and upon request by the contracting authority prior to the event, the contractor will provide a full version in the various linguistic versions available to the Audiovisual Service of the Commission, or to another recipient as described in the specific contract, on a physical device or via a FTP link. All copyrights must be cleared beforehand. For the latest information, refer to: <https://audiovisual.ec.europa.eu/en/album/M-002505>

The expected format deliverable for archiving is:

- Format:
 - ➔ DVCProHD in MOV or MXF container
 - ➔ MP4 - H264 HiP@L4.1 between 10 and 18Mb/s (VBR)
- Resolution:
 - ➔ 1080i50 (1920x1080)

One file per language version (when stereo, same audio on each channel).

1.4.7 Contract management

The Framework Contract is performed through Specific Contracts or Order Forms.

For each planned event, the type, volume, location and services requested will be communicated in advance in the Specific contract. The specific tasks to be performed as part of the event will be subject to a written description of services from the Contracting authority.

After signature of each Specific Contract/Order Form, and depending on needs, preparatory or coordination meetings may be held between the Contracting authority and the Contractor to organise the activity.

Following the signature of the specific contract, the contractor, via the Project Leader, must keep the Contracting authority informed of the state of progress during the preparatory phase of the event.

In case the required service contains Intellectual Property, the contractor must take all the necessary steps to clear copyrights and make sure no third party rights are infringed.

All contract management elements are considered an integral part of the services contracted under this Contract and any costs incurred must be included in the unit prices.

1.4.7.1 Contract and project management

The Contractor will appoint a **Contract Manager**, responsible for contractual issues who, as from the date of entry into force of the contract, will cooperate closely with the Contracting authority's contact. The responsibilities of the Contract Manager will include at a minimum:

- Overall management of the Framework Contract, including oversight and reporting on all Specific Contracts awarded
- Provide the Contractor's point of contact for the operation of the Framework Contract (and in particular the procedure for specific contracts)
- Be responsible for the management and resolution of complaints and issues regarding the Framework Contract, and the first point of escalation for any event or Specific Contract related complaints and issues

The Contractor shall also appoint a **Project Leader** (see section 1.4.2.1. above) who will be responsible for the day-to-day management of specific contracts and who, as from the date of entry into force of the contract, will cooperate closely with the Contracting authority's contact and will manage the project team, if one is required for a specific contract.

The Project Leader and Contract Manager can be the same person, but a substitute must be available in case of absence, to ensure business continuity. The designated implementing staff must:

- Be highly qualified, having assumed responsibilities in his/her profession, recruited for his/her management/supervisory, thought and creativity skills and high professional performance required below under professional experience
- Possess strong coordination, analytical and drafting skills
- Have an excellent knowledge of English, and preferably, knowledge of other EU official languages, in particular, Irish and French

1.4.7.2 Complaints management

The Contractor must have in place a system for the receipt, investigation and resolution of any complaints raised either (i) during a specific event, or related to a specific event; or (ii) by the Contracting authority, relating to the management of a Specific Contract or the Framework Contract overall.

The ability to manage complaints is considered an integral part of the Services contracted under this Contract and any costs incurred must be included in the global price. Reporting of complaints received or issues raised must be included in the Annual Report of the Contract.

1.4.8 Other services needed

Supplementary services

In addition to the elements mentioned above the prices will contain also a fixed contingency reserve, which will be indicated by the Contracting authority in the individual request for service. It is meant to be used for unforeseen situations in duly justified cases. Given the complex nature of events and the rapidly-evolving media and technological landscape, which might generate needs and services that do not yet exist, services and goods which are not yet mentioned in the price list annexed to the Invitation to tender might be requested from the Contractor, for example, provision of balloons, 3D or art figures, etc.

The Contracting authority may request the contractor to propose supplementary services of the same type as those listed in the offer. The supplementary elements may not depart from the essential terms fixed in the framework contract and may be requested only if they are absolutely necessary for the execution of the request for services. Use of the contingency reserve during implementation of the specific contracts will be subject to the express consent of the ordering service.

Supplementary elements ordered through a specific contract cannot represent more than 15% of the contract value and cannot in any way amend the framework contract concerned.

1.5 Place of performance: where will the contract be performed?

- The services will be performed at the following locations: Dublin, including the Contractor's premises, and other parts of Ireland
- the locations indicated under Heading II.2.3 of the contract notice

1.6 Nature of the contract: how will the contract be implemented?

The procedure will result in the conclusion of a single framework contract.

A framework contract establishes a mechanism for future repetitive purchases by the *Contracting authority* to be awarded in the form of specific contracts. The signature of a framework contract does not impose an obligation on the *Contracting authority* to conclude specific contracts with a framework contractor.

The framework contract will be concluded with one contractor. Specific contracts shall be awarded on the basis of the terms laid down in the framework contract, refined or, in duly justified circumstances, supplemented to reflect the particular circumstances of the specific contract. The details are set out in Article I.4.3 of the Draft contract.

👉 Tenderers need to take full account of the provisions of the Draft contract as the latter will define and govern the contractual relationship to be established between the *Contracting authority* and the successful tenderer. Special attention is to be paid to the provisions specifying the rights and obligations of the contractor, in particular those on payments, performance of the contract, confidentiality, and checks and audits.

Performance and modifications of the contract

The contracting authority may modify a framework contract or a specific contract under a framework contract without a new procurement procedure provided that the modification does not alter the subject matter of the framework contract or framework contract in any of the following cases:

(a) for additional works, supplies or services by the original contractor that have become necessary and that were not included in the initial procurement, where the following conditions are fulfilled:

(i) a change of contractor cannot be made for technical reasons linked to interchangeability or interoperability requirements with existing equipment, services or installations;

(ii) a change of contractor would cause substantial duplication of costs for the contracting authority;

(iii) any increase in price, including the net cumulative value of successive modifications, does not exceed 50 % of the initial contract value;

(b) where all of the following conditions are fulfilled:

(i) the need for modification has been brought about by circumstances which a diligent contracting authority could not foresee;

(ii) any increase in price does not exceed 50 % of the initial contract value;

(c) where the value of the modification is below the following thresholds:

(i) the thresholds referred to in Article 175⁶

(ii) 10 % of the initial contract value for public service contracts

(d) where both of the following conditions are fulfilled:

(i) the minimum requirements of the initial procurement procedure are not altered;

(ii) any ensuing modification of value complies with the conditions set out in point (c) of this subparagraph, unless such modification of value results from the strict application of the procurement documents or contractual provisions.

The net cumulative value of several successive modifications under point (c) of the first subparagraph shall not exceed any threshold referred to therein.

1.7 Volume and value of the contract: how much do we plan to buy?

For the purpose of evaluation and comparison of the financial offers, the Commission will use a reference price: the total of the unitary prices per item/service for the various services that are listed in the table in **Annex 6**.

An indicative estimate of the volumes to be ordered for each case study is indicated in the financial model in **Annex 6**. There is no commitment as to the exact quantities to be ordered during the implementation of the framework contract. The actual volumes will depend on the quantities which the *Contracting authority* will order through specific contracts. In any case the *framework contract ceiling*, i.e. the maximum amount to be spent under the framework contract, shall not be exceeded.

The *framework contract ceiling* is indicated in Heading II.2.6 of the contract notice.

Within three years following the signature of the framework contract(s) resulting from the current call for tenders, the *Contracting authority* may use the negotiated procedure under point 11.1.e of Annex 1 to [Regulation \(EU, Euratom\) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union](#)⁷ to procure new services from the contractor up to a maximum of 50 % of the initial contract value *framework contract ceiling*. These services will consist in the repetition of similar services entrusted to the contractor and will be awarded in case of consumption that would exceed for the maximum foreseen contract duration the initial framework contract ceiling, due to unforeseen needs.

⁶ <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32018R1046&from=EN>

1.8 Duration of the contract: how long do we plan to use the contract?

The contract(s) resulting from the award of this call for tenders will be concluded for at most forty eight (48) months. The details of the initial contract duration and possible renewals are set out in Article I.3 of the draft contract.

1.9 Electronic exchange system: can exchanges under the contract be automated?

For all exchanges with the contractor during the implementation of the contract as well as for future possible subsequent proceedings for the purposes of EDES ([European Union's Early Detection and Exclusion System](#)) the *Contracting authority* may use an electronic exchange system meeting the requirements of Article 148 of [Regulation \(EU, Euratom\) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union](#) ⁷. At the request of the *Contracting authority* the use of such a system shall become mandatory for the contractor(s) at no additional cost for the *Contracting authority*. Details on specifications, access, terms and conditions of use will be provided in advance.

2. GENERAL INFORMATION ON TENDERING

2.1 Legal basis: what are the rules?

This call for tenders is governed by the provisions of [Regulation \(EU, Euratom\) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union](#) (the Financial Regulation)⁷.

The *Contracting authority* has chosen to award the contract resulting from this call for tenders through an open procedure pursuant to Article 164(1) (a) of the Financial Regulation. In an open procedure any interested economic operator (any natural or legal person who offers to supply products, provide services or execute works) may submit a tender.

2.2 Rules on access to procurement: who may submit a tender?

Participation in this call for tenders is open on equal terms to all natural and legal persons coming within the scope of the [Treaties](#), as well as to international organisations.

It is also open to all natural and legal persons established in a third country which has a special agreement with the European Union in the field of public procurement on the conditions laid down in that agreement. Where the Agreement on Government Procurement⁸ concluded within the World Trade Organisation applies, the participation to this call for tenders is open to all natural and legal persons established in the countries that have ratified this Agreement, on the conditions laid down therein.

The rules on access to procurement do not apply to subcontractors. Subcontracting may not be used with the intent to circumvent the rules on access to procurement.

To enable *the Contracting authority* to verify the access, each tenderer must indicate its country of establishment (and in case of joint tender – the country of establishment of each group member) and must present the supporting evidence normally acceptable under the law of that country/-ies. The same document(s) could be used to prove country/-ies of establishment and the delegation(s) of the authorisation to sign as described in *Section 4.3*.

⁷ Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012 (OJ L 193 of 30.07.2018, p.1).

⁸ https://www.wto.org/english/tratop_e/gp_gpa_e.htm.

2.3 Registration in the Participant Register: why register?

Any economic operator willing to submit a tender for this call for tenders must be registered in the [Participant Register](#) - an online register of organisations and natural persons participating in European Commission's calls for tenders or proposals (participants).

On registering each participant obtains a Participant Identification Code (PIC, 9-digit number) which acts as its unique identifier in the Participant Register. A participant needs to register only once – the information provided can be further updated or re-used by the participant in other European Commission's calls for tenders or calls for proposals.

🔔 **Please provide information about the SME status of the participant in the Participant Register by filling in the SME Declaration section in the Participant Register. The section becomes available only when updating/modifying the details of the registered organisation.**

At any moment during the procurement procedure the Research Executive Agency Validation Services (hereafter *the EU Validation Services*) may contact the participant and ask for supporting documents on legal existence and status and financial capacity. The requests will be made through the register's messaging system to the e-mail address of the participant's contact person indicated in the register. It is the responsibility of the participant to provide a valid e-mail address and to check it regularly. The documents that may be requested by *the EU Validation Services* are listed in the [EU Grants and Tenders Rules on Legal Entity Validation, LEAR appointment and Financial Capacity assessment](#).

🔔 **Please note that a request for supporting documents by the *EU Validation Services* in no way implies that the tenderer has been successful.**

2.4 Ways to submit a tender: how can economic operators organise themselves to submit a tender?

Economic operators can submit a tender either as a sole economic operator (sole tenderer) or as a group of economic operators (joint tender). In either case subcontracting is permitted.

In order to fulfil the selection criteria set out in **Section 3.2**, the tenderer can rely on the capacities of subcontractors or other entities that are not subcontractors.

The role of each entity involved in a tender (hereafter referred to as “*involved entity*”) must be clearly specified in the eSubmission application: i) sole tenderer, ii) *Group leader* of a group of tenderers, iii) member of a group of tenderers, or iv) subcontractor. For an entity on whose capacities the tenderer relies to fulfil the selection criteria (that is not a subcontractor), this role is defined in the commitment letter (**Annex 5.2**). This applies also where the *involved entities* belong to the same economic group.

2.4.1 Joint tenders

A joint tender is a situation where a tender is submitted by a group (with or without legal form) of economic operators regardless of the link they have between them. The group as a whole is considered a tenderer⁹.

All members of the group assume joint and several liability towards the *Contracting authority* for the performance of the contract as a whole.

Group members must appoint a *Group leader* and a single point of contact authorised to act on their behalf in connection with the submission of the tender and all relevant questions, clarification requests, notifications, etc., that may be received during the evaluation, award and until the contract signature. The model power of attorney attached in **Annex 3** is to be used.

The joint tender must clearly indicate the role and tasks of each member and of the *Group leader* who will act as the *Contracting authority's* contact point for the contract's administrative or financial aspects and operational management. The *Group leader* will have full authority to bind the group and each of its members during contract execution. If the joint tender is successful, the *Contracting authority* shall sign the contract with the Group leader, authorised by the other members to sign the contract on their behalf via power of attorney drawn up in the model attached in **Annex 3**.

Changes in the composition of the group during the procurement procedure (after the submission deadline and before contract signature) shall lead to rejection of the tender except in case of a merger or takeover of a member of the group (universal succession), provided that the new entity has access to procurement (see **Section 2.2**) and is not in an exclusion situation, (see **Section 3.1**).

In any case the selection criteria must be still fulfilled by the group and the terms of the originally submitted tender may not be altered substantially, i.e. all the tasks assigned to the former entity must be taken over by the new entity member of the group, the change must not make the tender non-compliant with the tender specifications, and the evaluation of award criteria of the originally submitted tender may not be modified.

2.4.2 Subcontracting

Subcontracting is the situation where the contractor enters into legal commitments with other economic operators which will perform part of the contract on its behalf. The Contractor retains full liability towards the *Contracting authority* for performance of the contract as a whole.

⁹ References to *tenderer* or *tenderers* in this document shall be understood as covering both sole tenderers and groups of economic operators submitting a joint tender.

The following shall not be considered subcontracting:

- a) Use of workers posted to the contractor by another company owned by the same group and established in a Member State (“intra-group posting” as defined by Article 1, 3, (b) of [Directive 96/71/EC concerning the posting of workers in the framework of the provision of services](#)).
- b) Use of workers hired out to the contractor by a temporary employment undertaking or placement agency established in a Member State (“hiring out of workers” as defined by Article 1, 3, (c) of [Directive 96/71/EC concerning the posting of workers in the framework of the provision of services](#)).
- c) Use of workers temporarily transferred to the contractor from an undertaking established outside the territory of a Member State and that belongs to the same group (“intra-corporate transfer” as defined by Article 3, (b) of [Directive 2014/66/EU on the conditions of entry and residence of third-country nationals in the framework of an intra-corporate transfer](#)) .
- d) Use of staff without employment contract (“self-employed persons working for the contractor”), without the tasks of the self-employed persons being particular well-defined parts of the contract.
- e) Use of suppliers and/or transporters by the contractor, in order to perform the contract at the place of performance, unless the economic activities of the suppliers and/or the transporting services are within the subject of this call for tenders (see **Section 1.4**).
- f) Performance of part of the contract by members of an EEIG (European Economic Interest Grouping), when the EEIG is itself a contractor or a group member.

The persons mentioned in points a), b), c) and d) above will be considered as “personnel” of the contractor as defined in the contract.

All contractual tasks may be subcontracted unless the *Technical specifications* expressly reserve the execution of certain critical tasks to the sole tenderer itself, or in case of a joint tender, to a member of the group.

By filling in the form available in **Annex 4**, tenderers are required to give an indication of the proportion of the contract that they intend to subcontract, as well as to identify and describe briefly the envisaged contractual roles/tasks of subcontractors meeting any of these conditions (hereafter referred to as *identified subcontractors*):

- on whose capacities the tenderer relies upon to fulfil the selection criteria as described under **Section 3.2**;
- whose individual share of the contract, known at the time of submission, is above 20%.

Any such subcontractor must provide the tenderer with a commitment letter drawn up in the model attached in **Annex 5.1** and signed by its authorised representative.

Changes concerning subcontractors identified in the tender (withdrawal/replacement of a subcontractor, additional subcontracting) during the procurement procedure (after the submission deadline and before contract signature) require the prior written approval of the *Contracting authority* subject to the following verifications:

- any new subcontractor is not in an exclusion situation;
- the tenderer still fulfils the selection criteria and the new subcontractor fulfils the selection criteria applicable to it individually, if any;
- the terms of the originally submitted tender are not altered substantially, i.e. all the tasks assigned to the former subcontractor are taken over by another involved entity, the change does not make the tender non-compliant with the tender specifications, and the evaluation of award criteria of the originally submitted tender is not modified.

Subcontracting to subcontractors identified in a tender that was accepted by the *Contracting authority* and resulted in a signed contract, is considered authorised.

2.4.3 Entities on whose capacities the tenderer relies to fulfil the selection criteria

In order to fulfil the selection criteria a tenderer may also rely on the capacities of other entities, regardless of the legal nature of the links it has with them. It must in that case prove that it will have at its disposal the resources necessary for the performance of the contract by producing a commitment letter in the model attached in **Annex 5.2**, signed by the authorised representative of such an entity, and the supporting evidence that those other entities have the respective resources.

If the contract is awarded to a tenderer intending to rely on another entity to meet the minimum levels of economic and financial capacity, the *Contracting authority* may require the entity to sign the contract or, alternatively, to provide a joint and several first-call financial guarantee for the performance of the contract.

With regard to technical and professional selection criteria, a tenderer may only rely on the capacities of other entities where the latter will perform the works or services for which these capacities are required.

👉 Relying on the capacities of other entities is only necessary when the capacity of the tenderer is not sufficient to fulfil the required minimum levels of capacity. Abstract commitments that other entities will put resources at the disposal of the tenderer will be disregarded.

3. EVALUATION AND AWARD

The evaluation of the tenders that comply with the submission conditions will consist of the following elements:

- Check if the tenderer has access to procurement (see *Section 2.2*);
- Verification of administrative compliance (if the tender is drawn up in one of the official EU languages and the required documents signed by duly authorised representative(-s) of the tenderer);
- Verification of non-exclusion of tenderers on the basis of the exclusion criteria;
- Selection of tenderers on the basis of selection criteria;
- Verification of compliance with the minimum requirements specified in the procurement documents;
- Evaluation of tenders on the basis of the award criteria.

The *Contracting authority* will evaluate the abovementioned elements in the order that it considers to be the most appropriate. If the evaluation of one or more elements demonstrates that there are grounds for rejection, the tender will be rejected and will not be subjected to further full evaluation. The unsuccessful tenderers will be informed of the ground for rejection without being given feedback on the non-assessed content of their tenders. Only tenderer(s) for whom the verification of all elements did not reveal grounds for rejection can be awarded the contract.

The evaluation will be based on the information and evidence contained in the tenders and, if applicable, on additional information and evidence provided at the request of the *Contracting authority* during the procedure. If any of the declarations or information provided proves to be false, the *Contracting authority* may impose administrative sanctions (exclusion or financial penalties) on the entity providing the false declarations/information.

For the purposes of the evaluation related to exclusion and selection criteria *the Contracting authority* may also refer to publicly available information, in particular evidence that it can access on a national database free of charge.

3.1. Exclusion criteria

The objective of the exclusion criteria is to assess whether the tenderer is in any of the exclusion situations listed in Article 136(1) of the Financial Regulation.

Tenderers found to be in an exclusion situation will be rejected.

As evidence of non-exclusion each tenderer needs to submit with its tender a Declaration on Honour¹⁰ in the model available in *Annex 2*.¹¹ The declaration must be signed by an authorised representative of the entity providing the declaration.

The initial verification of non-exclusion of tenderers will be done on the basis of the submitted declarations and consultation of the [European Union's Early Detection and Exclusion System](#). The documents mentioned as supporting evidence in the Declaration on Honour need to be provided whenever requested and where this is necessary to ensure the proper conduct of the procedure within a deadline given by the *Contracting authority*¹².

Annex 1 specifies which of the *involved entities* participating in a tender need to provide the Declaration on Honour and, when requested by the *Contracting authority*, the supporting evidence.

Please note that a request for evidence in no way implies that the tenderer has been successful.

3.2. Selection criteria

The objective of the selection criteria is to assess whether the tenderer has the legal, regulatory, economic, financial, technical and professional capacity to perform the contract.

The selection criteria for this call for tenders, including the minimum levels of capacity, the basis for assessment and the evidence required, are specified in the following subsections.

Tenders submitted by tenderers not meeting the minimum levels of capacity will be rejected.

When submitting its tender each tenderer shall declare on honour that it fulfils the selection criteria for Call for tender. The model Declaration on Honour available in *Annex 2* shall be used.

The initial assessment of whether a tenderer fulfils the selection criteria will be done on the basis of the submitted declaration(s).

¹⁰ The European Single Procurement Document (ESPD) may not be used yet in European Commission's calls for tenders.

¹¹ Unless the same declaration has already been submitted for the purposes of another award procedure of the European Commission, the situation has not changed, and the time elapsed since the issuing date of the declaration does not exceed one year.

¹² The obligation to provide the supporting evidence will be waived in the following situations:

- if the same documents have already been provided in a previous award procedure of the European Commission, have been issued no more than one year before the date of their request by the *Contracting authority* and are still valid at that date;
- if such evidence can be accessed by the *Contracting authority* on a national database free of charge, in which case the economic operator shall provide the *Contracting authority* with the internet address of the database and, if needed, the necessary identification data to retrieve the document;
- if there is a material impossibility to provide such evidence.

The subsections below specify which selection criteria evidence must be provided with the tender or may be requested later, at any time during the procurement procedure¹³. In any case, to the extent that there is no ground for a waiver, the evidence must be provided, upon request and within a deadline given by the Contracting authority. The evidence must be provided in accordance with the applicable basis for assessment of each criterion: in case of a consolidated assessment – only by the *involved entities* who contribute to the fulfilment of the criterion, and in case of individual assessment – by each *involved entity* to whom the criterion applies individually.

3.2.1 Legal and regulatory capacity

Tenderers do not need to prove specific legal and regulatory capacity to perform the contract.

3.2.2 Economic and financial capacity

Tenderers must comply with the following selection criteria in order to prove that they have the necessary economic and financial capacity to perform the contract.

Criterion F1
Minimum level of capacity
Average annual turnover for the last two financial years equal to or above EUR 100 000.
Basis for assessment
This criterion applies to the tenderer as a whole, i.e. a consolidated assessment of the combined capacities of all <i>involved entities</i> will be carried out.
Evidence
A statement/document/certificate provided by an Auditor or alternative third party verified source showing specific annual turnover for the field covered by these specifications, realised during the past two financial years. In the case of consortia, the specific turnover of each member of the group may be aggregated.

¹³ The obligation to provide the supporting evidence will be waived in the following situations:

- if the same documents have already been provided in a previous award procedure of the European Commission, have been issued no more than one year before the date of their request by the *Contracting authority* and are still valid at that date;
- if such evidence can be accessed by the *Contracting Authority* on a national database free of charge, in which case the economic operator shall provide the *Contracting authority* with the internet address of the database and, if needed, the necessary identification data to retrieve the document.

👉 The evidence of economic and financial capacity **does not need** to be provided with the tender but may be requested by the *Contracting authority* at any time during the procedure. **Please note that a request for evidence in no way implies that the tenderer has been successful.**

3.2.3 Technical and professional capacity

Tenderers must comply with the following selection criteria in order to prove that they have the necessary technical and professional capacity to perform the contract.

Criterion T1
The tenderer must prove experience in the field of organising the events
Minimum level of capacity
At least the following number of similar (in scope and complexity) projects completed in the last three years preceding the tender submission deadline, with a minimum value for at least one of them of €50 000
a.) Organisation of 5 events or more, up to 150 participants;
b.) Organisation of 5 events or more, of between 20 and up to 60 participants;
c.) Organisation of at least one event, separate to the those in a) and b) above, involving the organisation of multiple side activities such as cultural happenings (exhibition, theatre, concert), conferences/seminars, catering services (cocktails, standing lunches and seated dinners).
The combined experience above must cover organisation of various types, sizes and levels of catering events which included coffee breaks, business lunches/dinners, and high-level receptions, organising technical services and equipment for conferences/seminars/meetings, managing registration of participants including the online format, ability of creating and managing registration system or dedicated conference webpages and a number of other tasks as described in the tender specifications.
The reference projects must have involved the following components: event programming and design, health and safety and project management, including procurement of all logistical and operational services.
Basis for assessment
This criterion applies to the tenderer as a whole, i.e. the combined capacities of all <i>involved entities</i> .
Evidence
A list of projects meeting the minimum level of capacity. The list shall include details of their start and end date, total project amount and scope, role and amount invoiced. In case of projects still on-going only the portion completed during the reference period will be taken into consideration.
As supporting documents for each project reference, the Contracting authority may request statements issued by the clients and make contact with them.

Criterion T2
The tenderer must demonstrate that it has the necessary human resources to perform the contract in line with best professional practice.
Minimum level of capacity
The team delivering the services should include as a minimum the following profiles:
<p>One Project Leader and one Contract Manager, with:</p> <ul style="list-style-type: none"> • a level of education which corresponds to completed relevant university degree of at least Bachelor level or equivalent; • at least three years of relevant experience in project management, event management, implementation and management of media and public relations events or projects; • at least two years of experience in management of a team of at least ten people; • at least 4 years of professional/educational experience requiring a good knowledge of the EU; • native level language skills (or equivalent level of at least C1 CEFR²) in English, as guaranteed by a certificate or past relevant experience; • at least a B1 CEFR² level language skills in Irish, as guaranteed by a certificate or past relevant experience.
<p>At least two members of staff for day-to-day project operation (Project Assistant), with:</p> <ul style="list-style-type: none"> • a level of education which corresponds to completed relevant of at least Bachelor level or equivalent; • at least 2 years of experience in organisation and management in organisation, logistical and administrative support including overseeing project delivery, quality control of delivered service, client orientation and conflict resolution.
Basis for assessment
This criterion applies to the tenderer as a whole, i.e. the combined capacities of all <i>involved entities</i> .

Evidence

As evidence tenderers shall provide detailed CVs (in Europass¹⁴ or other format) for all staff members proposed to perform the services accompanied by diploma(s) and/or other relevant certificate(s) attesting the educational and professional qualifications for each profile. The CV must correspond to the members of personnel or to freelance personnel in partenariat with the tenderer.

By proposing a profile, the tenderer declares that the required knowledge and experience knowledge is existing for each staff member and the Contractor takes full responsibility for the professional execution of tasks.

All profiles allow university degrees to be replaced by minimum 4 years relevant professional experience. The 4 years professional experience replacing a university degree do not count towards the other periods of professional experience required.

In case the composition of the successful tenderer's team changes subsequently, the tenderer is required to maintain the above minimum requirements at all times. If the staff is replaced by the Contractor during performance of the contract, the Contracting authority shall approve the change and the new staff member shall comply with the minimum requirements of his/her category, as defined above.

👉 The evidence of technical and professional capacity **does not need** to be provided with the tender but may be requested by the Contracting authority at any time during the procedure. **The successful tenderer may be requested to provide all the evidence listed above.** Please note that a request for evidence in no way implies that the tenderer has been successful.

👉 Involved entities must not be subject to conflicting interests which may negatively affect the contract performance. Where the Contracting authority has established such conflicting interests, it may conclude that the tenderer or an involved entity does not possess the required professional capacity to perform the contract to an appropriate quality standard.

The presence of conflicting interests shall be examined during the evaluation phase based on the statements made through the Declarations on Honour and, where applicable, the commitment letters (*Annex 5.1 and Annex 5.2*).

¹⁴ <https://europa.eu/europass/en/create-europass-cv>

3.3 Compliance with the minimum requirements specified in the procurement documents

By submitting a tender a tenderer commits to perform the contract in full compliance with the terms and conditions of the procurement documents for this call for tender. Particular attention is drawn to the minimum requirements specified in Section 1.4 of these specifications and to the fact that tenders must comply with applicable data protection, 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.

The minimum requirements shall be observed throughout the entire duration of the contract. Compliance with these requirements is mandatory and cannot be subject to any assumptions, limitations, conditions, or reservations on the part of a tenderer.

👉 Tenders that are not compliant with the applicable minimum requirements shall be rejected.

3.4 Award criteria

The objective of the award criteria is to evaluate the tenders with a view to choosing the most economically advantageous tender.

Tenders will be evaluated on the basis of the following award criteria and their weighting:

1. *Quality – 60 % weighting*

The quality of the tender will be evaluated based on the criteria set out below.

2. *Price - 40% weighting*

The price considered for evaluation will be the reference price resulting from the addition of the total of the unitary prices per item/service for the various services that are listed in the table ('tab 2') in **Annex 6**.

The quality of the tender will be evaluated based on the following criteria:

Criterion number	Quality award criterion	Reference Sections	Maximum number of points per criterion (weighting)	Minimum points to be obtained (at least 60 % per criterion where stated)
1.	Quality of the project management proposed and the organisation of the work	1.4	30	
1.1	Relevance and appropriateness of the proposed methodology for project management, including the internal workflow and the working relationship with the Contracting authority.		15	9
1.2	Effectiveness of the proposed methodology for obtaining services at market price, including the process to guarantee sound financial management for the supplier selection.		15	9
2.	Methodology for Contract Management <i>Relevance, feasibility, and appropriateness of the proposed methodology for Contract Management, Reporting and Complaints Management</i>	1.4.	20	12
3.	Quality of Service Delivery Plan <i>Effectiveness of the proposed solutions specifically adapted to the services described in section 1.4 of this Tender Specifications and the measures deployed to assure the quality, usefulness, sustainability, innovativeness, creativeness and efficiency of the proposed solutions. The tenderer has to address the following sub-criteria:</i>	1.4	30	

3.1	<i>Measures for a continuous high performance throughout the contract period</i>	1.4	20	
3.1.1	Effectiveness of the proposed methodology for mobilizing and deploying sufficient resources to provide all of the services described in section 1.4 of this Tender Specifications as well as the method of ensuring service continuity or simultaneous execution of several requests.		10	6
3.1.2	Effectiveness of the proposed methodology for quality control system, including the tools available for qualitative and quantitative monitoring and reporting on the services provided.		- 5	- 3
3.1.3	Effectiveness of the proposed methodology for risk assessment and the proposed solutions, including response to unforeseen/problematic situations in the course of the project.		- 5	- 3
3.2	Effectiveness of the proposed measures to minimise the environmental impact, aiming e.g. at paperless service provision, by way of general environmental measures as well as specific proposals of additional efforts	1.4	10	6
4.	Case studies 1, 2 and 3	Annex 8	20	
4.1	Relevance of the proposed solution: the chosen venue, speakers, time-slot, invitations, identified/invited target audience, announcement, promotion of the event, clarity of the main message conveyed, evaluation plan.		5	3
4.2	Effectiveness of the proposed solution: method, timeline, assignment of roles of team-members.		5	3

4.3	Effectiveness of the methodology proposed to react quickly and mobilize sufficient human resources in a timely manner in order to organise and carry out projects at the respective venue.		5	3
4.4	Creativity of the proposed solution: creativity will be assessed on the solutions proposed, in particular it will be measured in terms of messages, their adaptation to the local realities, the tools and dissemination media used and the approach. Is the proposal creative, original, innovative or is it following the beaten track of similar events? Are the chosen communication channels effective and appropriate? Is there a right balance between feasibility and innovation?		5	3
Total			100	60

Only those tenderers who have reached or surpassed the minimum of 60% for each criterion will be evaluated on price and considered further for the award of the contract.

3.5 Award (ranking of tenders)

Tenders shall be ranked according to the best price-quality ratio in accordance with the formula below:

The Contract will be awarded to the most economically advantageous tender, i.e. the tender offering the best price-quality ratio determined in accordance with the formula below. A weight of 60/40 is given to quality and the reference price.

Score for tender X	=	Total technical quality evaluation score (out of 100) for all the criteria for evaluating tender X	*60	+	The lowest reference price among all valid and non-rejected tenders	*40
		100			Reference price of tender X	

Cheapest price refers to the price of the tenders amongst those having obtained the minimum quality threshold stated under section 3.4 above.

Should the outcome of the formula lead to two or more tenders with the same result, the tenderer who has been awarded the highest marks for quality will be deemed to be the most economically advantageous tender. This approach will continue to be applied to each of the award criteria in the descending order listed in below until a most economically advantageous tender can be determined:

- Award criterion 1
- Award criteria 1 plus 2
- Award criteria 1, 2 plus 3

👉 The contract shall be awarded to the tender ranked first, which complies with the Tender Specifications and is submitted by a tenderer having access to procurement, not in an exclusion situation and fulfilling with the selection criteria.

4. FORM AND CONTENT OF THE TENDER

4.1. Form of the tender: how to submit the tender?

Tenders are to be submitted via the eSubmission application according to the instructions laid down in the Invitation to tender letter and the [eSubmission Quick Guide](#).

👉 Make sure you prepare and submit your electronic tender in eSubmission early enough to ensure it is received within the deadline specified under Heading IV.2.2 of the contract notice.

4.2 Content of the tender: what documents to submit with the tender?

The documents to be submitted with the tender in e-Submission are listed in ***Annex 1***.

The following requirements apply to the technical and financial offer (to be uploaded as Technical tender and Financial tender in e-Submission):

- *Technical offer.*

The Technical offer must provide all the information needed to assess the compliance with Section 1.4 of these specifications and the award criteria. For this purpose, the Technical Offer Form in ***Annex 7*** must be completed and uploaded in eSubmission. Tenders deviating from the minimum requirements or not covering all the requirements may be rejected on the basis of non-compliance and not evaluated further.

The technical tender should not exceed 50 pages of standard A4 format (including the 3 case studies, which can be found in ***Annex 8***). Annexes are allowed and are comprised in the 50 pages.

- *Financial offer.*

A complete financial offer, including the breakdown of the price needs to be uploaded. For this purpose, the Financial Offer Form in ***Annex 6*** shall be completed and uploaded in eSubmission.

In case of any discrepancies in the offer, only the amount indicated in the financial offer will be taken into account.

The financial offer must be:

- expressed in euros. Tenderers from countries outside the euro zone have to quote their prices in euro. The price quoted may not be revised in line with exchange rate movements. It is for the tenderer to bear the risks or the benefits deriving from any variation.
- quoted free of all duties, taxes and other charges, i.e. also free of VAT.

The eSubmission field “Total taxes amount” must indicate 0 (zero) EUR as supplies of goods and services to the *Contracting authority* are zero-rated in Ireland.

👉 The European Union Institutions are exempt from such charges in the EU under Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Union of 8 April 1965 annexed to the Treaty on the Functioning of the European Union. Exemption is granted to the Commission by the governments of the Member States, either through refunds upon presentation of documentary evidence or by direct exemption.

In case of doubt about the applicable VAT system, it is the tenderer's responsibility to contact his or her national authorities to clarify the way in which the European Union is exempt from VAT.

4.3 Signature policy: how can documents be signed?

Where a document needs to be signed, the signature must be either hand-written or a qualified electronic signature as defined in [Regulation \(EU\) No 910/2014 on electronic identification and trust services for electronic transactions in the internal market \(the eIDAS Regulation\)](#).

For hand-written signatures see Section 1 of the Invitation to tender.

For electronic signatures see: <https://webgate.ec.europa.eu/fpfis/wikis/x/iwX4Dg>

All documents must be signed by the signatories (when they are individuals) or by their duly authorised representatives.

For the following documents, when signed by representatives, tenderers must provide evidence for the delegation of the authorisation to sign:

- The Declaration on Honour of the tenderer (in case of joint tender – the Declarations on Honour of all group members);
- (If applicable – in the case of joint tender) the power(s) of attorney drawn up using the model attached in **Annex 3**).

The delegation of the authorisation to sign on behalf of the signatories (including, in the case of proxy(-ies), the chain of authorisations) must be evidenced by appropriate written evidence (copy of the notice of appointment of the persons authorised to represent the legal entity in signing contracts (together or alone), or a copy of the publication of such appointment if the legislation which applies to signatory requires such publication or a power of attorney). A document that the *Contracting authority* can access on a national database free of charge does not need to be submitted if the *Contracting authority* is provided with the exact internet link and, if applicable, the necessary identification data to retrieve the document.

4.4 Confidentiality of tenders: what information and under what conditions can be disclosed?

Once the *Contracting authority* has opened a tender, it becomes its property and shall be treated confidentially, subject to the following:

- For the purposes of evaluating the tender and, if applicable, implementing the contract, performing audits, benchmarking, etc., the *Contracting authority* is entitled to make available (any part of) the tender to its staff and the staff of other Union institutions, agencies and bodies, as well to other persons and entities working for the *Contracting authority* or cooperating with it, including contractors or subcontractors and their staff provided that they are bound by an obligation of confidentiality.
- After the signature of the award decision tenderers whose tenders were received in accordance with the submission modalities, who have access to procurement, who are not found to be in an exclusion situation referred to in Article 136(1) of the FR, who are not rejected under Article 141 of the FR, whose tenders are not found to be incompliant with the procurement documents, and who make a request in writing will be notified of the name of the tenderer to whom the contract is awarded, the characteristics and relative advantages of the successful tender and the price of the offer and/or contract value. The *Contracting authority* may decide to withhold certain information that it assesses as being confidential, in particular where its release would prejudice the legitimate commercial interests of economic operators or might distort fair competition between them. Such information may include, without being limited to, confidential aspects of tenders such as unit prices included in the financial offer, technical or trade secrets¹⁵.
- The *Contracting authority* may disclose the submitted tender in the context of a request for public access to documents, or in other cases where the applicable law requires its disclosure. Unless there is an overriding public interest in disclosure¹⁶, the *Contracting authority* may refuse to provide full access to the submitted tender, redacting the parts (if any) that contain confidential information, the disclosure of which would undermine the protection of commercial interests of the tenderer, including intellectual property.

👉 The *Contracting authority* will disregard general statements that the whole tender or substantial parts of it contain confidential information. Tenderers need to mark clearly the information they consider confidential and explain why it may not be disclosed. The *Contracting authority* reserves the right to make its own assessment of the confidential nature of any information contained in the tender.

¹⁵ For the definition of trade secrets please see Article 2 (1) of DIRECTIVE (EU) 2016/943 on the protection of undisclosed know-how and business information (trade secrets) against their unlawful acquisition, use and disclosure.

¹⁶ See Article 4 (2) of the REGULATION (EC) No 1049/2001 regarding public access to European Parliament, Council and Commission documents.

APPENDIX: LIST OF REFERENCES

<i>Award criteria</i>	See Section 3.4
<i>Contracting authority</i>	See Section 1.1
<i>Entities on whose capacities the tenderer relies to fulfil the selection criteria</i>	See Section 2.4.3
<i>EU Validation services</i>	See Section 2.3 EU Grants and Tenders Rules on Legal Entity Validation, LEAR appointment and Financial Capacity assessment
<i>Exclusion criteria</i>	See Section 3.1
<i>Financial Regulation</i>	Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union
<i>Framework contract</i>	See Section 1.6
<i>Framework contract ceiling</i>	See Section 1.7
<i>Group leader</i>	See Section 2.4
<i>Identified subcontractors</i>	See Section 2.4.2
<i>Involved entities</i>	See Section 2.4
<i>Joint tender</i>	See Section 2.4.1
<i>Participating entities</i>	See Section 1.1
<i>Participant Register</i>	See Section 2.3 https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register
<i>Selection criteria</i>	See Section 3.2
<i>Sole tenderer</i>	See Section 2.4
<i>Subcontracting/subcontractor</i>	See Section 2.4.2
<i>Treaties</i>	The EU Treaties: https://europa.eu/european-union/law/treaties_en

ANNEXES

Annex 1. List of documents to be submitted with the tender or during the procedure

Description	Sole tenderer	Joint tender		Identified Subcontractor	Entity on whose capacity is being relied	When and where to submit the document?	Instructions for uploading in eSubmission (if applicable)	
		Group leader	Member of the group				How to name the file?	Where to upload?
1. Identification and information about the tenderer.								
eSubmission view								
<div><div><div></div></div><div>Ways to submit</div></div> <div><div></div><div>Parties</div></div> <div><div></div><div>Tender data</div></div> <div><div></div><div>Submission report</div></div> <div><div></div><div>Submit</div></div>								
Declaration on Honour on Exclusion and Selection Criteria (see Sections 3.1 and 3.2) model in Annex 2. Declaration on Honour on exclusion and selection criteria	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	With the tender in eSubmission	'Declaration on Honour'	With the concerned entity under 'Parties' →'Identification tenderer' →'Attachments'→'Declaration on Honour'. For entities on whose capacity is being relied and who are not subcontractors, the document must be uploaded in the section of the Sole tenderer or Group

								leader: → 'Identification tenderer' → 'Attachments' → 'Other documents'.
Evidence that the person signing the documents is an authorised representative of the entity ¹⁷	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			With the tender in eSubmission	'Authorisation to sign' documents'.	With the concerned entity under 'Parties' → 'Identification tenderer' → 'Attachments' → 'Other documents'.
Power of attorney (see Section 2.4.1) model in			<input checked="" type="checkbox"/>			With the tender in eSubmission	'Power of attorney'	In the Group leader's section under 'Parties' → 'Identification tenderer' → 'Attachments' → 'Other documents'.

¹⁷ A document that the Contracting authority can access on a national database free of charge does not need to be submitted if the Contracting authority is provided with the exact internet link and, if applicable, the necessary identification data to retrieve the document.

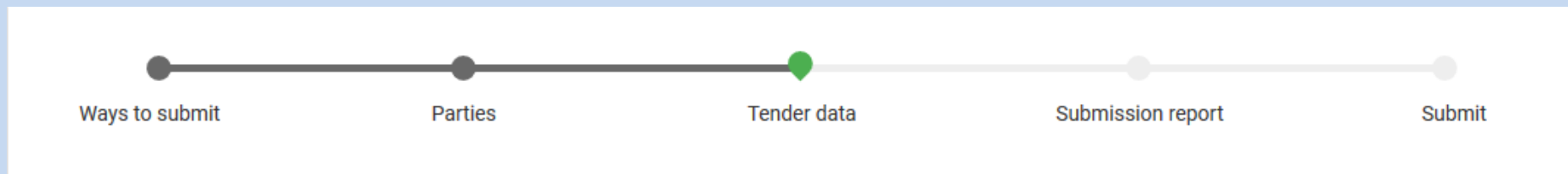
Annex 3. Power of attorney								
List of identified subcontractors (see Section 2.4.2) model in Annex 4. List of identified subcontractors	☒	☒				With the tender in eSubmission	“List of identified subcontractors”	In the Sole tenderer’s or the Group leader’s section under ‘Parties’ → ‘Identification tenderer’ → ‘Attachments’ → ‘Other documents’.
Commitment letter (see Section 2.4)				☒ (model in Annex 5.1)	☒ (model in Annex 5.2)	With the tender in eSubmission	‘Commitment letter’	With the concerned entity under ‘Parties’ → ‘Identification tenderer’ → ‘Attachments’ → ‘Other documents’.
Evidence of non-exclusion (see Section 3.1)	☒	☒	☒	☒	☒	Only upon request by <i>the Contracting authority</i> At any time during the procedure	n.a.	n.a.
Evidence of legal existence and status	☒	☒	☒			Only upon request by <i>the EU Validation services</i> At any time during the	n.a.	n.a.

						procedure In the Participant Register		
Evidence of legal capacity (see Section 3.2.1)						n.a.		n.a.
Evidence of economic and financial capacity F1 (see Section 3.2.2)	<p style="text-align: center;">The documents must be provided</p> <p style="text-align: center;">only by the <i>involved entities</i></p> <p style="text-align: center;">who contribute to reaching the minimum capacity level</p> <p style="text-align: center;">for criterion F1</p>					<p>Only upon request by <i>the Contracting authority</i> or <i>the EU Validation services</i></p> <p>At any time during the procedure</p> <p>By e-mail or letter or in the Participant Register</p>	n.a.	With the Group leader or the sole tenderer under 'Parties' → 'Identification tenderer' → 'Attachments' → 'Economic and financial capacity'.
Evidence of economic and financial capacity F2 (see Section 3.2.2)						<p>Only upon request by <i>the Contracting authority</i> or <i>the EU Validation services</i></p> <p>At any time during the procedure</p> <p>By e-mail or letter or in the</p>		With the Group leader or the sole tenderer under 'Parties' → 'Identification tenderer' → 'Attachments' → 'Economic and financial capacity'.

						Participant Register		
Evidence of technical and professional capacity T1 (see Section 3.2.3)	The documents must be provided only by the <i>involved entities</i> who contribute to reaching the minimum capacity level for criterion T1					Only upon request by <i>the Contracting authority</i> At any time during the procedure		With the Group leader or the sole tenderer under 'Parties' → 'Identification tenderer' → 'Attachments' → 'Technical and professional capacity'.
Evidence of technical and professional capacity T2 (see Section 3.2.3)	The documents must be provided only by the <i>involved entities</i> who contribute to reaching the minimum capacity level for criterion T1					Only upon request by <i>the Contracting authority</i> At any time during the procedure		With the Group leader or the sole tenderer under 'Parties' → 'Identification tenderer' → 'Attachments' → 'Technical and professional capacity'.

2. Tender data.

eSubmission view



Failure to upload the following documents in eSubmission will lead to rejection of the tender.

Technical offer (see Section 4.1) model in Annex 7	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				With the tender in eSubmission	'Technical offer'	Under section 'Tender Data' → 'Technical offer'
Financial offer (see Section 4.1) model in Annex 6	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				With the tender in eSubmission	'Financial offer'	Under 'Tender Data' → 'Financial offer'

Annex 2. Declaration on Honour on exclusion and selection criteria

Annex 2 is published as a separate document

Annex 3. Power of attorney

Call for tenders COMM/DUB/2023/OP/0037 - Organisation of events in Ireland

POWER OF ATTORNEY

The undersigned:

– Signatory (Name, Function, Company, Registered address, VAT Number)

having the legal capacity required to act on behalf of his/her company,

HEREBY AGREES TO THE FOLLOWING:

- 1) To submit a joint tender as a member of a group of tenderers (the Group), constituted by Company 1, Company 2, Company N (Group members), and led by Company 1 (Group leader), in accordance with the conditions specified in the tender specifications and the terms specified in the tender to which this Power of attorney is attached.
- 2) If the *Contracting authority* awards the contract resulting from this call for tenders to the *Group* on the basis of the joint tender to which this power of attorney is attached, all *Group members* shall be considered parties to the contract in accordance with the following conditions:
 - (a) All *Group members* shall be jointly and severally liable towards the *Contracting authority* for the performance of the contract.
 - (b) All *Group members* shall comply with the terms and conditions of the contract and ensure the proper delivery of their respective share of the services and/or supplies subject to the contract.
- 3) Payments by the *Contracting authority* related to the services and/or supplies subject to the Contract shall be made through the bank account of the *Group leader*: [Provide details on bank, address, account number].
- 4) The *Group members* grant to the *Group leader* all the necessary powers to act on their behalf in the submission of the tender and the conclusion of the contract, including:
 - (a) The *Group leader* shall submit the tender on behalf of all *Group members* and indicate in

the "Tender Contact Info" section in eSubmission the name and e-mail address of an individual - single point of contact authorised to communicate officially with the *Contracting authority* in connection with the submitted tender on behalf of all *Group members*, including in connection with all relevant questions, clarification requests, notifications, etc., that may be received during the evaluation, award and until the contract signature.

- (b) The *Group leader* shall sign any contractual documents — including the contract, and amendments thereto — and issue any invoices related to the performance of the contract on behalf of all *Group members*.
- (c) The *Group leader* shall act as a single contact point with the *Contracting authority* in the delivery of the services and/or supplies subject to the contract. It shall co-ordinate the delivery of the services and/or supplies by the *Group* to the *Contracting authority*, and shall see to a proper administration of the contract.

Any modification to the present Power of attorney shall be subject to the *Contracting authority*'s express approval. This Power of attorney shall expire when all the contractual obligations of the *Group* have ceased to exist. The parties cannot terminate it before that date without the *Contracting authority*'s consent.

Place and date:

Name (in capital letters), function, company and signature:

Annex 4. List of identified subcontractors

Identification details	Roles/tasks during contract execution	Proportion of subcontracting (% of contract volume)
<i>[Full official name Registered address Statutory registration number VAT registration number]</i>		
<i>[Full official name Registered address Statutory registration number VAT registration number]</i>		
<i>[REPEAT AS MANY TIMES AS THE NUMBER OF IDENTIFIED SUBCONTRACTORS]</i>		
Other subcontractors that do not need to be identified under Section 2.4.2		
	TOTAL % of subcontracting	0,00%

Annex 5.1. Commitment letter by an identified subcontractor

[Letterhead, if any]

EUROPEAN COMMISSION Call for tenders
Ref. COMM/DUB/2023/OP/0037 – Organisation of
events in Ireland

Attn:

[Insert date]

Commitment letter by identified subcontractor

I, the undersigned,

Name:

Function:

Company:

Registered address:

VAT Number:

having the legal capacity required to act on behalf of the company *[insert name of the entity]* hereby confirm that our company agrees to participate as subcontractor in the offer of *[insert name of the tenderer]* for the call for tenders COMM/DUB/2023/OP/0037 – Organisation of events in Ireland.

In the event that the tender of the aforementioned tenderer is successful, *[insert name of the subcontractor]* commits itself to make available the resources necessary for performance of the contract as a subcontractor and to carry out the services that will be subcontracted to it in compliance with the terms of the contract. It further declares that it is not subject to conflicting interests which may negatively affect the contract performance and that it accepts the general conditions attached to the tender specifications for the above call for tenders, in particular the contractual provisions related to checks and audits.

Done at:

Name:

Position:

Signature:

Annex 5.2. Commitment letter by an entity on whose capacities is being relied

[Letterhead, if any]

EUROPEAN COMMISSION Call for tenders
Ref. COMM/DUB/2023/OP/0037 Organisation of
events in Ireland

Attn:

[Insert date]

Commitment letter by an entity on whose capacity is being relied

I, the undersigned,

Name:

Function:

Company:

Registered address:

VAT Number:

having the legal capacity required to act on behalf of the company *[insert name of the entity]* hereby confirm that our company **authorises the *[insert name of the tenderer]* to rely on its financial and economic capacity in order to meet the minimum levels** required for the call for tenders COMM/DUB/2023/OP/0037 - Organisation of events in Ireland.

In the event that the tender of the aforementioned tenderer is successful, *[insert name of the entity]* commits itself to make available the resources necessary for performance of the contract. It further declares that it is not subject to conflicting interests which may negatively affect the contract performance, and that it accepts the general conditions attached to the tender specifications for the above call for tenders, in particular the contractual provisions related to checks and audits.

Done at:

Name:

Position:

Signature:

Annex 6. Financial offer form

Annex 6 is published as a separate document

Annex 7. Technical offer form

Annex 7 is published as a separate document

See editable document uploaded in the 'Document Library' in eTendering.

Annex 8. Case studies

Tenderers should draw up a proposition for handling and answering all 3 hypothetical cases.

Case 1: a Discussion outside the EC premises in the city of Dublin, for an audience of 30 to 50 people on the topic of ‘The future of Europe.’

Solely for the purpose of the case study proposal, tenderers should consider a maximum hypothetical budget of €5,000 for this case. No financial evaluation will take place and no further financial breakdown of costs is requested for the case studies.

The tenderers must provide the proposal for 2 hours discussion for an audience of 30-50 people on the topic of ‘the future of Europe’. The discussion will take place between 2 to 3 invited guests and moderator, in English without interpretation. The discussion will be recorded and live-streamed with the possibilities for the audience to ask questions during the event in person or via an application. The location should be in the city of Dublin, easily accessible by public transport, in a popular, well-known venue in the city centre or within 10 minutes’ walk from the city centre. The catering offered should be a coffee break for participants before the start of the event.

The tenderers should provide an organisational, technical and communication plan for the event, and shall define the place where the event will take place indicating the rationale for the choice. This plan should explain well the main objective of the event, key topic(s) covered, specify the possible speakers/moderators and participants/target groups and/or possible partners etc. The plan must include a summary of actions with a timeframe, including technical and logistics securing of the event (e.g. venue, technical equipment, registration of participants, catering, event staff etc.), which would lead to timely organisation of the event, ensure sufficient audience and effective use of resources/deployment of the staff. The plan must also specify the promotion of the event, a detailed media and social media plan with key communication messages and promotional mix selected (pre-event, during event, post-event) including a proposal for a visual.

As a part of the organisational, technical and communication plan the tenderers have to provide the following examples:

- an invitation with a programme of the discussion
- a short announcement for the web and a post for Facebook or other social media
- an evaluation plan (based on the Communication Network Indicators – see **Annex 9**), including an evaluation questionnaire

The invitation together with the programme of the event must be drafted in English, the remaining documents shall be in English and the organisational, technical and communication plan should also be in English.

Answer should be realistic and should not exceed 3 A4 pages. Tenderers are reminded to refer to the award criteria under section 3.4 of this document.

Case 2: Conference: ‘The future of the Common Agriculture Policy’ for a large audience of 150 people in Dublin.

Solely for the purpose of the case study proposal, tenderers should consider a maximum hypothetical budget of €20,000 for this case. No financial evaluation will take place and no further financial breakdown of costs is requested for the case studies.

The Common Agriculture Policy (CAP) is of huge importance to Irish stakeholders including farmers, consumers and those who care about the environment. Invited guests should be representatives of all important sectors of Irish society: politicians, businesses, trade unions, municipalities, NGOs, academia, etc. The event will have large media coverage and important keynote speaker(s), and will be moderated by a known personality.

The tenderers should provide a proposal for a conference which will consist of several panels concentrating on impact of the CAP on Ireland and European economy and the link with the Green Deal; Farm to Fork and Environment policies. The conference will be held in English without the need for interpretation. The venue should be in a 4-star hotel or equivalent, with large room for 150 people capacity. The venue should be easily accessible by public transport, in the city centre or within 20 minutes’ walk from the city centre. The catering offered will consist of 3 coffee breaks, one buffet lunch and one cocktail. The conference will be recorded and live streamed with the possibilities for the audience to ask questions *via* Sli.do during the event.

The tenderers should provide a detailed organisational, technical and communication plan for the stated event. This plan should well explain the main objective of the event, key topics covered, specify the possible speakers and participants/target groups and/or possible partners etc. The plan must include a detailed summary of actions with a timeframe, including technical and logistics securing of the event (e.g. venue, technical equipment, registration of participants, catering, staff etc.), which would lead to timely organisation of the event, ensure sufficient audience and effective use of resources/deployment of the staff. The plan must also specify the promotion of the event, a detailed media and social media plan with key communication messages and promotional mix selected (pre-event, during event, post-event) including a proposal for a visual.

As a part of the organisational, technical and communication plan the tenderers have to provide the following examples:

- an invitation with a programme of the conference
- a short announcement for the web and a post for Facebook or other social media
- an evaluation plan, including an evaluation questionnaire

The invitation together with the programme of the event must be drafted in English and the detailed organisational, technical and communication plan should also be in English.

Answer should be realistic and should not exceed 5 A4 pages. Tenderers are reminded to refer to the award criteria under section 3.4 of this document.

Case 3: Outdoor edutainment event “Europe day at Merrion Square’ with a cultural programme for large audience of 300 people and above

Solely for the purpose of the case study proposal, tenderers should consider a maximum hypothetical budget of €45,000 for this case. No financial evaluation will take place and no further financial breakdown of costs is requested for the case studies.

On 9 May each year, the Representation marks Europe day. We are constantly thinking of new ways to encourage people to think about Europe and other Representations around the EU manage to organise outdoor events which we have not done in recent times. The tenderers should prepare a creative concept for an outdoor edutainment event promoting what impact the EU has had on Ireland in a fun and entertaining way. This should be a mid-day event and its length would be maximum 4 hours.

The desired impact of the event is raise the profile of the European Union and make people think about it in a positive and fun way. The event should include short speeches by a European Commissioner and by the Taoiseach/Minister for European Affairs.

The tenderers should provide a detailed organisational, technical and communication plan for the stated event. This plan should well explain the main objective of the event, key topic(s) covered, specify the possible speakers and participants/target groups and/or possible partners, propose programme on the stage including cultural performances, accompanying edutainment activities and the presentation of the Contracting authority. The plan must include a detailed summary of actions with a timeframe, including technical and logistics securing of the event (e.g. venue, technical equipment, staff, catering for VIP guests and for performers and staff, security, paramedic staff), which would lead to timely organisation of the event, ensure sufficient audience and effective use of resources/deployment of the staff. The plan must also specify the promotion of the event, a detailed media [and social media] plan with key communication messages and promotional mix selected (pre-event, during event, post-event) including a proposal for a visual and branding.

As a part of the organisational, technical and communication plan the tenderers have to provide the following examples:

- a A3 poster with a programme of the edutainment event
- a short announcement for the web and a post for Facebook or other social media and
- an evaluation plan, including an evaluation method

The invitation together with the programme of the event must be drafted in English, the remaining documents shall be also in English.

The detailed organisational, technical and communication plan should be in English.

Answer should be realistic and should not exceed 8 A4 pages. Tenderers are reminded to refer to the award criteria under section 3.4 of this document.

Annex 9. Communication Network Indicators

https://ec.europa.eu/regional_policy/sources/informing/webinar/ec_common_set_indicators.pdf