

Annex 5 to the Tender Specifications

Invitation to tender No ELARG/2011/S-252 – Integrated communication services in the area of EU enlargement

REQUEST FOR A SPECIFIC COMMUNICATION ACTION

[model]

for a specific order to be placed in the context of the

multiple Framework Contract with renewed competitive tendering
for the provision of

"Integrated communication services in the area of EU enlargement"

ELARG/2011-S-252

Title of the specific action planned:

[please specify]

Authorising service: [please specify]

Contact: [please specify]

1. Subject of the specific contract

- a. Background
- b. Objective
- c. Nature of the services requested
- d. Dates, duration and places of performance
- e. Specific technical specifications

[to be specified according to the nature of the action planned]

2. Estimated and/or maximum budget

[to be specified according to the nature of the action planned and budget availability]

3. Specific provisions

- a. General organisation
- b. Relations with the Commission's services and its Representations in the Member States

[please specify according to the nature of the action envisaged]

4. Presentation of the bid

a. Deadlines

Bids must arrive in writing by no later than [date], whether by mail, electronic mail, hand delivery or private courier service.

b. Structure and contents

Bids must be structured as follows:

Proposed approach
Technical proposal
Proposed team
Detailed budget

5. Award

The specific contract will be awarded to the tender offering the best value for money, calculated according to the following formula:

Score for technical aspects / Price

a. Score for technical aspects

The criteria used are specified in the table below (tenders which do not obtain 50% of the maximum score for **each** award criterion and 70% of the **overall score for all these criteria together** will not be admitted to the next stage of the evaluation procedure).

Criterion	Explanation of the criterion's scope	Maximum	Minimum points to be obtained
a) Quality of the management and allocation of resources	Quality of the management and allocation of the resources proposed by the tenderer to ensure maximum efficiency in terms of costs, speed and quality of the services requested. Quality of preparation of the budget. Maximisation of the impact of the action.	50	25
b) Quality of the method proposed for the work and for the day-to-day management of the work	Quality of the method and procedure proposed for the general organisation and day-to-day management of the work, including interaction with the Commission services.	10	5
c) Quality of the evaluation of the impact of the actions undertaken	Quality of the approach proposed to optimise and evaluate the impact of the actions undertaken, particularly in terms of cost-effectiveness.	20	10
d) Quality and consistency of the proposal	Professional quality of the studies and analyses underpinning the proposal. Appropriateness of the degree of detail of the studies. Clarity of the actions proposed and of the responsibilities of the various players involved. The way the problem is addressed in each particular case.	20	10
e) Creativity of the approach	Creativity of the approach adopted in each particular case. Balance between innovation and tried-and-tested formulas.	100	50
Total		200	140

Price: all-in global price for the performance of the services proposed.