

## INSTRUCTIONS TO TENDERERS

### CONTRACT TITLE: COMMUNICATION CAMPAIGN SERVICES

The present procurement procedure is subject to the French Code of public procurement in its latest version in force as enacted by Order No. 2018-1074 issued on 26 November 2018 and its Implementation Decree No. 2018-1075 issued on 3 December 2018. Expertise France proceeds with open tender in application of L. 2124-2, R. 2161-2, R. 2161-3, R. 2161-4 et R. 2161-5 du CCP

**NB:** When submitting their expression of interest and technical and financial tender, tenderers must follow all instructions given in the current document, forms required, terms of reference, contract provisions and specifications contained in this tender dossier. Failure to submit a tender containing all the required information and documentation within the deadline specified may lead to the rejection of the tender.

#### I. SERVICES TO BE PROVIDED

The services required by the Contracting Authority is the “*provision of communication campaign services*” and are fully described in the Technical Terms of Reference (Annex 2 - Communication Campaign Technical Terms of Reference - ToR).

#### II. PROCEDURE’S SCHEDULE

	DATE*	TIME**
Publication on PLACE	July 13, 2021	-
Information meeting	July 28, 2021	16:00 (Paris Time)
Deadline for submitting tenders	August 23, 2021	16:00 (Paris Time)
Completion date for evaluating technical offers	September 1, 2021	-
Notification of award	September 7, 2021	-
Contract signature	September 14, 2021	-
Start date	September 14, 2021	-

\*Provisional date

\*\* All times are in the time zone of the country of the Contracting Authority

#### III. PARTICIPATION AND SUBCONTRACTING

Legal persons are not entitled to participate in this tender procedure or be awarded a contract if they are in any of the conditions (mentioned in articles R. 2192-10 and followers of The French Code of public

procurement or any equivalent ban issued in another country), and detailed in the Annex of the current document “Declaration of honour on exclusion criteria and absence of conflict of interest”.

#### **IV. CONTENT OF THE TENDER DOSSIER**

The tender dossier is composed by the following documents:

- Annex 1 - Invitation Letter
- Annex 2 – Technical Terms of Reference (ToR)
- Annex 3 - Instruction to Tenderers (ITT)
- Annex 4 - Expression of Interest (Eoi)
- Annex 5 - Declaration of honour on exclusion criteria and absence of conflict of interest
- Annex 6 – Draft Framework Contract
- Annex 7 - Third Party Identification Sheet
- Annex 8 - Financial Proposal Form

#### **V. CONTENT OF THE TENDERS**

Candidatures material, offers, all correspondence and documents related to the tender exchanged by the tenderer and the Contracting Authority must be written in English.

Supporting documents furnished by the tenderer may be in another language, provided they are accompanied by a translation into the language of the procedure. For the purposes of interpreting the tender, the language of the procedure has precedence.

Failure to fulfil the requirements described in the current paragraph will constitute a formal error and may result in rejection of the tender.

##### **(i) Expression of interest material**

The candidatures material must include the following documents:

- (1) A completed Expression of Interest Form (Annex 4) including information on the financial, economic, technical and professional capacities of the tenderer, and list of references; only the leader of the consortium or tenderer must complete and sign the form;
- (2) Declaration of honour on exclusion criteria and absence of conflict of interest (Annex 5)
- (3) A completed Third Party Identification Sheet (Annex 7). The form must be submitted only by the consortium leader;

In case of subcontracting, a statement guaranteeing the eligibility of the subcontractor. The statement must contain information on the financial, economic, technical and professional capacities of the envisaged subcontractor.

##### **(ii) Technical offer**

The tenderers are requested to present technical and financial offer for the Communication Campaign in line with the technical specifications detailed in this ToR hereby. The technical offer should not exceed fifteen (15) pages, and should include the following information (CVs are not included in the limit for number of pages):

1. The approaches and suggestions of the Contractor regarding the activities specified in the ToR. A detailed strategy document is not expected from the Contractor at this stage; however, it is

- expected that the Contractor prepares a study indicating how they understood and interpreted the assignments defined in the ToR. Especially, design ideas and suggestions showing their approach for NCC and for IBCC specifically for the institutions should be shared. In this section, it is expected that there will also be the short description of creative ideas that are not included in the financial proposal, apart from the suggested communication tools. Proposed creative ideas will also be considered on technical evaluation.
2. The Contractor should present design ideas and suggestions for the World Day Against Child Labour defined in 5.5.10 and Gender Equality Day defined in 5.5.11 in the technical proposal in detail.
  3. The experiences and works of the Contractor should be presented:
    - a) Past experiences and works showing the level of competence in developing and implementing similar social campaign communication strategies should be presented with their budgets.
    - b) The Contractor's work experience in the projects of the European Union and/or other international organizations should be indicated.
    - c) Experiences showing the Contractor's local level media works and activities should be presented.
    - d) The Contractor's work experience regarding vulnerable groups such as the refugees, children, etc. should be specified.
    - e) The Contractor's experience on web sites and social media management should be indicated.
    - f) The Contractor's experiences in developing and designing content for bulletins should be listed.
    - g) The Contractor's experiences showing their competence level in event design should be listed.
  4. CVs and experiences of the team showing the Contractor's technical work capacity should be submitted.
  5. Letter of Intent indicating why the Contractor would like to undertake this work and highlighting the qualifications distinguishing them from their competitors should be submitted.
  6. The measures (including Covid-19 measures) to be taken by the Contractor in both developing and implementing the communication campaign for sound and timely completion of the campaign should be specified.

Communication details of institutions/persons that could be contacted for the Contractor's previous works should be presented to the Contracting Authority. The Contracting Authority shall reserve the right to request detailed data on the items listed above from the bidding Contractor.

### **(iii) Financial Proposal**

The financial offer must be presented in EURO currency excluding VAT and by filling the Financial Proposal Form (Annex 8) and include all type of expenditures (fees, travel, accommodation...) for all tasks mentioned in the Technical Terms of Reference.

The financial offer will consist of 3 categories;

- **Category 1:** Financial offer including items 5.1, 5.2, 5.3, 5.4 mentioned in the technical terms of reference (pages 10 – 20). (For this section, the unit and total number of services are clear and specified in the Financial Proposal Form - Annex 8)

- **Category 2:** Financial proposal including unit price for items explained in 5.5 section of the technical terms of reference (pages 20 - 23). (Unit price is required for this section. Whether the services will be received or not the unit prices will be submitted in the financial proposal. It will be decided in parallel with the strategy to be developed with the consultation of the Contractor and the Contracting Authority after the main Contract has been signed, and the services will be requested on the basis of proposed unit prices.)
- **Category 3** includes the sections where the Contractor will offer creative suggestions under the specified categories and where the implementation budget may differ according to the proposed design. These items consist of the implementation costs of 5.1.2 Implementation of the NCC Design Outside the Basic Elements, 5.2.2 Application of the IBCC Design Specific to the Institution, 5.5.10 Special Work for Combating Child Labour Day and 5.5.11 Gender Equality Special Study. The Contractor should present a unit cost and total budget for this section. A specific/second page (worksheet) is reserved for this section in the attached Financial Proposal Form (Annex 8).

Accordingly the Financial Proposal Form (Annex 8) should be filled as below described:

- **Category 1:** Estimated quantities are defined. Only the unit prices will be filled accordingly.
- **Category 2:** Only unit prices will be written. The claim will only be used in case of a need / needs.
- **Category 3:** The “creative” part is to be filled by the Contractor according to the technical offer. The Contractor is free to add / delete description, also quantities / WDs.

**During the bidding procedure, Contractor must submit a financial proposal for the first two categories on the first page (worksheet) and for Category 3 on the second page (worksheet), using the Financial Proposal Form included in the Annex 8.**

The contract value must be indicated by the Contracting Authority Article I.3 (Contract value) of the framework contract agreement.

Payments under this contract will be made in the currency of the tender (EURO).

The financial offer must include the following documents:

- (1) The duly completed, dated and signed Financial Proposal Form (Annex 8)
- (2) The duly completed, dated and signed Framework Contract Agreement (Annex 6);
- (3) A completed Third Party Identification Sheet (see Annex 7) to indicate the bank account into which payments should be made if the tender is successful.

#### **(iv) Costs for preparing tenders**

No costs incurred by the tenderer in preparing and submitting the tender are reimbursable. All such costs must be borne by the tenderer.

#### **(v) Submission of tenders**

In order to submit their tenders, tenderers must enter the following reference in the “current tender – search” field on the e-procurement platform ([www.marches-publics.gouv.fr](http://www.marches-publics.gouv.fr)): **21-MR2926**.

Tenders must be submitted through the e-procurement platform before **August 23, 2021 at 16:00 (Paris time)**. They must include the requested documents hereinabove.

**Tenders submitted by any other means will not be considered.**

The pages of the technical offer must be numbered.

**(vi) Amending or withdrawing tenders**

Tenderers may amend or withdraw their tenders by written notification through the e-procurement platform prior to the deadline for submitting tenders. Tenders may not be amended after this deadline.

Any such notification of amendment or withdrawal must be prepared and submitted in accordance with the requirements described hereinabove.

**(vii) Period during which tenders are binding**

Tenderers are bound by their tenders for 90 days after the deadline for submitting tenders or until they have been notified of non-award.

**VI. EVALUATION OF TENDERERS' CAPACITY**

In order to be considered technically capable of providing the tasks and services described in the terms of reference, each tenderer will have to provide information on the following requirements as stated in Expression of Interest Form (Annex 4):

- i. Information on the economic and financial capacity of the tenderer
- ii. Information on the tenderer's relevant references
- iii. Proof of fulfilment of tax and social security obligations

The tenderers may rely on capacity of other economic operators, including consortium members and subcontractors to meet the requirements.

Failure to meet the above-mentioned requirements or to provide the documents requested as candidatures material will result in the candidate's tender being declared non-compliant and rejected without being analysed.

**VII. EVALUATION OF TENDERS**

**Award criteria**

The best value for money is established by weighing technical quality against price on a **70% technical/30% price** basis.

<b>Award criteria</b>	<b>Weight in Evaluation (%)</b>
1. The Contractor's approach to NCC and campaign implementation ideas and suggestions for IBCC that are specified in the ToR	30
2. The Contractor's awareness raising approach for the special days defined in items 5.5.10 and 5.5.11	4
3. Experiences and past works of the Contractor	20
a) Competence level in developing and implementing similar social campaign communication strategies locally in Turkey	
b) The Contractor's work experience in the projects of the European Union and/or international organizations locally in Turkey	
c) Experiences showing the Contractor's local level works and media activities in Turkey	
d) The Contractor's work experience regarding vulnerable groups such as the refugees, children, etc. locally in Turkey	

e) The Contractor's experience on web sites and social media management locally in Turkey f) The Contractor's experience in developing and designing content for bulletins locally in Turkey. g) The Contractor's experiences showing their competence level in event design locally in Turkey h) Legal representation in Turkey (for international companies)	
4. CVs and experiences of the team showing the Contractor's technical work capacity High level of competence in the team in both English and Arabic	10
5. The Contractor's letter of intent showing why they would like to undertake this assignment	3
6. The measures (including Covid-19 measures) to be taken by the Contractor for sound and timely completion of the campaign	3
Price/ Financial offer Financial rating (FR) on 30 points maximum will be made on the comparison of the financial offers of the different applicants by application of the following formula: $FR = 100 \times \text{lowest financial offer} / \text{rated financial offer}$	30

Technical offer shall have 70% weight, and the financial offer shall have 30% weight in evaluation.

Tenders will be appraised and given a score up to 100 points according to these criteria.

Only tenders with scores of at least 45 points on technical evaluation qualify for the financial evaluation;

No other award criteria will be used. The award criteria will be examined in accordance with the requirements indicated in the Terms of Reference.

The terms of reference is published both in English and Turkish. In case of discrepancy in languages of the terms of reference, the English version shall prevail.

Financial Proposal evaluation will be made on categories 1 and 2 only. For the services in these categories, the contracting authority will send purchase orders to the contractor, determining the quantity of purchased items. The payment order will be made in every 3 months against proof of evidence and acceptance and approval of these proofs and services by the Contracting Authority, over the items completed in accordance with the work plan.

Financial proposal for Category 3 will not be considered as a basis for selection, and services will be procured with a specific contract (model attached) in line with the financial proposal in Category 3, based on the proposal package submitted by the selected Contractor in the technical proposal and accepted by the contracting authority.

**IMPORTANT NOTE:**

- The technical terms of reference hereby **does not cover** national and local media procurements.
- The financial offer should cover all additional costs of the Contractor staff regarding the communication campaign such as possible travel, accommodation and communication costs.
- Printing and distribution of materials for IBCC is included in budget item 5.2.2 under the Category 3; the printing costs of documents apart from them shall be covered by the Contracting Authority.
- Translation costs within the scope of the Communication Campaign shall be covered by the Contractor.
- The organizational costs of the special events (apprentice student forums, start-up idea contests, vocational skills contest and closing event) mentioned in this ToR shall be covered by the Contracting Authority and subject of another tender.

**VIII. NEGOTIATION**

Not applicable.

**IX. CHOICE OF SELECTED TENDERER**

After possible negotiation and a final notation of the offers, the contract will be awarded to the tenderer whom offer has been given the higher score and thus proposing the best quality at the smallest cost.

**X. CONFIDENTIALITY**

The entire evaluation procedure is confidential, subject to the Contracting Authority's legislation on access to documents. The Evaluation Committee's decisions are collective and its deliberations are held in closed session. The members of the Evaluation Committee are bound to secrecy. The evaluation reports and written records are for official use only and may be communicated neither to the tenderers nor to any party other than the Contracting Authority.

**XI. ETHICS CLAUSES / CORRUPTIVE PRACTICES**

- a) Any attempt by a tenderer to obtain confidential information, enter into unlawful agreements with competitors or influence the Evaluation Committee or the Contracting Authority during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of its tender and may result in administrative penalties.
- b) The tenderer must not be affected by any conflict of interest and must have no equivalent relation in that respect with other tenderers or parties involved in the project.
- c) Tenders will be rejected or contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified or commissions paid to a company which has every appearance of being a front company.
- d) The Contracting Authority reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the Contract, the Contracting Authority may refrain from concluding the Contract.

**XII. SIGNATURE OF CONTRACT(S)****13.1. Notification of award**

The successful tenderer will be informed by electronic means through the above-mentioned e-procurement platform writing that its tender has been accepted.

The other tenderers will, prior to the notification of the contract, be informed that their tenders were not accepted, by electronic means, including an indication of the relative weaknesses of their tender by way of a comparative table of the scores for the winning tender and the unsuccessful tender.

The Contracting Authority will furthermore, at the same time, also inform the remaining unsuccessful tenderers and the consequence of these letters will be that the validity of their offers must not be retained.

**XIII. CANCELLATION OF THE TENDER PROCEDURE**

In the event of cancellation of the tender procedure, the Contracting Authority will notify tenderers of the cancellation.

Cancellation may occur where:

- the tender procedure has been unsuccessful, i.e., no qualitatively or financially worthwhile tender has been received or there is no valid response at all;
- there are fundamental changes to the economic or technical data of the project;
- exceptional circumstances or force majeure render normal performance of the contract impossible;
- all technically compliant tenders exceed the financial resources available;
- there have been irregularities in the procedure, in particular if they have prevented fair competition;
- the award is not in compliance with sound financial management, i.e. does not respect the principles of economy, efficiency and effectiveness (e.g. the price proposed by the tenderer to whom the contract is to be awarded is objectively disproportionate with regard to the price of the market).

In no event shall the Contracting Authority be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a tender procedure, even if the Contracting Authority has been advised of the possibility of damages. The publication of a procurement notice does not commit the Contracting Authority to implement the programme or project announced.

**XIV. ADDITIONAL INFORMATION BEFORE THE DEADLINE FOR SUBMITTING TENDERS**

If the Contracting Authority, either on its own initiative or in response to a request from a tenderer, provides additional information on the tender dossier, it must send such information through its buyer profile on the e-procurement platform at [www.marches-publics.gouv.fr](http://www.marches-publics.gouv.fr) to all other tenderers at the same time.

Tenderers may submit questions through the e-procurement platform [www.marches-publics.gouv.fr](http://www.marches-publics.gouv.fr) up to 5 days before the deadline for submission of tenders. In order to submit their questions and have access to the tender area, tenderers must use the “current tender – search” field and enter the following reference: **21-MR2926**.

The Contracting Authority will provide clarification at the latest 3 days before the deadline for submitting tenders.

VET4JOB project will hold an online meeting on July 12, 2021 at 4:00 pm (Paris time) to reply to the

questions of the relevant companies regarding the tender process ONLY. This meeting will not provide any clarification on the services to be provided by the supply that will be awarded for the Framework contract. Any question regarding technical and financial offer should be ask by writing and addressed by EF through the “PLACE” e-platform only.

The companies that would like to participate in this meeting should write to Expertise France though the “PLACE” e-platform until July 9, 2021 by 4 pm (Paris Time), and request a participation link.

#### **XV. APPEALS**

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint.

The Paris Administrative Court is in charge of complaint procedures (address: 7 rue de Jouy, F-75004 Paris, France; e-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)).

Tenderers can obtain information on complaint procedures from the Registry of the Paris Administrative Court (address: 7 rue de Jouy, F-75004 Paris, France; e-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)).