

FINANCE AND PROCUREMENT

RES/PRO/CALU/RB(2016)/00934

Thessaloniki, 20 April 2016

OPEN INVITATION TO TENDER

AO/DSL/AZU-JBU/SkillsPanoramaUX/004/16
“User experience (UX), support and development services for the Skills Panorama”

 REFERENCE: *Contract notice - 2016/S 077-135082 of 20/04/16*

Dear Sir/Madam,

We thank you for the interest you have shown in this tender procedure.

The purpose of this call for tenders and additional information necessary to present a tender can be found in the attached Tender Specifications. You should note however the following important points concerning the submission of a tender and its implications.

1. Tenders (and documents included in them) should be submitted preferably in English, but in any case in one (or in any) of the official languages of the European Union.
2. Tenders may be submitted exclusively in one of the following ways:

(a) by post to be dispatched **not later than the date and time specified in the timetable in point 8 below**, in which case the evidence shall be constituted by the date of dispatch on the postmark or the date of the deposit slip, to the following post address of Cedefop :

**European Centre for the Development of Vocational Training (Cedefop),
Attention of Procurement Service
PO Box 22 427
GR – 55102 Thessaloniki, Greece**

Important:

If using a postal service, tenderers must use a registered, reliable one. If no postmark has been stamped or if the postmark is not legible, Cedefop will accept deposit slip issued by the postal service, provided that this clearly indicates the date as filled in by the post office and not by the tenderer.

Tenderers shall inform Cedefop by e-mail (c4t-services@cedefop.europa.eu) or fax (+30 2310 490028)

- ✓ that they have submitted an offer in time, and
- ✓ that they request Cedefop to confirm receipt of the e-mail or fax.

Tenderers should not attach their offer to any of the above informative e-mail or fax.

or

(b1) by courier service to be dispatched not later than **the date and time specified in the timetable in point 8 below**, in which case the evidence shall be constituted by the date of dispatch to the address below or the date of the deposit slip,

or

(b2) delivered by hand not later than **the date and time specified in the timetable in point 8 below**, in which case a receipt must be obtained as proof of submission, signed and dated by the official in the above mentioned Service who took delivery,

to the following address (for points **(b1)** and **(b2)** above):

**European Centre for the Development of Vocational Training (Cedefop),
Attention of Procurement Service
123, Europe Str,
GR-57001 Thessaloniki-Pylea, Greece
Tel: +30 2310 490111 / 490 064**

Please note that Cedefop is open from 09h00 to 17h00, Monday to Friday. It is closed on Saturday, Sunday and Cedefop holidays.

3. Tenders must be submitted strictly adhering to the following.

Tenders must be submitted in a sealed envelope itself enclosed within a second sealed envelope. If self-adhesive envelopes are used, they must be sealed with adhesive tape and the sender must sign across this tape.

The **outer envelope**, addressed simply to Cedefop (address depending on the means of submission, see point 2 above), should only bear additionally **the name and address** of the sender.

The **inner envelope**, addressed to the Procurement Service as indicated under point 2 above, must bear a self-adhesive label with the indication **“Open Invitation to tender – Not to be opened by the internal mail service”** and all the necessary information, as shown below:

OPEN INVITATION TO TENDER CEDEFOP No: AO/DSL/AZU-JBU/SkillsPanoramaUX/004/16 “User experience (UX), support and development services for the Skills Panorama” Name of tenderer: NOT TO BE OPENED BY THE INTERNAL MAIL SERVICE

The inner envelope must also contain three sealed envelopes, namely, Envelope A – “Supporting Documents”, Envelope B – “Technical Proposal” and Envelope C – “Financial Proposal”. The content of each of these three envelopes is described in section 6 of the attached Tender Specifications.

Tenderers should not disclose their financial offer in any part of their tender other than the sealed envelope C, not even disclose the total amount of their financial offer on the cover letter.

4. Tenderers must ensure that their tenders are signed by an authorised representative and that tenders are legible. It is mandatory to include in the offer a **Cover Letter, signed by the person/s that is/are authorised to sign the contract in case of contract award, stating that the tenderer accepts in full and without restriction the requirements of these Tender Specifications, and the Special and General conditions governing this contract as the sole basis of this tendering procedure** (see also point 1 of the Tender Specifications).
5. **Submission of a tender implies acceptance of all the terms and conditions set out in this Invitation to Tender, in the specifications and in the draft contract and**, where appropriate, waiver of the tenderer's own general or specific terms and conditions. It is binding on the tenderer to whom the contract is awarded for the duration of the contract.
6. The opening of tenders will take place at Cedefop on the date and time specified in the timetable in point 8 below. Each tenderer may be represented at the opening of tenders by one person. The name of the person attending the opening must be notified in writing by fax (Fax No +30 2310 490 028) or by e-mail (C4T-services@cedefop.europa.eu) at least two working days prior to the opening session.
7. Contacts between the contracting authority (Cedefop) and tenderers are prohibited throughout the procedure save in exceptional circumstances and under the following conditions only:

7.1 Contacts before the final date for submission of tenders:

- At the request of the tenderer, the Cedefop Procurement Service may provide additional information solely for the purpose of clarifying the tender documents. Any request for additional information must be made in writing by e-mail (C4T-services@cedefop.europa.eu) or by fax (fax No +30 2310 490 028).

Requests for additional information/clarification (if any) from potential tenderers should preferably be written in English and should be received by the date and time as specified in the timetable in point 8 below. No such requests will be processed after that date.

- Cedefop may, on its own initiative, inform interested parties of any error, inaccuracy, omission or any other clerical error in the text of the call for tenders.

The Answers/Clarifications of Cedefop to the requests for additional information/clarification of the tenderers, including that referred to above, will be published on Cedefop's website under the same link where this Open Tender Procedure is announced (<http://www.cedefop.europa.eu/en/about-cedefop/public-procurement>.) **Tenderers must ensure that they visit regularly the site for updates up to the closing date for receipt of tenders.**

7.2 Contacts after the final date for submission of tenders and before opening:

- Tenderers should not contact the Contracting Authority (i.e. Cedefop) on their own initiative.

- Tenderers are not allowed to amend their offers, e.g. by completing the documents they sent, replacing them with amended ones or sending new documents initially not included in the tender, as this may lead to rejection of the tender at a later stage. Any such need for additional information/document identified by the Evaluation Committee during the evaluation process will be notified to the tenderer concerned at Cedefop's initiative, providing for a reasonable deadline for response (see also the provisions under the heading below).

7.3 Contacts after the opening of tenders:

- Tenderers should not contact Cedefop on their own initiative at that stage.
- If clarification on the compliance with the Eligibility and/or Selection Criteria is required or if obvious clerical errors in the tender need to be corrected Cedefop may contact tenderer/s in writing to obtain further clarification or documents on specific points of the tender or to correct obvious clerical errors.
- If the necessary information and/or supporting documents for the assessment of an award criterion are missing, these may not be requested as clarification if this might alter the proposal. Any requests for clarification in that regard should not lead to amendment of the terms of the tender. Tenderers must not modify their tender or add any new elements to it. The reply must therefore make clear reference to the relevant information already present in the file. This will serve solely the purpose to provide the Evaluation Committee with a clarification regarding the technical proposal provided the terms of the tender are not modified as a result.
- In regards to possible clarifications on obvious clerical errors in the Financial Offer, tenderers must not add any new prices, but only explain the quotation on the basis of elements and prices already present in the offer. In case a tenderer alters his financial offer during a clarification (beyond the correction of any obvious clerical/calculation errors), this offer will be automatically rejected.
- Tenderers should be prepared to reply to such requests for clarification within a short reasonable deadline as it will be stated in the request for clarification.

8. Timetable:

	DATE	Local TIME
Deadline for requesting any clarifications from the Contracting Authority (Cedefop)	20/05/2016	17.00
Last date on which clarifications will be publicly issued by Cedefop	23/05/2016	N/A
Deadline for submission of tenders (hand delivered)	31/05/2016	17.00
Deadline for submission of tenders by post / courier	31/05/2016	N/A
Validity of the tenders	01/12/2016	N/A
Tender opening session	13/06/2016	11.00
Estimated contract signature date	End of August 2016	

9. Tenderers must maintain the validity of their tender for at least 6 months following the deadline of submission of tenders.

In exceptional cases, before the period of validity expires, Cedefop may ask the tenderers to extend the period for a specific number of days, which may not exceed 40.

The selected tenderer must maintain his tender for a further period of 60 days from the date of notification that his tender has been recommended for the award of the contract. The further period of 60 days is added to the initial period of 6 months irrespective of the date of notification.

10. All costs incurred in preparing and submitting tenders should be borne by the tenderers.
11. Up to the point of signature, the contracting authority may either abandon the procurement or cancel the award procedure, without the candidates or tenderers being entitled to claim any compensation. If such decision is taken, the tenderers will be notified accordingly.
- This invitation to tender is in no way binding on Cedefop. Cedefop's contractual obligation commences only upon the signature of an Order under the Framework Contract, whereby signature of the Framework Contract alone does not commit Cedefop to order.
12. Evaluating your tender and your possible subsequent replies to questions in accordance with the specifications of the invitation to tender, will involve the recording and processing of personal data (such as your name, address and CV). Unless indicated otherwise, such personal data will be processed by Cedefop's Finance and Procurement Service solely for that purpose and pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of data by the Union institutions and bodies and on the free movement of such data. Details concerning the processing of your personal data are available on the privacy statement at:
http://ec.europa.eu/dataprotectionofficer/privacystatement_publicprocurement_en.pdf.

You have the right of recourse at any time to the European Data Protection Supervisor for matters relating to the processing of your personal data.

13. Your personal data may be registered in the Early Detection and Exclusion System (EDES) if you are in one of the situations mentioned in Article 106 of the Financial Regulation¹. For more information, see the Privacy Statement on http://ec.europa.eu/budget/explained/management/protecting/protect_en.cfm#BDCE).
14. Once Cedefop has opened the tender, it becomes its property and it shall be treated confidentially.
15. You will be informed of the outcome of this procurement procedure by e-mail only. It is your responsibility to provide a valid e-mail address together with your contact details in your tender and to check this e-mail address regularly.

Yours sincerely,

Isabelle Thomas-Kollias
Acting Head of Procurement

Attached: Tender Specifications

¹ Regulation (EU, Euratom) No 966/2012 of the European Parliament and of the Council of 25 October 2012 on the financial rules applicable to the general budget of the Union and repealing Council Regulation (EC, Euratom) No 1605/2002 (OJ L 298 of 26.10.2012, p. 1) as amended.

OPEN INVITATION TO TENDER

AO/DSL/AZU-JBU/SkillsPanoramaUX/004/16

**“User experience (UX), support and development services
for the Skills Panorama”**

Tender Specifications

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Introduction to Cedefop: Europe's agency for training policy

Source: <http://www.cedefop.europa.eu/EN/about-cedefop.aspx>

To provide people with the skills they need, vocational education and training systems (VET) need to adapt quickly to changing demands. European VET policy's central aim is to promote excellence through VET. To make it both an attractive learning option for the brightest and best young people and adults and an effective way of helping those with low levels of qualification to develop their skills.

Cedefop (the European Centre for the Development of Vocational Training), founded in 1975 and based in Greece since 1995, is a European Union (EU) agency. It supports the European Commission, Member States ⁽²⁾ and social partners by helping design VET policies that promote excellence and social inclusion and strengthen European cooperation in VET.

Cedefop's objective and priorities for 2012-16

Cedefop's activities are guided by its strategic objective and medium-term priorities 2012-16. Cedefop's strategic objective is to contribute to designing and implementing policies for an attractive VET that promotes excellence and social inclusion and to strengthening European cooperation in developing, implementing and analysing European VET policy. This objective is supported by three priorities:

- **Supporting modernisation of VET systems**

Modern VET systems must be relevant to individual and labour market needs. They should take into account learning acquired in different ways (for example through work experience) and at different times and allow people to move between countries and sectors.

Member States decide national VET policies and Cedefop monitors and reports on the reforms and changes they make to their systems. Cedefop also works to improve international VET statistics.

European cooperation in VET, led by the European Commission working with Member States and social partners, has agreed shared objectives. As part of this cooperation, Cedefop has helped develop, and is now working to implement, common European tools and principles, which aim to make it both easier to work and study abroad and move between different parts of a national education and training system (for example between general and vocational education).

- **Careers and transitions – Continuing VET, adult and work-based learning**

Today, people are likely to change jobs more often. Cedefop is looking at how continuing training and work-based learning for adults can help people to manage their careers better and improve their job prospects. Cedefop is also examining how work-based learning for adults can help enterprises to deal with technological change, generate innovation and increase competitiveness. New demands are also being made of VET teachers and trainers and Cedefop is looking at their changing roles and their skill and learning needs.

⁽²⁾ Cedefop also works with Iceland and Norway.

- **Analysing skills needs to inform VET provision**

Europe's growth and competitiveness will be held back if people's skills do not meet job requirements. Unemployment currently coexists with skill shortages. Understanding and anticipating the skills required helps ensuring that training meets labour market needs. It helps to promote a better match between individuals' potential and job requirements.

Cedefop's skill needs analysis provides insights into the trends that influence skill supply and demand and the imbalances that may arise both in the EU and individual Member States. Cedefop is also finding out more about sectoral and occupational developments, such as the demand for 'green' skills for sustainable growth and, as the population ages, the potential for jobs creation and impact of skill needs of the 'silver' economy.

Cedefop's information

Cedefop shares its expertise through its publications, networks, conferences, seminars and web portal www.cedefop.europa.eu. The web portal provides news on Cedefop's major themes "Identifying skills needs", "Understanding qualifications", "Analysing policy" and "Developing lifelong learning". All Cedefop publications are available for download. Cedefop hosts and organises conferences and events throughout the year.

In addition to its web portal www.cedefop.europa.eu, Cedefop's work can be followed on Facebook at www.facebook.com/cedefop and Twitter at www.twitter.com/cedefop.

1. OVERVIEW OF THIS TENDER PROCEDURE

In submitting his tender in response to this tender procedure, the tenderer accepts in full and without restriction the requirements of these Tender Specifications, and the Special and General conditions governing this contract as the sole basis of this tendering procedure, whatever his own conditions of sale and terms of business may be, which he hereby waives. No account can be taken of any reservation or disclaimer expressed in the tender as regards the tender dossier's Tender Conditions and Specifications and the Contract's Special and General Conditions. If necessary, clarification may be requested by the potential tenderer concerned while the tender submission phase is open – see point 7 of the Invitation to tender. Any reservation or disclaimer may result in the rejection of the tender without further evaluation on the grounds that it does not comply with the conditions of the Tender Dossier.

Tenderers are expected to examine carefully and comply with all instructions, forms, contract provisions and specifications contained in this tender dossier. Failure to submit a Technical and a Financial Proposal containing all the required information and documentation may lead to the rejection of the tender.

1.1. Description and type of the contract

- *Title of the contract:*

“User experience (UX), support and development services for the Skills Panorama”

- Short description of content of this contract:

The aim of this contract is to provide the following services related to the Skills Panorama web portal, its associated content management system (CMS) and tools: project management, analysis of web portal requirements, creative direction, user experience design, software development, internet marketing, hosting, testing, maintenance and support.

Services will be acquired in the form of person-days categorised in profiles. A detailed description of the required profiles can be found further below (see point 2.9).

- Type of contract: Framework Service Contract

The tasks / services will be performed by the selected contractor upon signature of separate order forms issued by Cedefop within the context of the Framework Contract and throughout its validity. The number and content of order forms will depend on the needs of Cedefop. Each order form will be prepared in line with the tender and shall stipulate the tasks, services to be performed by the Contractor, the deliverables, the timetable and the budget.

1.2. Place of delivery or performance

The tasks will be completed either in the Contractor's premises and/or in Cedefop's premises, 123 Europe str., Pylea, Thessaloniki.

1.3. Division into lots

This tender procedure is not divided into lots.

1.4. Variants

Tenderers may not offer variant solutions to what is requested in the tender specifications. Cedefop will disregard any variants described in a tender, and reserves the right to reject such tenders without further evaluation on the grounds that they do not comply with the tender specifications.

1.5. Value or quantity of purchase

The estimated budget for the required services described in this call for tenders is of the order of **1,000,000 EUR (without VAT)** over a 4-year period. Tenderers should be aware that the information on volume is purely indicative, shall not be binding on Cedefop and should not be considered as a warranty as to the final value of the contract. The sum of the amounts of the successive Order Forms that will be issued after the Framework Contract is signed may not reach the a.m. estimated value for the Framework Contract. Cedefop will be contractually bound only by the amounts effectively entered in the successive signed Order Forms. The total value of the framework contract will ultimately depend on the orders which Cedefop may place through Order Forms.

Important disclaimer

Estimation is based on the experience gained so far in the Skills Panorama and the foreseeable new activities. Although being developed and maintained by Cedefop, the Skills Panorama is an initiative of the European Commission, which provides political steering for the project. Thus decisions made by the European Commission may affect the site and generate needs for new developments or activities that cannot be foreseen at this stage.

Therefore, Cedefop cannot exclude that the estimated total volume of services might increase, due to external requirements for new services consisting in the repetition of similar services entrusted to the economic operator awarded the contract (after this open tender procedure).

In such case, Cedefop may decide to use a negotiated procedure without prior publication of a contract notice, provided that these new services conform to the basic project that was the subject of the initial contract awarded under this open procedure. Such procedure may be used only during the three years following conclusion of the original contract.

1.6. Duration of the contract

The contract shall enter into force on the date of signature of the last contracting party, shall have initial duration of one (1) year and will be automatically renewed up to three (3) times, each for an additional period of one (1) year, covering a total acquisition period of four (4) years (1+1+1+1).

1.7. Main terms of financing and payment

Invoices shall be issued upon the explicit approval of deliverables and/or completion of tasks or reports by Cedefop's Project Manager under the corresponding respective Order Form.

Payments will be made within 60 days of submission of invoices and at the conditions set out in the draft contract.

2. TERMS OF REFERENCE

2.1. Policy background

The EU Skills Panorama is an initiative that originates in the 2008 Commission Communication **‘New Skills for New Jobs’** ⁽³⁾. The Communication articulated the skills challenges and highlighted the need to improve the Union’s capacity for skills assessment, anticipation and matching. Hence, the need to upgrade skills and ensure a better match to labour market needs linked to competitiveness and equity was placed at the heart of the resulting New Skills for New Jobs Agenda.

In a 2010 report **‘New Skills for New Jobs: Action Now’** ⁽⁴⁾, the New Skills for New Jobs Expert Group made suggestions on how to operationalise the New Skills for New Jobs initiative: sharing information on surplus and shortages of skills across EU countries; developing tools to measure imbalances and to make the resulting information widely available; establishing labour market monitors by exploiting the full potential of digital media, both to link the existing Labour Market Intelligence (LMI) sources and to make the LMI available in targeted, user-friendly and accessible formats.

Since the 2008 Communication, the 2020 Strategy introduced **‘An Agenda for New Skills and Jobs’** ⁽⁵⁾ as one of its flagship initiatives. The Agenda for New Skills and Jobs highlights four priorities that will help the EU to bridge the gap between the existing employment rate and the 75% target in 2020:

- Better functioning labour markets,
- A more skilled workforce,
- Better job quality and working conditions,
- Stronger policies to promote job creation and demand for labour.

Skills intelligence and the **Skills Panorama** sit within the context of the second priority on developing a more skilled workforce. The Communication acknowledged that equipping people with the right skills for employment remained a challenge and recognised that the crisis had accelerated the pace of economic restructuring, with many workers displaced from declining sectors, high unemployment due to the lack of skills of displaced workers required by expanding sectors leading to mismatch evident by skills shortage issues.

The objective of the Skills Panorama is to improve transparency on the European labour market by providing online access to European and international, sectorial, and where possible national data and research findings on skills and labour market prospects. The Panorama aims to be a hands-on tool serving various target groups, starting with policy-makers, public and private employment services and educational, vocational or career/lifelong guidance service providers.

Throughout the past years, many services and portals have been set up to promote skills, facilitate free movement of workers and assist EU workers who want to be mobile. The European Commission aims to provide a single integrated service in the future which would link, in a more efficient way, portals such as: EURES, Europass, ESCO, Learning Opportunities and Qualifications in Europe, ENIC-NARIC, Skills Panorama and Youth Portal.

³ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52008DC0868:EN:NOT>

⁴ <http://ec.europa.eu/social/main.jsp?catId=822&langId=en>

⁵ <http://ec.europa.eu/social/main.jsp?catId=958&langId=en>

2.2. Brief history of the Skills Panorama web presence

A prototype of the EU Skills Panorama website was launched in December 2012 containing a rich set of national, European and international research findings, data and indicators on skills and jobs as well as analytical highlights. The site was revamped by Cedefop in March 2014 ⁽⁶⁾.

During the year 2015, a complete re-branding and re-design process took place and an entirely new platform for the Skills Panorama was launched on 1 December 2015.

2.3. The role of Cedefop

Skills Panorama is an initiative of the European Commission (EC), Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL). The Commission ensures the strategic steering to the Skills Panorama, in line with EU policy objectives and has given mandate to Cedefop, the European Centre for the Development of Vocational Training, for the technical development of the site and the provision of data and information.

Cedefop took over the responsibility for further development of the EU Skills Panorama in January 2014. Cedefop coordinates and manages the work on both the content and technical development. The selected contractor will support the user experience, technical development and maintenance of the website. The support for providing the data analysis and intelligence for the website is not subject of this contract ⁽⁷⁾.

Cedefop has built a unique European level expertise on skills needs in the labour market. The Centre has the capacity to provide new data and evidence (e.g. mid-term trends in skill supply and demand, analysis of skill mismatch) that can be used to inform education and training as well as employment policy in Europe.

Cedefop's Department for skills and labour market (DSL) is responsible for the implementation of this framework contract via the appointed contact person / Project Manager. A steering group formed by DG EMPL and Cedefop sets strategic directions and monitors the project.

2.4. About the Skills Panorama

2.4.1. Objectives, principles and context for the future development

The Skills Panorama is a unique portal for labour market intelligence in Europe. The overarching objective of the Skills Panorama is to offer quality evidence to help its users make informed decisions about education, training, careers and labour market issues. Consequently, all data and information in it, adheres to the guiding principles of being clear, reliable, open and relevant.

The new Skills Panorama was developed bearing in mind that it complements other European platforms, in particular EURES ⁽⁸⁾, Europass ⁽⁹⁾, and Learning Opportunities and Qualifications in Europe ⁽¹⁰⁾ re-directs the users to the corresponding sites whenever relevant. These links might, however, need to be strengthened considerably in the context of the forthcoming integration of various skills and qualification portals and tools.

Further efforts will be made to bring the Skills Panorama closer to various target groups such as public and private employment services, educational, vocational or career/lifelong guidance service providers who advice learners, job seekers and citizens to make informed decisions about

⁶ <http://euskillspacepanorama.cedefop.europa.eu>.

⁷ Cedefop has another contract in place for the provision of quantitative and qualitative content.

⁸ <https://ec.europa.eu/eures/>

⁹ <http://europass.cedefop.europa.eu/en/home>

¹⁰ <https://ec.europa.eu/ploteus/>

their careers and skills development. These efforts might include development of new functionalities of the site and/or interface(s), tutorials, visual help in interpreting the data, promotion activities, etc.

2.4.2. User experience, information structure and contents of the Skills Panorama

The Skills Panorama brings together a number of datasets from various sources and analyses and transforms them into labour market intelligence. The information is presented through thematic, skill-related areas. In addition to the thematic areas, the Skills Panorama offers users key entry points like country, sector and occupation. The entry points allow the user to choose which lens he/she would like to explore the wealth of labour market intelligence available. The pre-defined summary pages provide key information on the labour market and skills, however the user is still given the opportunity to define further how the intelligence is presented. Additional individual indicator pages allow the user to refine further the intelligence and explore the full potential of the data.

The site is currently available in English only but will be multilingual in the future. It supports all the current 24 EU official languages (Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish and Swedish), including Latin, Cyrillic and Greek alphabets.

The information is structured in a series of multi-indicator dashboards accessible by skills theme, sector, occupation, country, source, dataset and indicator name.

The Skills Panorama blends both quantitative data (indicators and charts) and qualitative content (analytical highlights, useful resources, blog articles, news and events) in a seamless, interactive, user-friendly and visually engaging user experience.

Users, roles, permissions, newsletter, taxonomies, navigation, as well as content for basic pages, analytical highlights, useful resources, blog articles, experts, events, news and multi-indicator dashboards are managed through a Drupal 7 Content Management System CMS.

Skills Panorama also includes tools for the importing of quantitative data / indicators as well as for the visualisation of indicators and creation of charts and smart data / key facts in the different dashboards.

The front-end mark-up language is HTML5 while the Cascading Style Sheets (CSS) language level is 3 (CSS3). For more details see Annex K2 Technical architecture and information / content architecture of the Skills Panorama.

The Skills Panorama uses Google Analytics to collect and analyse the relevant quantitative data and metrics such as number of visits, unique visitors, sessions, page-views etc.

2.5. Current sections of the Skills Panorama

2.5.1. Explore tool: (<http://skillspanorama.cedefop.europa.eu/en/skill>)

The tool allows to explore data on skills and labour markets in Europe, track historical trends, assess the current situation and look into the future. Users can use dashboards pre-defined by experts, configure them according to their needs or explore a variety of indicators.

2.5.2. Analytical Highlights: (<http://skillspanorama.cedefop.europa.eu/en/analytical-highlights>)

Each Analytical highlight contains in-depth analysis about a specific skill, a group of skills, an individual sector, a particular occupation or a country of interest.

2.5.3. **Useful resources:** (<http://skillspanorama.cedefop.europa.eu/en/useful-resources-type>)

Useful resources contains descriptions of and links to external resources such as links to documents, websites, institutions, glossaries and any other relevant sources needed for a complete landscape of skills in Europe.

2.5.4. **Blog articles and experts:** (<http://skillspanorama.cedefop.europa.eu/en/blog>)

Blog is an area where experts on skills share their insights and users can contribute their own knowledge to discussions on various skills-related topics.

2.5.5. **News:** (<http://skillspanorama.cedefop.europa.eu/en/news>)

This section provides selection of the most recent news and developments in the field of skills in Europe.

2.5.6. **Events:** (<http://skillspanorama.cedefop.europa.eu/en/news>)

Section where visitors can identify and locate the skills-related events taking place in Europe.

2.5.7. **Help and Support:** (<http://skillspanorama.cedefop.europa.eu/en/help-and-support>)

Provides answers to the most commonly-asked questions about skills in Europe. Visitors will also find here other useful support resources such as tutorials, manuals etc.

2.6. **Description of the contract**

2.6.1. **General requirements**

The selected tenderer should:

- Take over the Skills Panorama as it is, including the technical architecture, its software, content, content management system, web analytics / metrics and any tools necessary for its operation, and be fully responsible for the flawless functioning, availability, business continuity and good performance of the existing Skills Panorama web site. The successful tenderer will be asked to fill in annex K3 when taking over.
- Have in place all necessary preventive measures, recurrent tasks, proactive maintenance activities, as well as define appropriate response time for corrective actions, incidents management methodology, as well as back-up/export procedures in order to achieve the flawless functioning, availability, business continuity and good performance (see also Annex K1 Hosting, regular administration and maintenance, monitoring and availability of the system)
- Use the Agile methodology throughout the analysis, design and development process while ensuring seamless integration with user experience methodology and procedures.
- Always ensure responsive web design and development to display and function optimally on mobile devices such as smart phones and tablets.
- Communicate and collaborate with stakeholders / business owners responsible for content strategy and content development (including indicators). These stakeholders include Cedefop's Department of Skills and Labour Market, other contractors and relevant decision makers in the European Commission (in particular DG EMPL). In particular, the selected contractor should closely co-operate with the contractor currently supporting the development of the quantitative (indicators) and qualitative (analytical, highlights, useful resources, blog articles, etc.) content of the Skills Panorama.
- Collaborate with ongoing EC (DG EMPL) initiatives dealing with integrating, mashing up and/or linking existing European web portals, taxonomies or data and information sources

on skills and qualifications such as Skills Panorama, ESCO, EURES, Learning Opportunities and Qualifications, Europass, etc.

- Skills Panorama portal and related applications should fully support multilingualism. Informatics systems must support at least all the current 27 languages of the European Union + EEA + candidate countries including support for Latin, Cyrillic and Greek alphabets.
- All mark-up shall follow Web Content Accessibility Guidelines (WCAG) and pass W3C and WAI accessibility validation and all content/objects/documents shall be optimised for the web. Vector or bitmap graphics may also be required as well as other file formats for objects or documents to be embedded in the web site or other multimedia materials.

2.6.2. Ongoing services

Services will be requested and delivered mostly on a “time and means” basis (as established in the financial offer). Performed services will be invoiced subject to submission of relevant task completion reports accompanied by any necessary deliverables

The selected contractor will be asked to provide the following ongoing services:

- **BRANDING / CREATIVE DIRECTION:** including analysis, strategy and corporate image.
- **CREATIVE DESIGN:** including design of graphic content, infographics, banners, sliders, layout and templates.
- **INFORMATION ARCHITECTURE / USER EXPERIENCE:** including analysis / strategy, site maps, wireframes, usability testing.
- **ONLINE MARKETING:** including strategy / analysis, copy writing / editing, assistance in the configuration of Google Analytics (dashboards, widgets, events, campaigns etc.), implementation of link exchange program, email campaigns, search engine optimization SEO, landing pages, monitoring and reporting quarterly on performance of main metrics.
- **BUSINESS ANALYSIS:** including technical architecture, competitive landscape, contributing to labour market indicator strategy, stakeholder meetings /working sessions, technical analysis, requirements gathering and analysis, user needs assessment, functional and technical documentation.
- **TECHNICAL IMPLEMENTATION/DEVELOPMENT:** including software development, setup and maintenance of technical architecture, roles/permissions, charts/maps creation/editing, configuration of modules in Drupal, design and development of smart data/key facts, creation/modification of CSS, importing new indicators, creation and maintenance of content types, workflows, views and templates, deployment in the staging and production environments, release notes production, etc.
- **TESTING:** including creation and execution of performance and security tests, creation of test reports.
- **INDICATORS:** including uploading new data for indicators, data visualization (Charts/maps creation/editing).
- **PROJECT MANAGEMENT:** including project coordination and follow up, preparation and attendance of progress meetings, preparation of status reports, invoicing.
- **HOSTING:** in the Cloud although through servers physically located in a EU Member State (see Annex K1 Hosting, regular administration and maintenance, monitoring and availability of the system). .
- **MAINTENANCE / SUPPORT / DOCUMENTATION:** including helpdesk, assisting Cedefop in indicator strategy, dashboard configuration, content management, marketing campaigns and activities.

2.6.3. New development activities

Tasks related to new development / activities or projects will be performed on a “fixed price request” basis. Effort estimation (quote) and its approval by Cedefop will precede the issuance of order forms and execution of the services. New development activities / projects will be invoiced based on accepted deliverables.

Indicative examples of potential development activities:

- New functionality and/or interface/s for additional target user group/s (e.g. educational, vocational or career/lifelong guidance and employment service providers, researchers / labour market experts and/or citizens)
- Additional personalization features such as customizable personal dashboards
- An API that will enable the Skills Panorama to respond to queries from and provide content objects to be displayed or be incorporated to external web sites or applications
- Re-design user experience to take full advantage of HTML5 and CSS3 standards
- Skills Panorama application for mobile devices

2.7. Additional requirements, information and conditions

2.7.1. Project team

- The project team shall be the one described in the tenderer's technical proposal. In case of replacement for whatever reason of any member of the project team, the contractor is committed to propose a candidate with the same level of qualifications and experience for the project, documented by evidence (CV, qualifications, relevant work experience) and is also committed to take all measures in order to ensure that any eventual changes in staff will have no negative impact on the execution of the services (in terms of quality, deadlines and costs).
- The Contractor should always keep Cedefop informed about the identity and qualifications of all people participating in each work package, including all subcontractors. If any of these individuals is unable to perform his/her duties, Cedefop should be informed within two working days. For his/her replacement the Contractor shall submit compliant CV(s) within maximum 5 working days. Cedefop will grant approval for the replacement and appointment of a new individual (other than those originally included in the proposal), to work on the tasks set out in the order form(s) only after the CV(s) and copies of the professional qualifications of the individual(s) proposed are carefully examined and accepted.
- The contractor should replace within 10 working days any person involved in the project under the present call for tenders whose conduct or performance are considered to be unsatisfactory.
- The profiles below are mandatory:

Profile name	Role tasks and responsibilities
Project Manager (PM)	Main contact person for project and contract implementation, definition and distribution of tasks, review of project deliverables, quality control, risk analysis, planning and reporting.

Profile name	Role tasks and responsibilities
Senior Expert/Analyst (SE)	Analysis of requirements, technology lead, requirements gathering, competitive landscape for technology/information systems, feasibility/ ROI/ cost/benefit studies, participation in stakeholders meetings, writes functional and technical specifications (see also Annex K2)
Senior Web Developer (SWD)	Software/ database / front -end/ back-end development, interfaces between project manager and web developers, writes technical documentation, assists evaluating and testing specifications (see also Annex K2)
Web Developer (WD)	Software/ database / front-end/ back-end development following specifications, performance management and troubleshooting, deployment of all new patches or modules to the development platform, full testing and finally publishing to the production platform Assistance in migrations/upgrades to other operating systems and/or servers; validation deployment and documentation of deliverables specifications (see also Annex K2).
Visualizations Expert (VE)	Leads all aspects related to visualization of quantitative data, fully knowledgeable of the data and technology used in the Skills Panorama to create dashboards and visualizations
Front-end Web Developer (FW)	Creates clean and well-structured markup in HTML5 and CSS3, tests pages across-browsers and ensures responsive design and also that pages meet accessibility standards
Support / Helpdesk Technician (ST)	Provides first level support to Cedefop, monitors performance, troubleshooting
Testing Specialist (TS)	Develops and execute software test plans in order to identify software problems and their causes.
Branding / Creative Director (CD)	Coordinates and leads design team, responsible for identity design and branding aspects, designs creative concepts, participates in stakeholders meetings, presents creative concepts to stakeholders, reviews all creative design deliverables.
Graphics UI Designer (GD)	Develops / implements graphic, design and multimedia elements / page layout according to creative direction.
Senior User Experience Expert (UX)	Leads all user experience aspects, knowledgeable of applicable standards / initiatives such as W3C Web Content Accessibility Guidelines (WCAG) / WAI etc. Responsible for the architecture of information and design of user-friendly interfaces, navigation systems, sitemaps, wireframes, performs usability testing, participates in stakeholder meetings, presents UX deliverables to stakeholders.
Senior Marketing	Establishes strategy and helps Cedefop design and

Profile name	Role tasks and responsibilities
Expert (ME)	implement online / offline marketing campaigns and follow-up/reporting. Edits copy of marketing messages and activities (in English). Reviews relevant deliverables to ensure optimal SEO and marketing requirements are met.

2.7.2. Hosting, regular administration and monitoring

The services shall include hosting, regular administration and maintenance, troubleshooting, security and improvement patches, delivery of monitoring reports, any software license annual fees (including CMS), availability and support. Monitoring reports should include performance and service level reporting (see also Annex K1).

Services shall be provided on a fixed monthly price basis. In addition, there may be start-up fee, i.e. a fixed price cost at the beginning of the contract to set up the systems, if applicable.

2.7.3. Times and means for request for services

Tasks for on-going services (see point 2.6.2 above) will be requested and delivered on a “time and means” basis, i.e. the order forms will reflect Cedefop’s estimates and performed services will be invoiced subject to submission of relevant task completion reports accompanied by any necessary deliverables.

Tasks related to new development / activities (see point 2.6.3 above) will be performed on a “fixed price request” basis. Effort estimation (quote) and its approval by Cedefop will precede the issuance of order forms and execution of the services.

In any case all tasks will be assigned by Cedefop to the contractor using an issue tracking system (e.g. Atlassian JIRA) to be provided by the contractor. The completion of each task will be monitored via this issue tracking system.

The outcomes of the above procedures is reflected in the service delivery reports that the contractor will provide as agreed in the order forms, demonstrating the completed work performed during the given period and including any relevant deliverables.

For any request or question by Cedefop, the contractor commits to responding with an acknowledgment message within 48 hours, giving short comment and estimate of when the question or request can be answered/ resolved.

2.7.4. Communication and reporting

Cedefop Department for Skills and Labour Market is responsible for the contract and will assign a Project Manager for the management of the contract.

Main communication language between Cedefop and the contractor will be English. The contractor must have the capacity to communicate in English to a very good standard (see selection criteria).

The contractor will provide monthly or quarterly delivered work reports, demonstrating the completed work performed during this period.

For the Framework Contract the subsets of the services described above will make the object of specific order forms that will be submitted to the contractor throughout the period of validity the framework contract.

2.7.5. Meetings and travels by the contractor

The contractor will be required to attend some scheduled meetings at Cedefop or in Brussels or elsewhere in Europe (indicative number is about 6 over 4 years). It is estimated that 4 people will be required to attend each meeting.

Meetings dates, frequency and final number of participants will be decided upon common agreement between Cedefop and the contractor.

Meetings expenses (i.e. travel and accommodation) will be paid to the contractor on the basis of the contractor's financial offer (see 5.4. Price schedule table).

Kick-off meeting will be done at Cedefop premises. At least two people from the contractor should attend the kick-off meeting at no charge to Cedefop.

Whenever necessary, Cedefop may decide to organise extra meetings. Any extra travel expenses, that might be needed to perform the tasks related to the contract, shall be subject to Cedefop's prior approval and shall be reimbursed by Cedefop separately, according to its relevant rules (see Annex III of the Draft Contract in Annex B).

2.7.6. Handover to the next contractor

The contractor shall act as necessary to ensure successful handover of the whole project at the end of the contract to the next contractor, so as to safeguard optimal operation and continuity.

On conclusion of the contract, the contractor will be required to provide Cedefop, or its nominee, with all the data contained on the Skills Panorama together with any necessary technical tools, source code and other material connected with establishing, operating and further developing the website.

The contractor will have to ensure that the handover of any of the above be made efficiently and effectively and that during the execution of the contract, source code development and documentation is done in such manner so as to serve this purpose. It will be subject to a final order form based on the financial proposal.

3. SPECIFIC INFORMATION CONCERNING PARTICIPATION TO THIS TENDER PROCEDURE

Participation to this tender procedure is only open to tenderers who are in a position to subscribe in full to the “**Declaration on honour on exclusion criteria and selection criteria**”, given in Annex C. All tenderers, all group (consortium) members (if any) and any subcontractor/s (identified as per the two bullet-points in the fourth paragraph of point 4.2 below) **MUST** provide the declaration on honour found in Annex C duly signed and dated.

3.1. Exclusion Criteria

The purpose of the exclusion criteria is to determine whether an economic operator / tenderer is allowed to participate in the procurement procedure or to be awarded the contract.

The exclusion criteria will be assessed in relation to each company individually. In the event of recommendation for contract award, evidence will be requested as described in Annex C (last page).

3.2. Selection criteria

The selection criteria concern the tenderer's capacity to execute similar contracts.

The tenderers **must** submit documentary evidence (or statements, where required) of their economic, financial, technical and professional capacity to perform this contract.

Each and all requirements for economic and financial capacity should be fulfilled by the tenderer - alone (in the case of single tenderers) or as a whole (in case the tenderer is a grouping/consortium). Participation in tendering is open to all legal persons bidding either individually or in a grouping (consortium) of tenderers.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links which he has with them. He must in that case prove to the contracting authority that he will have at his disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of those entities to place their resources at his disposal. This obligation may be fulfilled by presenting signed statements from those entities. Please note that natural persons (individuals, freelancers) are also considered 'entities' for this purpose.

3.2.1. Economic and Financial capacity

The tenderer must be in a stable financial position and have the economic and financial capacity to perform the contract.

Requirement:

- The average annual turnover of the tenderer for the last two financial years **concerning the type of services covered in this call for tenders** ⁽¹¹⁾ should be at least **300,000 €**.

Proof of economic and financial capacity must be furnished by the following document:

¹¹ See points 2.6 and 2.7 Description of the assignment above

- Signed Statement (Please fill-in and sign your Statement in Questionnaire 2 of Annex G) of the tenderer's turnover for the last two years concerning the type of services similar in nature to those making the subject of this call for tenders.

In case of a consortium (grouping) or subcontracting each member of the consortium and all sub-contractors (in line with points 4.1 or 4.2 below) must provide the required statement for the economic and financial capacity, **but the assessment of whether the minimum requirement is met will bear on the consortium as a whole or the tenderer together with his subcontractors.**

In the event of recommendation for contract award the winning tenderer (single tenderer or in the case of a consortium (grouping) each member of the consortium) will be requested to prove the above by submitting Audited Financial Statements (Audited Profit and Loss Account/ Statement or equivalent) if these are foreseen by the respective national legislation. Should total subcontracting exceed 40% of the work by value, Cedefop reserves the right to request audited financial statements also from the subcontractors. For tenderers or sub-contractors (identified as per any of the two bullet-points in paragraph 4 of Art. 4.2 below) who are natural persons / freelancers, a tax declaration and tax clearance statement for the last two financial years will be requested.

If, for some exceptional reason the winning tenderer (or any consortium member or sub-contractor) is unable to provide one or other of the above documents, they will be required to justify the non-provision and may prove his economic and financial capacity by any other document which Cedefop considers appropriate. Cedefop reserves the right to request any other document enabling it to verify the tenderer's economic and financial capacity.

3.2.2. Technical and professional capacity

The Tenderers are required to have sufficient technical and professional capacity to perform the contract.

Requirements for Technical and professional capacity:

- The tenderer must be enrolled in a relevant professional register;
- The tenderer must have performed at least four (4) contracts (either ongoing or completed), within the last three (3) years covering the below noted fields:
 - two (2) related to design and development of web applications for the visualization of quantitative data;
 - one (1) explicitly related to user experience;
 - one (1) related to branding or marketing,
- The tenderer's **KEY** profiles, whose involvement will be instrumental for the implementation of the contract, must have the relevant knowledge and experience for the successful implementation of the contract, In particular, **each** proposed team member must comply with the following requirements:

Profile name	No of CVs	Requirements
Project Manager	1	• University degree , preferably ¹³ in Computer

Profile name	No of CVs	Requirements
(PM)		Science • Minimum 6 years of professional experience in the management of software web development projects; • Involved as PM in minimum 2 projects, preferably¹³ with EU Institutions, agencies etc. • C2 level in English speaking/reading/writing¹²
Senior Expert/Analyst (SE)	2	• University degree, preferably¹³ in Computer Science • Minimum 6 years of professional experience in business analysis for software / web application development. • Involved as SE in minimum 2 projects with equivalent technical architecture to the Skills Panorama's (see Annex K2) • C2 level in English speaking/reading/writing¹²
Senior Web Developer (SWD)	2	• University degree in Computer Science • Minimum 6 years of professional experience in software / web / database development • Involved as SWD in minimum 2 projects with equivalent technical architecture to the Skills Panorama's (see Annex K2) • C2 level in English speaking/reading/writing¹²
Web Developer (WD)	2	• University degree in Computer Science • Minimum 3 years of professional experience in software / web / database development • Involved as WD in minimum 2 projects with equivalent technical architecture to the Skills Panorama's (see Annex K2) • C2 level in English speaking/reading/writing¹²
Visualizations Expert (VE)	1	• University degree preferably¹³ in Social or Computer Science • Completed specialized training on data mining and / or visualisation of quantitative data (or equivalent field) • Minimum 6 years of professional experience in the web design and development industry • Minimum 3 years of professional experience in visualisation of quantitative data • C2 level in English speaking/reading/writing¹²
Front-end Web Developer (FW)	1	• University degree preferably¹³ in Computer Science • Minimum 3 years of professional experience in front-end web development using HTML5 /

¹² According to the Common European Framework of Reference for Languages – See Europass self-assessment grid:
<https://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr/cef-ell-document.pdf>

Profile name	No of CVs	Requirements
		CSS3; • B2 level in English speaking/reading/writing¹²
Support / Helpdesk Technician (ST)	1	• University degree in Computer Science Minimum 3 years of professional experience in software / web systems technical support • C2 level in English speaking/reading/writing¹²
Testing Specialist (TS)	1	• University degree in Computer Science Minimum 3 years of professional experience testing software / web / database applications • Involved as TS in minimum 2 projects with equivalent technical architecture to the Skills Panorama's (see Annex K2) • B2 level in English speaking/reading/writing¹²
Branding / Creative Director (CD)	1	• University degree, preferably¹³ in art, design, branding, marketing • Minimum 6 years professional experience in creative and/or branding direction • Involved as CD in minimum 2 projects in branding creative direction with EU Institutions, agencies etc. • C2 level in English speaking/reading/writing¹²
Graphics UI Designer (GD)	1	• University degree, preferably¹³ in art, design • Completed training courses on user experience /web design/UI design at a specialized institute/school • Minimum 3 years of professional experience in Web graphic design related-tasks; • B2 level in English speaking/reading/writing¹²
Senior User Experience Expert (UX)	1	• University degree, preferably¹³ in computer, library, information science (Completed specialized training courses on user experience design • Minimum 6 years of professional experience in user experience / information architecture / user interface design / usability testing • Involved as UX in minimum 2 projects involving usability testing • Minimum 1 project involving visualisation / quantitative data • C2 level in English speaking/reading/writing¹²
Senior Marketing Expert (ME)	1	• University degree, preferably¹³ in business or marketing • Minimum 6 years of professional experience in Internet marketing; • Involved as ME in minimum 2 projects in Internet marketing strategy with EU

¹³ Preferably means "Not mandatory" and is stated here for information purposes only.

Profile name	No of CVs	Requirements
		Institutions, agencies etc. • Minimum 1 project managing marketing campaign / activities, • C2 level in English speaking/reading/writing¹²

Proofs / Evidences of Technical and professional capacity

The following documents or information must be presented by the tenderer to prove his technical and professional capacity to perform the proposed contract:

- Document for enrolment in the relevant professional register, as prescribed by the laws of the Member State, where the tenderer is established;
- Brief company profile (**please fill-in Annex G**) to prove the ability, technical know-how, experience and expertise needed for the provision of the required services under this call for tenders;
- List of at least 4 contracts performed in the past **three (3) years** similar to the scope and nature as those required in this call for tenders) and with TOTAL minimum amount of **1,000,000 EUR** (invoiced financial value for all contracts), describing the contracting authorities, the subjects, the amounts, the dates, the percentage and the specific tasks performed by the tenderer (**please fill-in Annex G**);
- Detailed CVs per profile of proposed personnel whose involvement will be crucial for performing the contract, indicating to which profile they correspond. The tender must provide at least the following number of CVs as required in the table:

Profile name	No of CVs
Project Manager (PM)	1
Senior Expert/Analyst (SE)	2
Senior Web Developer (SWD)	2
Web Developer (WD)	2
Visualizations Expert (VE)	1
Front-end Web Developer (FW)	1
Support / Helpdesk Technician (ST)	1
Testing Specialist (TS)	1
Branding / Creative Director (CD)	1
Graphics UI Designer (GD)	1
Senior User Experience Expert (UX)	1
Senior Marketing Expert (ME)	1

In case of consortium or subcontracting, the consortium or the tenderer with all subcontractors together have to provide evidence of technical and professional capacity as a whole (please see also 4.1 and/or 4.2 below).

3.3. Legal Position

Tenderers may choose between submitting a joint offer (see 4.1) as a Consortium / Grouping or introducing a bid as a single tenderer, in both cases with the possibility of having one or several subcontractors (see 4.2). Whichever type of bid is chosen, the tender must stipulate the legal status and role of each legal entity in the tender proposed (see also 5th bullet of point 4.1. below). To identify himself (and any other participating entities, if applicable), the tenderer must complete **Questionnaire 1 in Annex G**. Tenderers are also requested to complete a **Legal Entity Form** found in **Annex D**, accompanied by all documents and information indicated in the form.

The Legal Entity Form should be completed and signed by the representative(s) of the tenderer (who sign(s) the cover letter as per point 4 of the Invitation to tender) authorised to sign contracts with third parties.

The Legal Entity Form should not be submitted by sub-contractors (if any).

4. ADDITIONAL INFORMATION CONCERNING PARTICIPATION TO THIS TENDER PROCEDURE

Participation in Cedefop tendering procedures is open on equal terms to all natural and legal persons or groupings of such persons (consortia) falling within the scope of the Treaties. It includes all economic operators registered in the EU and all EU citizens. Pursuant to Article 119 of the general Financial Regulation the participation is also open to all natural and legal persons from non-EU countries that have a ratified agreement with the European Union in the field of public procurement on the conditions laid down in that agreement. Cedefop can therefore accept offers from and sign contracts with tenderers from 36 countries, namely: the 28 EU Member States, 3 EEA Countries (Liechtenstein, Norway, Iceland) and 5 SAA Countries (FYROM, Albania, Serbia, Montenegro and Bosnia & Herzegovina).

The procurement (tender) procedures of Cedefop are **not** open to tenderers from GPA countries.

A legal person can take part (as an individual tenderer or as a member of a consortium submitting a tender) in only one tender. In the opposite case all tenders in which that person has participated may be excluded from the evaluation.

4.1. Joint Offers/ Groupings (Consortia)

- Groupings (consortia), irrespective of their legal form, may submit a tender on condition that it complies with the rules of competition. A consortium may be a legally-established permanent grouping, or informally constituted group of tenderers submitting an offer (joint offer) for a specific tender procedure.
- Cedefop does not require consortia (if any) to have a given legal form in order to submit a tender, but reserves the right to require a consortium to adopt a given legal form before the contract is signed (if this change is necessary for proper performance of the contract). This can take the form of an entity with or without legal personality but offering sufficient protection of the contractual interests of Cedefop.
- If awarded the contract, the tenderers of the group (consortium) will have an equal standing towards Cedefop in executing it.
- A grouping (if any) of firms must nominate one party to be responsible for the receipt and processing of payments for members of the grouping, for managing the service administration, and for coordination.
- Tenders submitted by consortia of firms must specify the role, qualifications and experience of each member or of the group (please fill-in the respective Questionnaires in Annex G).
- Each member of the group (consortium) must provide the required evidence for the exclusion and selection criteria. Concerning the selection criteria, the evidence provided by each member of the group (consortium) will be checked to ensure that the consortium as a whole fulfils the criteria.
- The offer has to be signed by all members of the group (consortium). However, if the members of the group so desire they may grant an authorisation to one of the members of the grouping (consortium). In this case they should attach to the offer a power of attorney (see model in Annex I) authorising this company or person to submit a tender on behalf of

the grouping (consortium). For groupings not having formed a common legal entity, Annex I, model 1 should be used and separate legal entity forms (see point 3.3 and Annex D) should be completed and signed by all members. For groupings with a legal entity in place, Annex I, model 2 and one legal entity form (see point 3.3 and Annex D) should be completed and signed only by the single representative of the consortium.

The contract will have to be signed by all members of the group (consortium). If the members of the group (consortium) so desire, they may grant authorisation to one of the members of the grouping by signing a power of attorney. The same model as above duly signed and returned together with the offer (Annex I) is valid also for signature of the contract.

Partners in a joint offer assume joint and several liabilities towards Cedefop for the performance of the contract as a whole.

4.2. Subcontracting/Subcontractors

Subcontracting is defined as the situation where a contract has been or is to be established between Cedefop and a contractor and where the contractor, in order to carry out that contract, enters into legal commitments with other entities for performing part of the service. If awarded, the contract will be signed by the selected Tenderer (the Contractor), who will be vis-à-vis Cedefop the only contracting party responsible for the performance of this contract. Cedefop has no direct legal commitment with the subcontractor(s).

The contractor retains full liability towards Cedefop for performance of the contract as a whole. Cedefop will treat all contractual matters (e.g. payments) with the contractor, whether or not some tasks are performed by a subcontractor. Under no circumstances can the contractor avoid liability towards Cedefop on the grounds that the subcontractor is at fault. Any subcontracting/subcontractor must be approved by Cedefop, either by accepting the bidder's tender, or, if proposed by the Contractor after contract signature, in writing by an exchange of letters. In the latter case subcontracting/subcontractor will be accepted only if it is judged necessary and does not lead to distortion of competition.

Tenderers are free to choose their subcontractors from both eligible and non-eligible countries. Thus, in principle all economic operators can act as subcontractors of eligible tenderers.

The tenderer must clearly indicate the identity of each Subcontractor and the percentage of work by value that he will perform for this contract (please fill in Annex G).

Only in cases when:

- a Subcontractor undertakes between 10,01% and 40% of the work by value,
- the total subcontracting is above 40% of the work by value, independently of the individual Subcontractor's contribution to the work by value,

the tenderer should submit with the offer:

1. the **“Declaration on honour on exclusion criteria and selection criteria”** (Annex C) filled-in and signed by the respective Subcontractor;
2. the required documents related to the economic/financial and technical/professional capacity of the Subcontractor as described in points 3.2.1 and 3.2.2;

3. the Form in Annex J (Model of Letter of Intent for Subcontractor/s) duly filled-in and signed by each respective Subcontractor, stating his unambiguous undertaking to collaborate with the tenderer if the latter wins the contract. Also should be stated the roles, activities and responsibilities of the subcontractor(s) and the extent of the resources that the respective subcontractor will put at the tenderer's /contractor's disposal for the performance of the contract

N.B. The subcontractor(s) (if any) have to provide the documents to prove their capacity only for the parts of the contract that are relevant to them. The evidence provided will be checked to ensure that the tenderer with the subcontractor(s) altogether fulfil the criteria.

5. AWARD OF THE CONTRACT

The evaluation of the exclusion, selection and award phase will be done in **NO** particular order. If the tenderer or the tender does not pass a phase, it will not be evaluated under the other remaining phases.

The contract shall be awarded to the tenderer submitting the best price-quality ratio method as represented by the highest Total Score (TS) out of 100.

The Total Score (TS), comprising quality + price score, will be calculated for each tender by applying the formula below:

$$\text{Total Score (TS)} = X \cdot (\text{TQV}/100) + Y \cdot (\text{TFS}/100)$$

Whereby:

TQV = Total Quality Value of the tender (as per points 5.1 and 5.2);

TFS = Total Financial Score of the tender (as per points 5.3 and 5.4);

X is the weighting for quality score (TQV) and for this tender procedure it is fixed to (70);

Y is the weighting for price (TFS) and for this tender procedure it is fixed to (30).

5.1. Technical evaluation

The assessment of the technical quality will be based on the ability of the tenderer to meet the purpose of the contract as described in the tender specifications.

The following **Award Criteria** for the technical evaluation will be applied to this tender procedure:

No.	Award Criterion	Max points (out of 100)	Documentation to be provided in the technical proposal
1.	Suitability of the overall approach and methodology proposed for taking-over the Skills Panorama project	15	Comprehensive proposal for taking-over the Skills Panorama project, including overall approach and methodology. Proposal must include a project plan (tasks, timeline, resources needed etc.). See also point 2.6.1 and Annex K3.
2.	Quality of the proposal for assuming full responsibility for Skills Panorama services	30	
2.1	Quality of proposal for the management of the Skills Panorama project		15 Description of the methodology to cover the general requirements, ongoing activities, as well as new development activities mentioned in points 2.6, 2.7 and Annex K1, including practical measures and procedures to ensure seamless integration of the user experience methodology, measures for effective team coordination, hosting

				and hand-over. Proposal must use the Agile methodology.
2.2	Suitability of overall quality assurance and risk assessment approach		5	Proposal describing quality assurance and risk assessment/management measures and procedures. Proposal should include the proposed reporting on service level key performance indicators (see Annex K1).
2.3	Appropriateness of overall approach for communication and reporting, including collaboration with stakeholders / business owners responsible for content strategy and content development		10	Description of communication and reporting procedures, resources, methodologies and tools. Proposal should include an approach to be used for collaboration with various stakeholders and in particular those responsible for providing contents such as quantitative data and indicators (Cedefop's Department of Skills and Labour Market, relevant content contractors and European Commission - DG EMPL).
3.	Quality of a proposal for a country dashboard user experience improvement	20		A user experience proposal (1 dashboard graphic proposal + 1 page description / justification) for the (re)design or improvement of the user experience of the Skills Panorama country dashboards (e.g. http://skillspanorama.cedefop.europa.eu/en/countries/finland). The proposal should focus on better integration and blending of valuable content from the EURES website (https://ec.europa.eu/eures/public/es/homepage) while ensuring that the distinctive brand of the related experience is respected.
4.	Quality of business feasibility study / brief discussing a possible Skills Panorama application/s for mobile devices	20		A feasibility study/brief of maximum 4 pages discussing possible application/s for mobile devices (covering the majority of the market). Target users are Public Employment Services, guidance practitioners, and/or citizens. The brief must include a reasoned business case, recommendation/s, and discuss advantages and disadvantages, an analysis of user needs, technical complexity, user experience, branding, marketing value as well as an estimate or a project budget for the purpose of the exercise. Proposal for creative design or demo are <u>not</u> expected.
5.	Suitability of the proposed marketing approach for the Skills Panorama	15		Description of a comprehensive marketing approach on maximum 4 pages. The proposal must include a workflow (including tasks and roles) for the marketing campaigns and activities. The proposal should include rationale, competitive landscape, other goals, objectives and criteria to measure them.

In order to guarantee a minimum threshold of quality, offers that

- do not reach a minimum of 50% of the possible score for each award (evaluation) criterion, and
- obtain an overall total score (Total Quality value) of less than the total **65** (of a maximum of 100) points against the award (technical) criteria.

will not be considered acceptable and will be eliminated from further evaluation. Only the technically compliant (acceptable) tenders as per the above will be subject to Financial (Price) Evaluation (5.3).

5.2. Technical proposal

The tenderer's technical proposal should consist of a clear and comprehensive response to all requirements as per the Terms of Reference in point 2 above providing a practical, detailed description of the goods or services proposed for performance of the contract.

Tenderers are requested to organise the technical offer in headings or to structure it in such a way so as to ensure that the content of the technical offer meets the requirements set out in the Terms of Reference as closely as possible and to facilitate the subsequent evaluation of tenders against the technical award criteria.

It is up to the tenderer to present in his Technical Proposal a detailed organisation and methodology such that they fulfil (comply in full with) all requirements outlined in the Terms of Reference.

Tenderers are requested to include their technical proposal (envelope B) in one original and three hard copies and in a form of a read access secured CD.

The content of the technical proposal in the hard copies and the one in the CD must be identical.

In case of discrepancies between the hard copies and the CD, the hard copies shall take precedence.

For the evaluation of the technical offer, the tenderer must provide the documentation described in the Award criteria table (see 5.1. *Technical Evaluation above*).

5.3. Financial evaluation

Only tenders scoring in total **65** points or more (of a maximum of 100 points) against the technical award criteria and 50% or more of the possible maximum score for each award criterion will have their financial proposal evaluated. The evaluation will be made on the basis of the **Price** offered (**Total Financial Score TFS**) in the Price schedule table (see point 5.4).

The evaluation will be based on the weighted price per category of profiles. The tenders are awarded points for the Price offered by using the following formula for each category:

$\text{Individual Financial Score} = (\text{Cheapest Financial Proposal for the category} / \text{Financial Proposal for the category of the tender considered}) * Z$

where Z is the maximum number of points allocated for each category (see the table below).

Category	Profiles (see section 2.7 and 3.2.2)	Max points = Z
Project Manager	Project Manager (PM)	20
Senior Expert Dev.	Senior Expert / Analyst (SE), Senior Web Developer (SWD) and Visualizations Expert (VE)	20
Expert Dev.	Web Developer (WD), Front-end Web Developer (FW), Testing Specialist (TS) and Support/Helpdesk Technician (ST)	10
Senior Expert UX/Marketing	Senior User Experience Expert (UX), Senior Marketing Expert (ME) and Branding/Creative Director (CD)	20
Expert UX/Marketing	Graphics UI Designer (GD)	10
Fixed monthly fee for hosting and related services		10
Unit travel costs for one working day (one person; one travel)		5
Unit travel costs for two working days (one person; one travel)		5
TOTAL		100

The points assigned per category reflect the importance in quality of the requested categories.

Total Financial Score (TFS) will be calculated as a sum of all individual financial scores per category (points reached per category). The tender offering the lowest price for each of the costs categories will score the maximum number of points.

Total Financial Score (TFS) = Σ (Individual Financial Scores)
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Information concerning price

- The prices quoted must be fixed and not revisable for the first year of the contract. From the 2nd year onwards, Articles I.5.2 and II.20 of the Contract shall apply (see draft Framework Contract at Annex B).
- Prices must be quoted in EURO and include all expenses.
Under Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities, Cedefop is exempt from all charges, taxes and dues, including value added tax (VAT). Such charges shall therefore not be included in the calculation of the price quoted.

[For contractors based in Greece, invoices will include VAT which is paid by Cedefop and later reimbursed by the State.]

[For contractors established in other countries exemption is direct (invoices are submitted without VAT), subject to fulfilling as necessary the requirements of Article 151 of Council Directive 2006/112/EC.]

[In Belgium, use of this contract constitutes a request for VAT exemption No. 450, VAT exemption article 42, paragraph 3.3 of the VAT code (circular 2/1978), provided the invoice includes: "Commande destinée à l'usage officiel de l'Union Européenne, Exonération de la TVA; art. 42 § 3.3 du code TVA (circulaire n° 2/1978)".]

5.3.1. Evaluation of abnormally low prices

If any tender's price appears to be abnormally low in relation to the services offered, and in order to check if the tender can be considered valid, the evaluation committee will, before it may reject this tender, send a request for clarifications to ask for explanations on the components of the tender which it considers relevant to the presumed abnormally low price and shall verify those constituent elements taking account of the explanations received. If in that relation the tenderer cannot explain his price on the basis of the economy of the services or supplies offered, or the method used, or the technical solution chosen, or the exceptionally favourable conditions available to the tenderer, the tender will be rejected.

A price will be considered abnormally low if the financial offer of any tenderer is lower with more than the acceptable margin of deviation from the average price of the other technically acceptable offers (please note that definition of which offers are technically acceptable/ compliant is given in points **5**, **5.1** and **5.3** above). The actual deviation will be calculated as % as follows:

The difference between the average price of the other technically acceptable offers and the value of the presumably abnormally low financial offer will be divided by the average price of the other technically acceptable offers.

The acceptable margin of deviation is set to **30%**.

The approach of the Evaluation Committee to identify and eliminate abnormally low tenders will be the following:

- a) apply the acceptable margin of deviation from the average price of the other technically acceptable offers and set aside the offers that go beyond it;
- b) check if specific notes or specific items included in the offer justify to some extent the deviation; if not, or if inadequate, send relevant request for explanation(s) to the tenderer concerned;
- c) decide on the acceptability of the offer on the basis of the notes in the tender and/or the clarification reply received.

5.3.2. Financially unacceptable tenders

- In the context of financial evaluation, the Evaluation Committee could find that tenders are unacceptable because the price is abnormally low (see point 5.3.1);

Such tenders will have to be rejected by the Evaluation Committee, independently of their quality value as determined in the preceding (technical) evaluation stage.

5.4. Financial Proposal

Tenderers should not disclose their financial offer in any part of their tender (technical proposal, cover letter) other than the sealed envelope C.

The financial offer must be clear and in compliance with the tender specifications.

The financial proposal has to indicate the price per category of staff (profile) to carry out all the services indicated in the terms of reference and unit travel costs taking into account an average price for flights and accommodation within EU. The tenderers are requested to fill-in the Price schedule table in Annex H and present a detailed breakdown of the price offered.

The Financial Offers will be checked for any arithmetical errors in computation and summation. Errors will be corrected by the evaluation committee as follows:

- where there is a discrepancy between a unit price and the total amount derived from the multiplication of the unit price and the quantity, the unit price as quoted will be the price taken into account. Tenderers will be requested to confirm in writing the corrected calculation so that it may eventually be included in the contract.

Please note that Cedefop estimates for quantities are indicative and do not constitute any kind of legal obligation for the Centre.

6. INFORMATION ON PRESENTATION AND CONTENT OF TENDER

It is important that tenderers provide all documents necessary to enable the evaluation committee to assess their tender. Tenderers should fully respect the instructions indicated under points 2, 3 and 4 of this open invitation to tender.

In addition, below you will find details of the required documentation.

6.1. Envelope A - Supporting documents

One original and one copy of:

- cover letter, signed by the person/s (name and position) that is/are authorised to sign the contract in case of contract award
- the “**Declaration on honour on exclusion criteria and selection criteria**” requested in point 3.1 and standard template found in Annex C;
- the selection criteria documents as requested in points 3.2, 4.1, 4.2
- Questionnaires 1 – 4 as found in Annex G
- Power of Attorney (Model 1 or 2), as required in point 4.1 (if applicable) and found in Annex I
- Model of Letter of Intent for Subcontractor/s as required in point 4.2 (if applicable) and found in Annex J
- the Legal Entity Form as requested in point 3.3 and found in Annex D
- the Financial Identification Form as found in Annex E
- the checklist found in Annex F

In the case of tenders submitted by groupings (consortia) or involving contribution by subcontractors, envelope A should also contain all relevant documentation as requested in points 4.1 and 4.2 respectively (with reference to points 3.1, 3.2 and 3.3).

6.2. Envelope B – Technical proposal

One original signed version and three copies of:

- the Technical Proposal providing all information requested in point 5.2, including information relevant to subcontracting, if any, as requested in point 4.2.
- a read access secured CD containing the submitted in paper form technical proposal

6.3. Envelope C – Financial proposal

One original signed version and three copies of:

- the Financial Proposal (Annex H) containing all information requested in point 5.4.

ANNEX A

Contract Notice

(Given as a separate file in *.pdf format)

ANNEX B

Draft Contract

(Given as a separate file in *.pdf format)

ANNEX C

“Declaration on honour on exclusion criteria and selection criteria”

(Given as a separate file in *.doc format)

ANNEX D

Legal Entity Form

Legal Entity Form to be downloaded, depending on the nationality and legal status of the tenderer, from the following website:

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

Legal Entity Form to be completed and signed by a representative of the tenderer (group leader in case of consortium, with indication of entity, name and function) authorised to sign contracts with third parties. It should not be signed by sub-contractors (if any).

ANNEX E

Financial Identification Form

To be downloaded, depending on the nationality of the tenderer, from the following website:

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

and completed and signed by an authorised representative of the tenderer (group leader in case of consortium, with indication of entity, name and function), but not by subcontractors.

PLEASE NOTE:

Please indicate the BIC (Bank Identification Code) in the REMARKS box of the downloaded form.

ANNEX F

Check list of mandatory documents

(Given as a separate file in *.doc format)

ANNEX G

Questionnaires 1-4

(Given as a separate file in *.doc format)

ANNEX H

Financial Proposal

(Given as separate file in *.doc format)

ANNEX I

Models of power of attorney

(Given as a separate file in *.doc format)

ANNEX J

Model of Letter of Intent for Subcontractor/s

(Given as a separate file in *.doc format)

ANNEX K (K1, K2 and K3)

(Given as separate file in *.pdf format)