

ACSE/ URBACT II (2007-2013) Operational Programme

CONTRACT No. 2013 URB 10 28

**ASSISTANCE SERVICES TO THE COMMUNICATION STRATEGY
OF THE URBACT II EUROPEAN PROGRAMME**

TENDER RULES (R.C).

PUBLIC PURCHASER:

Agence Nationale pour la Cohésion Sociale et l'Égalité des Chances (Acsé).

[The national agency for social cohesion and equal opportunities (Acsé)].

National Public Body of an Administrative Nature

209 - 211, rue de Bercy - 75585 - Paris Cedex 12

REPRESENTED BY MRS GIRARD, DIRECTOR GENERAL OF ACSE

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ARTICLE 1: PURPOSE OF THE CONTRACT

This contract is for the supply of assistance to the communication strategy of the URBACT II operational programme.

ARTICLE 2: CONTRACT FORM AND PROCEDURE

2.1 Contract form and procedure:

This contract is a service contract that shall be awarded under a special procedure in accordance with Article 28 of the Public Procurement Code. The financial threshold for this procedure is 130.000 € HT for the duration of the contract, renewal included.

It is a single contract at a fixed price

2.2 Form of notifications

Notification to the contractor of decisions or information from the contracting authority involving a deadline shall be given:

- 1) either directly to the contractor, or to its duly qualified representative, in exchange for a receipt (delivered into its own hands);
- 2) or by letter (recorded delivery letter with acknowledgement of receipt);
- 3) or by online, electronic communication (in particular by email or fax) or on electronic storage media.

The methods used for communication must make it possible for a receipt date to be given with certainty;

- 4) or by any other means that confirm the date of receipt of the decision or the information.

ARTICLE 3: CONTRACT DURATION – DEADLINE FOR EXECUTION

The contract shall take effect on the date of its notification to the contract holder and shall terminate one year later after the anniversary date of the notification. The contract may then be renewed once by a formal decision by the contracting authority by one-year period.

ARTICLE 4: TERMS RELATING TO THE CONSULTATION

4.1 Variants

Applicants are not allowed to present variants.

4.2 Language(s) that may be used in the proposal or the participation application:

English, French

4.3 Negotiations

Negotiations may take place with the applicant(s) that have submitted the best proposals, especially regarding performance provisions and costings.

ARTICLE 5: COMPETITIVE TENDERING – CONTENTS OF THE CONSULTATION FILE

Competitive tendering shall be carried out after publication of a notice for competitive tendering on JOUE and BOAMP an announcement on the Acsé web site (www.lacse.fr) and on the purchaser profile (e-platform: www.achatpublic.com)

The consultation file shall be made up of the following documents:

- These tender rules (T.D. /R.C) ;
- The tender document (DC3)
- The Schedule of specific clauses (S.S.C./C.C.P) ;
- The CERFA reply forms (DC1, DC2, Delegation of signature). CERFA forms can be

downloaded from various websites and in particular from:

http://www.minefe.gouv.fr/themes/marches_publics/formulaires/index.htm

(Non-mandatory national forms for applicants for a public procurement contract)

ARTICLE 6: HOW TO OBTAIN THE CONSULTATION FILE

The consultation file may be downloaded from the purchaser profile web site at the following address: www.achatpublic.com go first to the companies area (section: access the contracts room) and then in the main pane, called search criteria, type in the consultation reference: **2013 URB 10 28**, finally click on search and then click on the pane that will then be displayed with the contract name.

The file may also be downloaded from the URBACT web site (www.urbact.eu) under the reference “**2013 URB 10 28**”

Should applicants experience any difficulty downloading the file they can email the SCPC (scpc@lacse.fr)

ARTICLE 7: HOW TO PRESENT THE TENDER FILES

The envelope must contain the following documents:

If the applicant chooses to submit its envelope as a physical medium (cf. article 8.1), the proposal file must include the documents listed below in 1 paper copy and 1 digital copy (CD-ROM, DVD or USB stick)

I. Application file

This application file must contain the following administrative documents in accordance with articles 43 to 45 of the Public Procurement Code and the decree of 28 August 2006:

- An application letter (use the Cerfa DC1 form provided);
- A declaration from the applicant duly filled in and signed (use the Cerfa DC2 form provided);
- A presentation that allows the applicant's abilities to be assessed and appraised:

In particular, the applicant must provide information about its professional, technical and financial abilities (its latest annual turnover). It must also enclose with its DC2 any documents that provide proof of its technical and professional expertise and its experience of the purpose of the contract as well as any references relating to similar services;

- A copy of the latest ruling in the event of receivership.

The admissibility of the applicants can be checked using these documents.

B/ Tender file

This tender file shall include the following documents:

7.1 The tender document duly filled out, dated and signed (use the enclosed Cerfa **DC3** form), including, in particular, the name and the position of the signatory authorised to commit the company legally and financially;

The applicant shall provide a **valid** fax and/or email address for all correspondence (page 2 of the tender document).

In the section "contract price" of the tender document (page 3 of the tender document), the applicant shall provide a fixed price for the contract.

This price is deemed to include all the services requested in the specific clauses (SSC/CCP).

Any applicant who is not subject to VAT must indicate under what section of legislation it is exempt.

7.2 The presentation of the dated and signed technical proposal which must include the following elements:

Given the services that the contract requires (services to be performed both in France and in Europe) applicants must be aware that they need to be available, mobile and able to speak several languages.

The applicant must put forward a project manager capable of demonstrating that s/he has the requisite qualifications to perform the contract. The applicant shall provide evidence of the proposed project manager's professional competency by any means and by providing documents and references confirming his or her skills and experience.

The applicant must enclose the project manager's CV in European format (the Europass CV can be downloaded from this link:

<http://europass.cedefop.europa.eu/europass/home/vernav/Europass+Documents/Europass+CV/navigate.action>) along with a paper written **in English and in French** which shall show:

- 1.1** Very good planning and coordination skills, ability to work under pressure and to meet deadlines, ability to work independently;
- 1.2** Experience in communications and interest in European affairs and/or urban issues;
- 1.3** Understanding of publishing production and experience in publishing, particularly, reporting, writing, editing and/or coordination;
- 1.4** Experience and knowledge of using website content management systems (minimal knowledge of Typo3 CMS required), XHTML, online publishing and other website related tools;

1.5 Excellent written and spoken English (essential), a working knowledge of French and, if possible, of another EU language.

1.6 Computer savvy (MS Office, graphic design and photo editing software is an advantage, etc.);

1.7 Experience in designing and delivering communication trainings;

1.9 Aptitude for coordination of service providers.

The services expected require much organization, reactivity, versatility and the capability of working autonomously with a large degree of pragmatism.

A breakdown of the global and fixed price detailing the cost per man-day and the number of days allocated to each stage or mission

PLEASE NOTE:

The applicant whose proposal is selected must provide the following documents:

- for corporations: an extract of its listing (K bis) on the companies register;
- for non-profit associations: a copy of the publication in the Official Gazette when it was set up;
- for other corporate entities: any other document that proves its legal existence;
- statements and certificates issued by government offices and competent organisations that prove that it has met its fiscal and social obligations (the Cerfa NOTI 2 form may be used) or equivalent documents if the applicant is based in a State other than France, in accordance with the terms set out in article 46 of the Public Procurement Code;
- bank or postal details with the applicant's legal name;

For bank accounts outside France, the successful applicant must provide the name and address of its bank, its bank account number and the corresponding IBAN and SWIFT/BIC codes.

- the declaration relating to the fight against undeclared work (Cerfa form DC6).

ARTICLE 8: HOW TO SEND THE TENDER FILES

8. 1 Sending on a physical medium

The files shall be presented in a single sealed envelope with this wording:

Contract No. 2013 URB 10 28
ASSISTANCE SERVICES TO THE COMMUNICATION STRATEGY
OF THE URBACT II EUROPEAN PROGRAMME

Not to be opened by the postal service

This envelope shall be sent to the *Direction des achats, des marchés et du contentieux* [Purchases, contracts and litigation department]

By recorded delivery or by Chronopost to:
L'Acsé, Tour Paris- Lyon, Secrétariat de la DAMC
209-211, rue de Bercy - 75585 Paris Cedex 12, FRANCE.
(16^e étage Bureaux 1618 -1619)

or

It can be handed in at the same address and the same offices in return for a receipt
(opening times: 9am – 12.30pm and 1.30pm - 6pm)

8.2 Sending electronically (please refer to 14 of this tender document)

ARTICLE 9: VALIDITY PERIOD FOR THE PROPOSALS

The validity period is 4 months from the deadline for receipt of the envelopes.

ARTICLE 10: DEADLINE FOR RECEIPT OF ENVELOPES

The deadline for receipt of the envelopes is:

21 NOVEMBER 2013 AT MIDDAY (GMT + 1)

ARTICLE 11: SÉLECTION CRITERIA FOR THE PROPOSALS

The most economically advantageous proposal shall be judged according to the criteria set out below with their weighting:

35 points: the project manager's skills

35 points: the project manager's experiences

30 points: price

ARTICLE 12: MINOR CHANGES AND ADDITIONAL INFORMATION

12.1 Minor changes to the consultation file (DCE)

The public entity reserves the right, at the latest six (6) days before the set deadline for receipt of the proposals, to make minor changes to the consultation file. Applicants must in this case respond on the basis of the modified file without being able to lodge any complaint about this. This six (6) day period shall start on the day when the changes are sent.

If, the deadline set for the receipt of envelopes is postponed while applicants are studying the file, the previous provision shall be applicable based on this new date.

12.2 Additional information

The technical correspondent for this contract is:

Acsé, URBACT Secrétariat, 5 rue Pleyel, 93283 Saint-Denis Cedex.

-Thierry Picquart, Head of Administration and Coordination, URBACT secretariat

Tel: +33 (0)1 49 17 46 02 / email: t.picquart@urbact.eu.

The administrative correspondents for this contract are:

Acsé, DAMC, 209, rue de Bercy, 75585 Paris Cedex 12.

-Martine Bourcier, Director of the public procurement and litigation department (DAMC)

Tel: +33 (0)1.40.02.74.12 / fax: +33 (0)1.40.02.77.14 / email: martine.bourcier@lacse.fr and

scpc@lacse.fr, Laurent Cousin Officer at the public procurement and litigation department (DAMC) - Tel: +33 (0)1.40.02.74.36 / email: Laurent.cousin@lacse.fr

ARTICLE 13: APPEAL PROCEDURES

The court responsible for appeal procedures:

Administrative Court of Paris, 7, rue de JOUY, 75181 Paris Cedex 04.

Email: greffe.ta-paris@juradm.fr

Tel. +33 (0)1 44 59 44 00. URL: <http://www.ta-paris.juradm.fr>. Fax +33 (0)1 44 59 46 46.

The department from which information may be obtained about lodging an appeal:

Clerk to the Administrative Court of Paris, 7, rue de JOUY, 75181 Paris Cedex 04.

Email: greffe.ta-paris@juradm.fr

Tel. +33 (0)1 44 59 44 00. URL: <http://www.ta-paris.juradm.fr>. Fax +33 (0)1 44 59 46 46.

ARTICLE 14: SENDING DOCUMENTS ELECTRONICALLY:

To guarantee that the electronic procedure takes place as smoothly as possible for applicants who wish to respond electronically (sending the documents electronically through the purchaser profile) applicants are asked to follow the instructions below:

First, the applicant should go to the purchaser profile web site at this address: www.achatpublic.com then go to the companies area (section: access the contracts room) and then in the main pane, called search criteria, type in the consultation reference: **2013 URB 10 28**, finally click on search and then click on the pane that will then be displayed with the contract name. Next, the applicant sends its file electronically by accessing the "reply" section, listed in the tabs on the left.

- Applicants must send the documents in Word, Excel or PDF (Adobe Acrobat) format, all PC compatible. Acsé must be able to read and print off the files it receives. Applicants are requested not to use "exe" and "macros" type formats.

-It is vital that the documents for the application and the proposal that require a signature are signed by **a legal representative from the organisation.**

This signatory must be empowered to commit the individual applicant or the member of the group that it represents. **If there is another signatory, a formal delegation of signature must be attached.**

Accordingly, the documents listed above and sent electronically shall be signed by the economic operator using an electronic signature certificate that notably guarantees identification of the applicant.

From 1 October, certificates with a signature complying with the French government security reference system (RGS) shall be accepted (RGS levels ** and ***). The accepted reference signature formats are PAdES, CAdES, XAdES.

Below are the main stages in the change to the regulations for which certificates will be accepted:

- Between 1 October 2012 and 18 May 2013: PRIS V1 and RGS certificates

- After 18 May 2013: only RGS certificates shall be authorised

These various certificates can be found on the entreprises.minefi web site at this address: <http://www.entreprises.minefi.gouv.fr/certificats/>

- Envelopes sent electronically are time and date stamped. Any envelope received after the submission deadline date and time shall be deemed to be outside the deadline.

Please note: all documents contained in a ZIP file that require a signature must be signed.

It is understood that when using the web site all the documents must be sent before the deadline time for the receipt of envelopes.

You are reminded that the deadline for the submission of envelopes is **21 November 2013 at midday (CET)**.

At the same time as sending their envelope electronically, applicants may also send to Acsé:

(Acsé, secrétariat du SCPC, 209-211, rue de Bercy - 75585 Paris Cedex 12),
one back-up copy on a physical medium: paper or electronic (CD-ROM, USB stick etc...), in this case the applicant must write this wording on its envelope "**back-up copy**" along with the identity of the organisation.

- This back-up copy will only be opened under the following circumstances:

If a computer virus is detected in the applications or proposals sent electronically.

If an application or proposal is sent electronically and does not arrive before the deadline or cannot be opened, provided that the back-up copy has been submitted before the deadline.

-This back-up copy shall be taken into account only if it has been submitted to Acsé, **before the** deadline date for the receipt of envelopes.

- If documents are being submitted electronically, those for which a signature is mandatory, must include an electronic signature (please see above).

APPENDIX 1

INDICATIVE VOLUME OF THE SERVICES REQUIRED “ASSISTANCE TO COMMUNICATION STRATEGY”
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1. Assistance to URBACT Project Communications

Processes of URBACT II communications are organised in 3 levels: programme level (supervised and implemented by URBACT Joint Technical Secretariat), project level (implemented by project communication officers and assisted by the URBACT Joint Technical Secretariat) and national level (implemented by URBACT National Dissemination Points and coordinated by the URBACT Joint Technical Secretariat).

The contractor will have to provide its assistance to project level communications covering the following responsibilities:

- Designing and providing communication training (onsite, online or blended) for communication officers of the URBACT projects;
- Identifying the needs of communications officers and, if necessary, preparing guidelines for them (for example, on the use of the social media, on the organisation of the transnational events, press conferences, etc.);
- Preparing monthly informative emails to the project communication officers, including the request for their content input for programme-level communication channels;
- Regularly monitoring communication activities of the projects and proactively providing a personalised assistance on communication issues;
- Analysing project level communications and providing suggestions how to improve and design better communication processes and reach more professional results.

Estimate: Approximately 60 days per year for Assistance to URBACT Projects Communications

2. Coordination of URBACT Publications and Content Marketing

URBACT publications are one of the four main URBACT communication channels. The contractor will have to coordinate the content collection and publishing process and serve as the main contact point for content creators, editors and/or Editorial Team, designers, layout makers and printing house, ensuring that all the involved stakeholders are aware of processes and timetable and follow the agreed deadlines.

The contractor will provide suggestions for the concept of publications and their optimal format (for example, paper or electronic), as well as will actively involve in defining long and short term publication and content marketing strategy in the programme level.

Estimate: Approximately 50 days per year for Coordination of URBACT Publications and Content Marketing

3. Programme-Level Communications Support

In addition, the contractor will have to undertake the following responsibilities:

- Tasks related to digital communication tools:
 - As minimum twice per year making an audit of the website static content and ensuring that all the static content of the website is completely updated with the most up-to-date information;
 - Ensuring that news items would be published as a minimum twice per week; actively collecting interesting content and establishing relations with possible contributors; creating and regularly updating news collection calendar; writing news items on a wide range of topics; providing feedback to other contributors, and editing other writers' content; optimizing content for search engines and lead generation.
 - Ensuring that any website content item, when received, is published within the next two working days on the URBACT website.
 - Collecting content for the monthly newsletter and coordinating its production and delivery.
 - If necessary, actively involving in the digital media campaigns of the URBACT programme.

Estimate: Approximately 80 days per year for Digital Communication Tools

- Tasks related to organising communication and dissemination events:
 - Assistance to organisation of programme-level communication events, such as annual conferences, open days, exhibitions, etc., before, during and after the events.

Estimate: Approximately 25 days per year for Assistance to events organisation

- Active participation in defining short or long-term activity plans of URBACT Communications.

Estimate: Approximately 15 days per year for Participation in defining activity plans