

Brussels, 1 February 2023

Energy Efficiency Compliant Product 2018 - EEPLIANT3 [GA 832558]

RELAUNCH - Call for Offers

for the purchase of video production services
under Work Package 1 - Management, Communication and
Administration

1. Introduction / Lead-in Note

This is a relaunch of the Call for Offers for the purchase of one-time video production services under the EU-funded [Energy Efficiency Compliant Products 3 - EEPLIANT3](#) Concerted Action, which was published on 04 November 2022. The first public procurement round did not lead to contract award as all tender received by the submission deadline were exceeding our available budget.

This new second tender notice is released with updated Terms of Reference (ToR), particularly with respect to the description of the service, the selection and award criteria. Agencies that replied to the initial Call for Offers are strongly encouraged to submit an updated proposal also in this second round.

2. Background

PROSAFE is a non-profit NGO established in 1991 by market surveillance officers from various countries throughout Europe. Its main aim is to contribute to the compliance of products and services by promoting best practices in market surveillance. Since 2006, PROSAFE has established itself as the major organising and coordinating body for Joint Market Surveillance Actions in Europe.

PROSAFE's main task is to coordinate Joint Actions between Market Surveillance Authorities. Each Joint Action comprises a number of work packages that target specific product groups, and a number of activities aimed at developing methods and best practices.

In 2019, PROSAFE became the coordinator of the [Energy Efficiency Compliant Products 3 - EEPLIANT3](#)¹. EEPLIANT3 is a pan-European Concerted Action on market surveillance aiming to achieve impacts in line with the objectives of the Horizon 2020 Work Programme 2018-2020 Secure, Clean and Efficient Energy. The project is funded by the European Union (EU) under the Horizon 2020 framework with a duration from June 2019 until November 2023. Two other organisations are supporting PROSAFE in the coordination of the project: the Austrian Energy Agency and the Danish vores bureau.

The objective of this Concerted Action is to help deliver the intended economic and environmental benefits of the framework Regulation for Energy Labelling 2017/1369 and Ecodesign Directive 2009/125 by increasing the rates of product compliance with them. This is achieved through the coordination of the monitoring,

¹ <https://eepliant.eu/index.php/new-about-eepliant/about-eepliant3>

verification and enforcement activities and through enhancing the knowledge, skills and experience of Market Surveillance Authorities (MSAs) and other organisations from 21 countries:

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, France, Germany, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Portugal, Slovenia, Spain, Sweden, and Turkey.

The project comprises 12 Work Packages (WP). Product inspection and laboratory testing activities are performed in 7 of the WPs. Specifically:

- WP-6 on New challenges and emerging issues, with testing of a very small number of Wine Storage appliances, TV Monitors, and Washing machines
- WP-7 on Air conditioners
- WP-8 on Domestic tumble dryers
- WP-9 on Water heaters and hot water storage tanks
- WP-10 on Ventilation units
- WP-11 on Lighting products (LED lamps and LED luminaires with fully integrated non-removable LEDs)
- WP-12 on Local space heaters (portable electric heaters, convector electric heaters (any size), underfloor electric heaters, electric storage heaters, closed gas fires, wood stoves, pellet stoves).

All the WPs apply a risk-based approach that is designed to detect, and then bring non-compliant products into conformity, or in serious cases remove them from the market. Consequently, the results of the EEPLIANT3 inspection and testing activities are not statistically representative of the levels of non-compliance of the EU market.

As part of the communication and outreach activities under Work Package 1 on Management, Communication and Administration, led by PROSAFE, the project is expected to deliver by September 2023 a short three-minute video in line with the minimum requirements set out in Grant Agreement (GA) No. 832558 as explained below in Section 3.

3. Subject

The subject of this Call for Offers is the purchase of time-bound audio-visual/video production services for the production and publishing of a short video on the testing activities carried out in the context of EEPLIANT3, in coordination with the Project Coordinator (PROSAFE), the participating MSAs, and the test laboratories concerned, if required.

4. Description of requested service

The contractor shall produce one short 3' minute IPR-free clip providing an overview of the project's testing methodologies, outputs, and conclusions in a conceivable way and with a clear pedagogical objective.

The purpose of the video is to describe the overall project, the testing process and to present the main results and conclusions, alongside practical tips for consumers. More specifically, the video should aim to:

- a. Demystify the testing methods deployed by the EEPLIANT3 product-specific activities.

- b. Advocate the benefits of EU-wide market surveillance in ecodesign and energy labelling and explain how they compensate for deficiencies in resources, experience, and knowledge amongst European MSAs.
- c. Leverage over time by producing relevant content that has a long lifespan.

The concept of this short explainer video may involve field filming at one selected test laboratory facility in Brussels/Belgium, as well as short video interviews (in English) with project participants and other key figures involved in the project (including European Commission officials located in Brussels/Belgium).

For the purpose of this Call for Offers, tenderers should consider the following hypothetical scenario:

- Video duration: 2 minutes 30 seconds
- An indicative 60-65% video production/40-35% animation production and stock video footage mix
- One travel for only one full day video shooting in Brussels
- Free access to the filming location(s)
- English-speaking interviewees
- English voice over
- Inclusion of closed captions in: BG, CS, DA, DE, EL, EN, ES, FR, HR, IT, LV, MT, NL, PT, SK, SL, SV, TR. Script translations in the aforementioned languages will be provided by the PROSAFE in liaison with the participating in EEPLIANT3 organisations - hence no required translation from the bidder.
- Word count approx. 300 words

Travel and field production requirements and volume will be defined together with the selected service provider prior to the signature of the contract. Accordingly, travel and accommodation costs should not be included in the quoted price (see below Section 8). Such costs will be reimbursed in accordance with the relevant effective European Commission rules.

The service includes the pre-production (research, concept creation/storyboarding, scriptwriting, proof-reading, and shoot planning), field filming, and post-production (compose video footage, motion graphics, VFX, editing, sound mixing and revisions, English voiceover and inclusion of on screen text translations).

If a tenderer intends to outsource part or parts of the requested service, this must be clearly indicated in the tender, including the name and a description of the proposed subcontractor/external service provider together with an explanation of roles and tasks.

The video should be suitable for dissemination via all popular web media platforms, including YouTube, Twitter and Facebook. The final technical specifications shall be agreed together with the preferred tenderer in the contracting phase.

The contractor should be able to deliver a first draft of the video in English in end of May 2023 and a final version of the video, including all required captions/subtitles, by 30 June 2023 at the latest. The signature

of the service contract is expected in March 2023, with an anticipated start of the pre-production immediately after.

Audience targeting/segmentation:

Primary:

- a) Active population in the 21 participating countries, as indicated in Section 1, with low awareness of energy efficiency/energy consumption and the benefits of the EU ecodesign and energy labelling policies, including market surveillance on energy-related products;
- b) Policy makers and legislators at EU and national level;
- c) Relevant industry stakeholders/economic operators (e.g. manufacturers, importers, installers, etc.) within the meaning of Article 3 of [Regulation \(EU\) 2019/1020](#)².

Secondary:

- d) EU/EEA MSAs.

5. Exclusion criteria

Tenderers found to be in any of the following exclusion conditions will be rejected and excluded from the evaluation procedure:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- c) they have been guilty of grave professional misconduct;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the European union's financial interests;
- f) following another procurement procedure or grant award procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

Tenderers are asked to provide a Declaration on Honour (see Appendix A) stating that they are not in one of the situations giving rise to exclusion from the procedure, as listed above. You must use the model circulated with the tender documentation, reproducing it word for word and in its entirety.

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex:32019R1020>

In line with the relevant European Commission requirements, tenderers that submitted a Declaration on Honour (DoH) as part of their tender file in the previous procurement round during November-December 2022 are not required to resubmit this document on condition that their situation is unchanged.

Acceptance of the standard terms and conditions for PROSAFE contracts

The submission of an offer under this Call for Offers implies that tenderers:

- Accept PROSAFE’s “General Conditions for Tender” as attached to this specification (Appendix B).
- Accept that CINEA (EU Agency managing the Horizon 2020 programme), the European Commission, the European Court of Auditors, and OLAF (European Anti-Fraud Office) have the right to carry out checks, reviews and audits on contractors and subcontractors during or after the implementation of the EEPLIANT3 Concerted Action.

6. Selection criteria

Tenderers must demonstrate compliance with the following minimum technical and professional capacity criteria:

- 1) **Proven technical capacity and experience in audio-visual production with at least 5 audio-visual projects in the last 5 years prior to this Call for Offers, of which at least 3 including field production and 2 animation production/motion graphics, commissioned by the European Commission or its Agencies or other external clients (national or international).**

[NOTE: In case a single video includes live-action and animations (i.e., mixed/blended format), its reference can be used to fulfil the requirements for both video classes, i.e. field production and motion graphic/animation production]

Evidence: Project portfolio with a detailed list of videos and video references, including the name of the client, value (if not confidential), implementation timeline, active web link to the video, a description of scope, concept and tasks carried out by the tenderer, main technical specifications (e.g. video format, frame rate, resolution, language, etc.) for each listed video.

- 2) **Proven professional capacity, with a team including, as a minimum, the following profiles:**

- a) **Creative/Art Director:** Post-graduate relevant professional experience of minimum 5 years. Proficiency in English (oral and writing) at least C1 level.

Evidence: CV or a brief indicating education and professional qualifications, relevant experience, list of projects, level of English language proficiency.

- b) **Video Editor:** Post-graduate relevant professional experience of minimum 4 years. Proficiency in English (oral and writing) at least C1 level.

Evidence: CV or a brief indicating education and professional qualifications, relevant experience, list of projects, level of English language proficiency.

- c) **Motion Graphic/Digital Designer:** Post-graduate relevant professional experience of minimum 4 years. Proficiency in English (oral and writing) at least C1 level.

Evidence: CV or a brief indicating education and professional qualifications, relevant experience, list of projects, level of English language proficiency.

- d) **Copywriter:** Post-graduate relevant professional experience of minimum 5 years. Proficiency in English (oral and writing) C2/near-native level.

Evidence: CV or a brief indicating education and professional qualifications, relevant experience, list of projects, level of English language proficiency.

Tenderers must ensure that all proposed profiles shall remain the same during the execution of the service contract for delivery of the service.

7. Award criteria

The objective of the award criteria is to evaluate the tenders with a view to choosing the tender that presents the best value for money. Tenders complying with the minimum selection criteria as defined in Section 6 above will be evaluated based on the following award criteria and weighting:

- Quality: 70%
- Financial offer: 30%

The quality of the tenders will be assessed according to the following criteria:

Award Criterion 1: Technical and professional capacity (20 points)

- a) Assessment of the quality of the 5 audio-visual projects submitted as evidence for meeting Selection Criterion 1, and particularly, of the overall quality of the video concepts including creativity, complexity, visual language, and their storyline/script **(14 points)**
- b) The profiles of the proposed team and allocation of roles in the project **(6 points)**

Award Criterion 2: Proposed video concept and key messages (22 points)

- a) Quality of the proposed (i) video concept, (ii) key messages, and (iii) storyline to meet the objectives of the video as described in Section 4 above **(15 points)**
- b) A detailed project time plan for the delivery of the service with a breakdown of all tasks including a brief description per task **(7 points)**

Award Criterion 3: Quality controls (8 points)

- a) Assessment of the *specific* quality control system proposed for the timely delivery of the requested service, including the management and mitigation of production risks, language quality, and delivery time guarantees.

Each criterion will be awarded a score from 0 (zero) up to a maximum number of points as indicated above, based on the level of detail provided, the relevance to and coverage of the expressed requirements and the quality of the proposal.

The total maximum number of points is 50.

8. Financial Offer

Tenderers are requested to submit their financial offer for the delivery the requested services as described in Section 4 above. The total amount of the financial offer should include **all charges/expenses** excluding text translations (not part of the service) and costs for travel and accommodation which will be reimbursed in accordance with the relevant applicable European Commission rules as well as costs for the transport of equipment for filming purposes that will also be reimbursable expenses.

Quotations should also include costs for post-production modifications in the video, in case this will be required by the client.

The quoted price must also include any potential costs for renting A/V or other equipment and/or the outsourcing of tasks necessary for the delivery of the requested service under this Call for Offers.

In the case that a tenderer will use or purchase any external services for delivering part or parts of the requested service, this must be clearly indicated in the offer together with an explanation of roles and tasks.

The quoted price should be expressed in Euros, **with zero-rated VAT**.

PROSAFE is VAT registered as taxable person established in Belgium with VAT number BE 0809.226.854 (Belgian Chamber of Commerce 809 226 854). All invoices shall mention the BE VAT number and be issued with zero VAT, making reference to the reverse charge mechanism according to Articles 44 and 196 of the VAT Directive 112/2006.

Terms of offer must be valid for acceptance (or negotiation) for at least 3 months from submission. PROSAFE reserves the right to negotiate with one or more shortlisted tenderers before taking a decision on the placing of a contract. The offer shall remain valid until changes are agreed in writing.

Invoicing will be discussed and agreed before the placing of the contract.

9. Tender documentation

To be considered complete and go through the evaluation process, tenders should include:

- I. A signed Declaration on Honour sent in original with blue ink hand-written signature by post (Appendix A) **and** in digital scanned copy via email, as specified in Section 5 above.
Tenderers who submitted a Declaration on Honour during the previous procurement round conducted in November-December 2022 are not required to resubmit this document provided that their situation towards the exclusion conditions is unchanged.
- II. Complete tender documentation and evidence fulfilling all the Selection Criteria as described in Section 6 above. Non-compliant or incomplete tenders will be excluded from the evaluation.
- III. A technical offer with clear and detailed information addressing all the award criteria and sub-criteria as described in Section 7 above.
- IV. A financial offer as per Section 8 of this Tender Specification.

10. Questions about the tender specifications

Any questions for clarification or other queries about the tender specifications must be submitted in writing to ioana@prosafa.org AND eepliant3@prosafa.org with the subject header 'URGENT: Question for EEPLIANT3 RECAST - WP1 Video Production Tender'.

Verbally addressed questions will not be answered in fairness to all bidders.

Questions must be received by 16 February 2023, 17:00 CEST.

Anonymised question(s) and response(s) will be circulated to bidders who registered their interest and published on the EEPLIANT website: <https://eepliant.eu/index.php/calls-for-tenders>

11. Tender evaluation and contracting timeline

1. Tender published on EEPLIANT3 and PROSAFE websites on 01 February 2023. Identified bidders will also be notified directly by email simultaneously.
2. Deadline for submission of questions about the specification: 16 February 2023, 17:00 CEST.
3. Deadline for submission of tenders: **23 February 2023, 17:00 CEST.**

Tenders must be sent to the offices of PROSAFE in hardcopy (Avenue des Arts/Kunstlaan 41, 2nd floor, 1040 Brussels, Belgium) **AND** via email to ioana@prosafa.org and eepliant3@prosafa.org with the subject header 'RECAST-EEPLIANT3 WP1 Video Production Tender'. Hardcopies must be received at latest by 27 February 2023 - stamp date being the proof that they were sent no later than 23 February 2023.

Tenders received after this deadline will be rejected.

4. PROSAFE aims to notify all bidders that succeeded or failed by 6 March 2023. They will be granted 5 working days to request clarifications or appeal the decision by email.
5. PROSAFE will analyse the appeal and provide a final decision.
6. Clarification of bid details and implementation specifications with the preferred bidder will take place by mid-March 2023.
7. Contracts are expected to be signed in mid- March 2023.

This timeline is indicative and remains subject to changes depending on the circumstances and developments within the project.

12. Assessment of tenders

The selection procedure will be as follows:

1. Screening of tenders for compliance with the exclusion criteria. Non-compliant tenders are rejected.
2. Assessment of qualifying bids based on the **selection criteria**. Non-compliant tenders are rejected.
3. Assessment of the qualifying bids based on the weighted **award criteria**.

4. Bidders are informed on the results of the tender evaluation.
5. Preferred bidder will be contacted to arrange a pre-contractual interview to discuss the production plan and specific requirements.
6. Decision on final specifications and contracting.

Tenderers may be invited to provide additional information to clarify the already presented services or where a clerical error occurred provided that the principles of transparency and equal and fair competition are respected.

13. Standard terms and conditions for the contract

Please see the attached standard terms and conditions that will apply to the contract (Appendix A). The submission of an offer under this Call for tenders implies that tenderer accepts PROSAFE's "General Conditions for Tender" as attached to this tender specification.

14. Data protection

Tenderers must ensure compliance with the applicable data protection rules at national and EU level including Regulation (EU) 2016/679 (General Data Protection Regulation) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)³.

15. Further information

The contract will be signed under Belgian law.

Further information regarding the task and the selection procedure can be obtained from the PROSAFE office:

Avenue des Arts/Kunstlaan 41, 2nd floor
1040 Brussels
Belgium

Email: ioana@prosafa.org and eepliant3@prosafa.org

With best regards,

Ioana Sandu
Executive Director

³ <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

Appendices

Number	Title
A	Declaration of Honour
B	PROSAFE's General Conditions for Tender

DISCLAIMER

This Call for Offers is part of the EEPLIANT3 Concerted Action that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 832558.

The content of this Call represents the views of the author, and it is his sole responsibility; it can in no way be taken to reflect the views of the European Climate, Infrastructure and Environment Executive Agency (CINEA), the European Commission or any other body of the European Union, who are not responsible for any use that may be made of the information it contains.