

SERVICE CONTRACT NOTICE

Technical Assistance for Information and Publicity Activities - II

Location: Europe (non EU) - Turkey (TR)

1. Publication reference

EuropeAid/137563/IH/SER/TR

2. Procedure

Restricted.

3. Programme title

IPA.

4. Financing

Financing agreement.

5. Contracting Authority

Department for European Union Investments, DG Foreign Relations and European Union Affairs, Ministry of Transport, Maritime Affairs and Communications, Ankara, REPUBLIC OF TURKEY.

CONTRACT SPECIFICATION

6. Nature of contract

Fee-based.

7. Contract description

The project will promote public awareness regarding the objectives of the EU financial assistance in the transport sector and its impact on Turkish citizen's lives and Turkey's economy. Activities will be carried out to ensure and sustain the proper visibility of TOP and its projects. A renewed perspective for the Communication Strategy and Action Plan will be prepared. Project-specific publicity events, media exchanges, focused events will be organized. Raising of awareness and the dissemination of information to the general public and other stakeholders will be assured via printed, visual, website and social media. The project will also provide expert support to the Contracting Authority to enhance its capacity to implement information and publicity activities via formal training modules and a study visit.

8. Number and titles of lots

One lot only.

9. Maximum budget

EUR 1 000 000.

10. Scope for additional services

The Contracting Authority may, at its own discretion, extend the project in duration and/or scope subject to the availability of funding up to the estimated amount of approximately EUR 1 000 000. Any extension of the contract would be subject to satisfactory performance by the Contractor.

CONDITIONS OF PARTICIPATION

11. Eligibility

Participation is open to all legal persons (participating either individually or in a grouping - consortium - of tenderers) which are established in a Member State of the European Union or in a country or territory of the regions covered and/or authorised by the specific instruments applicable to the programme under which the contract is financed (see item 29 below). Participation is also open to international organisations. Participation of natural persons is directly governed by the specific instruments applicable to the programme under which the contract is financed.

12. Candidature

All eligible natural and legal persons (as per item 11 above) or groupings of such persons (consortia) may apply.

A consortium may be a permanent, legally-established grouping or a grouping which has been constituted informally for a specific tender procedure. All members of a consortium (i.e., the leader and all other members) are jointly and severally liable to the Contracting Authority.

The participation of an ineligible natural or legal person (as per item 11) will result in the automatic exclusion of that person. In particular, if that ineligible person belongs to a consortium, the whole consortium will be excluded.

13. Number of applications

No more than one application can be submitted by a natural or legal person whatever the form of participation (as an individual legal entity or as leader or member of a consortium submitting an application). In the event that a natural or legal person submits more than one application, all applications in which that person has participated will be excluded.

14. Shortlist alliances prohibited

Any tenders received from tenderers comprising firms other than those mentioned in the short-listed application forms will be excluded from this restricted tender procedure unless prior approval from the Contracting Authority has been obtained (see Practical Guide – PRAG- 2.4.3.). Short-listed candidates may not form alliances or subcontract to each other for the contract in question.

15. Grounds for exclusion

As part of the application form, candidates must submit a signed declaration, included in the standard application form, to the effect that they are not in any of the exclusion situations listed in Section 2.3.3 of the PRAG.

16. Sub-contracting

Subcontracting is allowed.

17. Number of candidates to be short-listed

On the basis of the applications received, between 4 and 8 candidates will be invited to submit detailed tenders for this contract. If the number of eligible candidates meeting the selection criteria is less than the minimum of 4, the Contracting Authority may invite the candidates who satisfy the criteria to submit a tender.

PROVISIONAL TIMETABLE

18. Provisional date of invitation to tender

June 2016.

19. Provisional commencement date of the contract

November 2016.

20. Initial period of implementation of tasks

12 months.

SELECTION AND AWARD CRITERIA

21. Selection criteria

The following selection criteria will be applied to candidates. In the case of applications submitted by a consortium, these selection criteria will be applied to the consortium as a whole unless specified otherwise. The selection criteria will not be applied to natural persons and single-member companies when they are sub-contractors.

- 1) **Economic and financial capacity of candidate** (based on item 3 of the application form). In case of candidate being a public body, equivalent information should be provided. The reference period which will be taken into account will be the last three years for which accounts have been closed.
 - 1.1) the **average** annual turnover of the candidate must exceed EUR 1 000 000 (one million Euros).
- 2) **Professional capacity of candidate** (based on items 4 and 5 of the application form). The reference period which will be taken into account will be the last three years from submission deadline.
 - 2.1) At least 10 permanent staff members currently work for the candidate (or where applicable to consortium) in the fields related to this contract.
- 3) **Technical capacity of candidate** (based on items 5 and 6 of the application form). The reference period which will be taken into account will be the last three years from submission deadline.
 - 3.1) The candidate has provided communication and public awareness (including organisation of events) services with a budget of at least 1 000 000 (One Million) Euros which was implemented at any moment during the reference period. This means that the project the candidate refers to could have been started or completed at any time during the indicated period but it does not necessarily have to be started and completed during that period, nor implemented during the entire period. Candidates/tenderers are allowed to refer either to projects completed within the reference period (although started earlier) or to projects not yet completed. In the first case the project will be

considered in its whole if proper evidence of performance is provided (statement or certificate from the entity which awarded the contract, proof of final payment). In case of projects still on-going only the portion satisfactorily completed during the reference period although started earlier will be taken into consideration. This portion will have to be supported by documentary evidence (similarly to projects completed) also detailing its value. If a candidate/tenderer has implemented the project in a consortium, the percentage that the candidate/tenderer has successfully completed must be clear from the documentary evidence, together with a description of the nature of the services provided if the selection criteria relating to the pertinence of the experience have been used.

Previous experience which caused breach of contract and termination by a Contracting Authority shall not be used as reference.

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 it has with them. It must in that case prove to the Contracting Authority that it will have at its disposal the resources necessary for performance of the contract, for example by producing a commitment on the part of those entities to place those resources at its disposal. Such entities, for instance the parent company of the economic operator, must respect the same rules of eligibility - notably that of nationality - and must fulfil the same relevant selection criteria as the economic operator. With regard to technical and professional criteria, an economic operator may only rely on the capacities of other entities where the latter will perform the works or services for which these capacities are required. With regard to economic and financial criteria, the entities upon whose capacity the tenderer relies, become jointly and severally liable for the performance of the contract.

If more than 8 eligible candidates meet the above selection criteria, the relative strengths and weaknesses of the applications of these candidates must be re-examined to identify the eight best candidates. The only factors which will be taken into consideration during this re-examination are:

- (a) The highest number of contracts implemented by the Candidate according to criterion 21 (3.1).
- (b) If more than one eligible Candidate has the same number of contracts according to criterion 21 (3.1) (a), the highest sum of the contract values (portion satisfactorily completed for on-going projects) implemented by the Candidate (proportion carried out by the Candidate) according to criterion 21 (3.1);

In case of competition between two or more candidates having the same values of eligible contracts under criterion (b), the candidates will be ranked according to the total value of the proportion(s) carried out by the Leader in the current tender who also acted as a Leader in those eligible contracts.

22. Award criteria

Best price-quality ratio.

APPLICATION

23. Deadline for receipt of applications

16:00 local time on 25 April 2016.

Any application received by the Contracting Authority after this deadline will not be considered.

24. Application format and details to be provided

Applications must be submitted using the standard application form, the format and instructions of which must be strictly observed. The application form is available from the following Internet address:

<http://ec.europa.eu/europeaid/prag/annexes.do?chapterTitleCode=B>

The application must be accompanied by a declaration of honour on exclusion and selection criteria using the template available from the following Internet address:

<http://ec.europa.eu/europeaid/prag/annexes.do?chapterTitleCode=A>

Any additional documentation (brochure, letter, etc.) sent with an application will not be taken into consideration.

25. How applications may be submitted

Applications must be submitted in English exclusively to the Contracting Authority in a sealed envelope:

- EITHER by recorded delivery (official postal service) to :

For the attention of: Mr. Nedim Yeşil
Department for European Union Investments
DG Foreign Relations and European Union Affairs
Ministry of Transport, Maritime Affairs & Communications
Hakkı Turaylıç Cad. No. 5, AYGEM BİNASI K: 10
06520 Emek, ANKARA, Türkiye

In this case, the delivery record makes proof of compliance with the time-limit for receipt.

- OR hand delivered (including courier services) directly to the Contracting Authority in return for a signed and dated receipt to:

For the attention of: Mr. Nedim Yeşil
Department for European Union Investments
DG Foreign Relations and European Union Affairs
Ministry of Transport, Maritime Affairs & Communications
Hakkı Turaylıç Cad. No. 5, AYGEM BİNASI K: 10
06520 Emek, ANKARA, Türkiye
Opening hours: 08:30 – 17:30, local time.

In this case, the acknowledgment of receipt makes proof of compliance with the time-limit for receipt.

The Contract title and the Publication reference (see item 1 above) must be clearly marked on the envelope containing the application and must always be mentioned in all subsequent correspondence with the Contracting Authority.

Applications submitted by any other means will not be considered.

By submitting an application candidates accept to receive notification of the outcome of the procedure by electronic means. Such notification shall be deemed to have been received on the date upon which the contracting authority sends it to the electronic address referred to in the application.

26. Alteration or withdrawal of applications

Candidates may alter or withdraw their applications by written notification prior to the deadline for submission of applications. No application may be altered after this deadline.

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with Item 25. The outer envelope (and the relevant inner envelope if used) must be marked 'Alteration' or 'Withdrawal' as appropriate.

27. Operational language

All written communications for this tender procedure and contract must be in English.

28. Date of publication of prior information notice

13 October 2015.

29. Legal basis¹

Council Regulation (EC) No 1085/2006 of 17 July 2006 establishing an instrument for pre-accession assistance (IPA) (OJ L 210, 31.7.2006, p. 82).

30. Additional information

N/A

¹ Please state any specificity that might have an impact on rules on participation (such as geographic or thematic or long/short term).