

OPEN CALL FOR PROPOSALS

VP/2003/013 — Budget line B5-5020: Awareness raising for the European Employment Strategy

(2003/C 125/09)

1. Context

Decision No 1145/2002/EC of the European Parliament and of the Council of 10 June 2002 on Community incentive measures in the field of employment (OJ L 170, 29.6.2002) calls in Article 3(1)(g) for the implementation of 'an active information policy responding to the public's need for transparency and recognising the importance of ensuring that European citizens can be fully informed on all aspects of the European Employment Strategy'. Further information on the EES can be found on http://europa.eu.int/comm/employment_social/index_en.htm

2. Objectives

To **support dissemination and awareness raising initiatives** concerning the EES (European Employment Strategy). Such initiatives should aim at providing **information of a general nature** on the EES (objectives and rationales, results achieved, implementation and monitoring, respective roles of institutions involved), while clearly indicating the interplay between the European context and employment policies at national, regional and local levels. The **key messages of the EES** should be presented, explained and put in the respective national context. Building on that, **specific information needs of specific target groups** (e.g. assemblies of regional and local authorities, social partners, civil society) **or with regard to specific themes** (e.g. equal opportunities, prevention and activation of the long-term unemployed, mobility, lifelong learning, quality of work, active ageing, inclusive labour markets, immigration, employment participation and making work pay) should be addressed in more detail with the aim of **fostering better knowledge and understanding**, which would **facilitate the involvement of potential stakeholders in the development and implementation of the EES** in their respective contexts. All initiatives should contribute to an increased understanding of the main objectives and policy priorities of the reformed EES (2003-2010) and of the added value of employment policy coordination at EU level.

Proposed **actions** should develop awareness raising initiatives relevant for specific groups and themes. All relevant media and instruments can be used for that purpose, e.g. conferences, seminars, workshops, Internet, written and audio-visual material, special events. Initiatives should ideally allow for interactive flow of information,

thus stimulating discussion instead of top-down provision of information only. On the basis of self-assessment and evaluation, projects should come up with proposals for future information and dissemination strategies.

3. Total available budget

EUR 500 000 on budget line B5-5020.

4. Eligibility criteria

Proposals which do not comply with the following criteria are not eligible and will be rejected.

Proposals must:

- be made in writing, on the form distributed by the Authorising Officer,
- comply with objectives and actions in item 2,
- be submitted by moral persons representing central, regional or local public authorities or agencies or by organisations representing social partners or civil society. Proposals from accession countries are excluded from this call since the envisaged activities are not covered by the memorandum of understanding on the participation of accession countries in the Decision on the Incentive Measures in the field of Employment,
- include proof of co-financing of at least 25 % of the project's budget,
- not be eligible for support by other Community Programmes.

Applicants must certify that they are not in one of the following situations:

- (a) bankrupt or being wound up, 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) convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;
- (c) guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- (d) 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) 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 Communities' financial interests;
- (f) following another procurement procedure or grant award procedure financed by the Community budget, declared to be in serious breach of contract for failure to comply with their contractual obligations.

Furthermore, the applicants who

- are subject to a conflict of interest,
- are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the contract procedure, or who fail to supply this information

will be excluded.

5. Selection criteria

Applicants must provide evidence of their technical, economic, financial and professional standing, based on the following criteria:

- **The applicant's technical capacity for performing the information and communication work must be confirmed by:**
 - a list of the main projects carried out in the last five years relating to the subject fields to be communicated. In the case of work done for the European Commission, applicants must also indicate the reference number of the contract with the Commission and the department for which the contract was performed,
 - a list of the coordinators and experts to be used for the information/communication, together with their CVs and qualifications (see point 7 for the requisite skills),
 - a declaration by the coordinator certifying the competence of the team to carry out the information/communication,

- in the case of proposals from consortia: clear identification of the coordinator, who will also be the contractor, plus written confirmation from each member of the consortium that they are ready and willing to participate in the project, and briefly describing their role,

- a brief description of the applicant's work done in the provision of similar services; in the case of bids from consortia, this description must be provided for each member of the consortium.

- **Economic and financial capacity** to carry out the tasks set out in the specifications of the call for proposals must be demonstrated as follows:

- the applicant (or consortium) must provide proof of turnover in the last financial year at least equivalent to 100 % of the proposed price of the contract,

- balance sheets from the last three financial years, where publication of the balance sheets is required under company law in the country in which the service provider is established; in the case of proposals from consortia, these balance sheets must be provided by each member of the consortium,

- a statement of the applicant's overall turnover and turnover in respect of services to which the contract relates for the previous three financial years; in the case of proposals from consortia, this statement must be provided by each member of the consortium,

- a bank declaration providing evidence of sound financial standing; in the case of proposals from consortia, this declaration must be provided by each member of the consortium.

6. Award criteria

The grants will be awarded following a comparative assessment of the proposals in order to determine those which (i) best meet the objectives of this call and which (ii) have an adequate cost/efficiency ratio; this procedure will take approximately four months after the date for submission. In its evaluation the Commission will take into account the criteria listed hereunder

(i) Quality of the proposal

- **Approach**

- **Methodological Quality**

- **Work Organisation**

(ii) Cost/efficiency ratio

The proposal must include a detailed budget breakdown enabling the Commission to identify the efficiency in relation to the cost of the various tasks.

7. Financial conditions

The total available budget for funding for 2003 is EUR 500 000.

Community contribution 75 % of eligible costs maximum, with an average of EUR 100 000 and not less than EUR 50 000 per project. Sources of co-financing can be public or private.

Only costs directly linked to achieving the objectives of the call will be accepted. Contributions in kind, e.g. salaries of the agents directly involved in the running and implementation of the projects, are not eligible, but may be included in the total cost of the project. However, costs for staff recruited specifically for the purpose and the duration of the project are eligible.

8. Start date and duration of projects

Start after finalisation of contract, expected as of October 2003. Duration of each project is 12 months maximum.

9. Date for submission

The proposals may be sent in to the Commission up to 14 August 2003.

10. Practical modalitiesFurther information

The application form and further information is provided on this website http://europa.eu.int/comm/dgs/employment_social/tender_en.htm. Questions can also be sent to empl-a2-unit@cec.eu.int

Proposals

Proposals must be

— presented in triplicate (i.e. one should be marked 'original' and two should be marked 'copy'),

— signed by the applicant's legal representative,

— submitted in accordance with the requirements of the letter of invitation and before the date indicated in the said letter.

They must include:

— all information and documents necessary to enable the Commission to conduct an appraisal of the offer on the basis of the selection criteria and the award criteria (see points 5 and 6),

— a 'financial identification' form duly completed and signed,

— the detailed budget,

— the detailed curriculum vitae of the proposed expert(s),

— the name of the Contractor's legal representative (i.e. the person duly authorised to act legally on behalf of the Contractor in relation to third parties),

— contact points.

Submission

Proposals should be submitted directly to the

European Commission
Directorate General Employment and Social Affairs
Unit A/2 Employment Strategy
empl-a2-unit@cec.eu.int

With a paper confirmation to

European Commission
Directorate General Employment and Social Affairs
Unit A/2 Employment Strategy
Ms Hélène Clark, Head of Unit
B-1049 Brussels.