

Additional information about the Contract Notice

“Communication and Advertising services”

Albania

1. Nature of contract

Global Price

2. Programme title

“EU for economic development – Tourism led, local, economic development, with a focus on cultural heritage”

3. Financing

European Union Contribution Agreement 2020/420 - 271

4. Legal basis, eligibility and rules of origin

The legal basis of this procedure is:

- Regulation (EU) No 236/2014 of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external action;
- European Union Contribution Agreement 2020/420 – 271;
- Decree 2 November 2017, n.192 of the Ministry of Foreign Affairs and International Cooperation of the Republic of Italy

Participation is open to all natural persons who are nationals of and legal persons (participating either individually or in a grouping – consortium – of candidates/tenderers) which are effectively established in a Member State of the European Union or in a eligible country or territory as defined under Article 8 of Regulation (EU) No 236/2014, included Albania, establishing common rules and procedures for the implementation of the Union's instruments for external action (CIR) for the applicable instrument under which the contract is financed.

Participation is also open to international organisations.

5. Candidature

All eligible natural and legal persons (as per item 4 above) or groupings of such persons (consortia) may participate or tender.

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

The participation or tender of an ineligible natural or legal person 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.

6. Number of requests to participate

No more than one request to participate can be submitted by a natural or legal person whatever the form of participation (as an individual legal entity or as leader or partner of a

consortium submitting a request to participate or tender). In the event that a natural or legal person submits more than one request to participate or tender, all requests to participate or tenders in which that person has participated will be excluded.

7. Performance guarantee

The successful tenderer will be asked to provide a performance guarantee of 10% of the amount of the contract at the signing of the contract. This guarantee must be provided together with the return of the countersigned contract no later than 30 days after the tenderer receives the contract signed by the contracting authority. If the selected tenderer fails to provide such guarantee within this period, the contract will be void and a new contract may be drawn up and sent to the tenderer which has submitted the next cheapest compliant tenderer.

8. Grounds for exclusion

Candidates must submit a signed declaration, included in the request to participate form, to the effect that they are not in any of the situations listed in Section 2.6.10.1 of the **practical guide (PRAG)**. Where the candidate intends to rely on capacity providing entities, he/she must provide the same declaration signed by this/these entity(ies).

Candidates included in the lists of EU restrictive measures (see Section 2.4. of the PRAG) at the moment of the award decision cannot be awarded the contract.

9. Sub-contracting

Sub-contracting is **not** allowed.

10. Number of candidates to be short-listed

On the basis of the request to participate 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. If the number of eligible candidates meeting the selection criteria is more than the maximum allowed, the contracting authority will rank them using the re-examination criteria stated below.

11. Short-list alliances prohibited

Any tenders received from tenderers having a different composition than the ones mentioned in the short-listed request to participate forms will be excluded from this restricted tender procedure, unless prior approval from the contracting authority has been obtained – see practical guide 2.6.3. Short-listed candidates may not form alliances or subcontract to each other for the contract in question.

12. Provisional date of invitation to tender

15/03/2022

13. Provisional commencement date of the contract

15/5/2022

14. Period of implementation of tasks

48 months

15. Language of the procedure

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

16. Additional information

Financial data to be provided by the candidate in the request to participate form or in the

tender submission form must be expressed in EUR. If applicable, where a candidate refers to amounts originally expressed in a different currency, the conversion to EUR shall be made in accordance with the InforEuro exchange rate of the month and year of the publication of the present contract notice or the month and year corresponding to the deadline for submitting requests to participate], which can be found at the following address: <http://ec.europa.eu/budget/graphs/inforeuro.html>.

SELECTION AND AWARD CRITERIA

17. Selection criteria

Capacity-providing entities

An economic operator (i.e. candidate or tenderer) 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. If the economic operator relies on other entities, it must in that case prove to the contracting authority that it will have at its disposal the resources necessary for the performance of the contract by producing a commitment by 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 and notably that of nationality as the economic operator relying on them and must comply with the selection criteria for which the economic operator relies on them. **Furthermore, the data for this third entity for the relevant selection criterion should be included in a separate document.** Proof of the capacity will also have to be provided when requested by the contracting authority.

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 tasks for which these capacities are required.**

With regard to economic and financial criteria, the entities upon whose capacity the economic operator relies, become jointly and severally liable for the performance of the contract.

The following selection criteria will be applied to candidates. In the case of requests to participate submitted by a consortium, these selection criteria will be applied to the consortium as a whole if not specified otherwise.

The candidate shall not use previous experience which caused breach of contract and termination by a contracting authority as a reference for selection criteria.

- 1) Economic and financial capacity** (based on item 3 of the request to participate 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. In case of a consortium this criterion must be fulfilled by each member

1.1 Criteria for legal and natural persons:

The average annual turnover of the candidate or tenderer for the last 3 financial years available must exceed the annualised maximum budget of the contract, i.e. the maximum budget stated in the contract notice divided by the initial contract duration in years, where this exceed 1 year (minimum annual turnover requested may not exceed two times the estimated annual contract value). **In this case, the minimum annual turnover of the candidate must exceed EUR 130.000,00**

- 2) **Professional capacity** (based on items 4 and 5 of the request to participate form). The reference period which will be taken into account will be the last three years preceding the submission deadline.

2.1 Criteria for legal and natural persons:

The candidate has at least 7 staff that currently work for the tenderer in fields related to this contract, such as: graphic design, copywriting, 3d operations, web developing, media buying, press office.

- 3) **Technical capacity** (based on items 5 and 6 of the request to participate form). The reference period which will be taken into account will be the last three years from submission deadline.

This means that the contract the candidate refers to could have been started at any time during the indicated period but it does not necessarily have to be completed during that period, nor implemented during the entire period. Candidates are allowed to refer either to projects completed within the reference period (although started earlier) or to projects not yet completed. Only the portion satisfactorily completed during the reference period will be taken into consideration. This portion will have to be supported by documentary evidence (statement or certificate from the entity which awarded the contract, proof of payment) also detailing its value. If a candidate has implemented the project in a consortium, the percentage that the candidate has successfully completed must be clear from the documentary evidence, together with a description of the nature of the services provided/supplies delivered if the selection criteria relating to the pertinence of the experience have been used.

3.1 Criteria for legal and natural persons:

The candidate has provided services under at least 1 contract with a budget of at least EUR 290.000,00 in communication and advertising fields. **In order to ensure an adequate level of competition, evidence of relevant services performed more than 3 years before will be taken into account.**

If more than 8 eligible candidates meet the above selection criteria, the relative strengths and weaknesses of the request to participate of these candidates must be re-examined in order to rank them and identify the 8 best requests to participate for the tender procedure. The only additional comparative criteria that which will be taken into consideration during this re-examination, in the order in which they appear below, are:

- the highest number of projects that meet criterion 3.1
- the highest cumulated value of the projects that meet criterion 3.1.

N.B: additional comparative criterion No 1 shall be applied to all the eligible candidates that meet the selection criteria. If, after applying additional comparative criterion No 1, it is not possible to identify the 8 best candidates because two or more candidates are tied for the 8th position, additional comparative criterion No 2 shall be applied only to these tied candidates.

18. Award criteria

Best price-quality ratio

PARTICIPATION

19. Requests to participate format and details to be provided

Requests to participate must be submitted using the **request to participate form, the format and instructions of which must be strictly observed**. The request to participate form is available from the following Internet address:

<https://ec.europa.eu/europeaid/prag/document.do?isAnnexes=true>

The request to participate must be accompanied by a **declaration on honour on exclusion and selection criteria** using the template available from the following Internet address:

<https://ec.europa.eu/europeaid/prag/document.do?isAnnexes=true>

Any documentation (brochure, letter, etc.) sent with a request to participate in addition to what has been requested will not be taken into consideration.

20. How requests to participate may be submitted

Requests to participate must be submitted in English exclusively to the contracting authority in a **sealed envelope**.

- Either by post or by courier service, in which case the evidence shall be constituted by the postmark or the date of the deposit slip, to:

Dr. Francesco Guerzoni

Italian Agency for Development Cooperation
Abdi Toptani street, 5th floor, Torre Drin building
Tirana, ALBANIA

- OR hand delivered by the participant in person or by an agent directly to the premises of the contracting authority in return for a signed and dated receipt, in which case the evidence shall be constituted by this acknowledgement of receipt, to:

Dr. Francesco Guerzoni

e-mail: procurement.euforbyllis@aicstirana.org
Italian Agency for Development Cooperation
Abdi Toptani street, 5th floor, Torre Drin building
Tirana, ALBANIA

Opening hours: 09.00 a.m. – 5.00 p.m.

The contract title and publication reference (see contract notice) must be clearly marked on the envelope containing the request to participate and must always be mentioned in all subsequent correspondence with the contracting authority.

Requests to participate submitted by any other means will not be considered.

21. Deadline for submission of requests to participate

The candidate's attention is drawn to the fact that there are two different systems for sending requests to participate: one is by post or private mail service, the other is by hand delivery.

In the first case, the request to participate must be sent before the date and time-limit for submission, as evidenced by the postmark or deposit slip¹, but in the second case it is the acknowledgment of receipt given at the time of the delivery of the request to participate that will serve as proof.

The deadline for submission of requests to participate can be found in the Contract Notice under IV.2.2. *Unless the Time Zone is specified, the "Local Time" mentioned under IV.2.2 in the Contract Notice shall be understood as Central European Time (CET) which is the standard time in Brussels.*

Any request to participate sent to the contracting authority after this deadline will not be considered. The contracting authority may, for reasons of administrative efficiency, reject any request for participation submitted on time but received, for any reason beyond the contracting authority's control, after the effective date of approval of the short-list report, if accepting requests to participate that were submitted on time but arrived late would considerably delay the evaluation procedure or jeopardise decisions already taken and notified.

22. Clarifications on the contract notice

Any request for clarifications must be made in writing through the following e-mail address: procurement.euforbyllis@aicstirana.org. This concerns request for clarifications about the contract notice and also request for clarifications about the content of the document called "Additional information to the contract notice". Clarifications can be requested **the latest 21 days before the deadline for submission of requests to participate stated at section IV.2.2) of the contract notice.**

Clarifications will be published on AICS Tirana (link: <https://tirana.aics.gov.it/en/home/opportunities/tenders-2021/>) and AICS Rome websites **at the latest 8 days before the deadline for the submission of requests to participate.** The website will be updated regularly and it is the candidate's responsibility to check for updates and modifications during the submission period.

23. Outcome of the evaluation

By submitting a request to participate 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 request to participate form.

24. Alteration or withdrawal of requests to participate

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

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

¹ It is recommended to use registered mail in case the postmark would not be readable.