



Negotiated procedure n° CSJU.2020.NP.04 on the provision of media monitoring services to Clean Sky 2 Joint Undertaking

Reference: **CSJU.2020.NP.04**

Deadline for requesting the Tender Specifications: 11/09/2020

Deadline to submit a tender: 18/09/2020

The Clean Sky 2 Joint Undertaking (“CS2JU”) is planning to award a direct service contract referred to the above-mentioned negotiated procedure with objective to select a contractor, who will provide a licence to CS2JU to use an online software tool enabling media monitoring services for web and social networks.

- *General requirements:*

A media monitoring service is needed to measure the reach and impact of CS2JU communications actions and see where they could be improved through deliberate use of keywords or targeted reach to specific outlets, for example.

The future contractor must be able to provide a licence to an easily-accessible online media monitoring software tool, which will allow the CS2JU to track a certain number of predefined keywords and subjects in online media and social networks, in order to monitor CS2JU’s reputation, newsworthiness, and impact of communications.

- *Detailed requirements:*

- **Accessibility and ease of use**

The tool must be easily accessible from standard internet browsers such as Internet Explorer, Microsoft Edge, Google Chrome and Mozilla Firefox, without the need for users from CS2JU to download or pay for additional software in order to use it.

- **Number of individual users in CS2JU**

Access to the service must be provided to a minimum of 4 users in CS2JU. Additional access should be offered if necessary free of charge.

- **Number of search terms foreseen in the terms of service**

The service must have the capacity for a minimum of 20 active queries/searches at any time, based on keywords relevant to the CS2JU. CS2JU should have the possibility to update or modify these queries/searches independently when needed, without limit.

- **Number of mentions in online media and social networks**

The service should be able to provide a comprehensive list of all mentions in online news media and social media coverage, up to 50 000 mentions per month.

- **Coverage and licences**

The future contractor must possess the appropriate access rights, licences and/or search methods to gain access to:

- major national and regional press on a global scale (with particular emphasis on Europe and North America)
- specialised Brussels-based press, such as Politico.eu and Euractiv.com
- specialised aeronautics press, such as Aviation Week, Air & Cosmos, and Flight International/Flight Global, which often contain mentions that are relevant to CS2JU.

- **Geographical coverage**

The service must include worldwide/global media coverage, with the option to restrict results to certain geographical areas if the user (CS2JU) chooses.

- **Possibility to download reports and data**

The tool must provide the possibility for CS2JU to download reports for a chosen time range, in order to assess media impact, results of specific communication campaigns, and current trending topics in the specified sector (aeronautics). At a minimum, the report should include:

- the number of mentions
- the source of each mention
- a 'sentiment ratio', using keywords to summarise a positive/negative/neutral feeling
- top 10 geographical locations of mentions
- top 10 languages of mentions

CS2JU must be able to download these reports independently whenever needed, without limit, and free of charge. The reports should be available in PDF format. The data used to generate the reports should also be available for download in a working format supported by Microsoft Office tools (e.g. Microsoft Excel).

- **Possibility to receive daily email updates**

The service must provide the possibility for CS2JU's users to receive an automatic email delivered straight to their specified inboxes on a daily basis (Monday-Friday, excluding public holidays).

- *Requirements related to termination policy:*

The termination policy and fees for the media monitoring service shall be in line with provisions the General Conditions for low value contracts: https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget/condit_gen_en.pdf. If advance payment of the full balance is required prior to any service being carried out, then in case of an early termination of the contract due to reasons of contractor's non-performance or unsatisfactory performance, the future contractor undertakes to reimburse the CS2JU the amount corresponding to the remaining duration of the contract (months of non-use of the media monitoring tool following the early termination of the contract)."

- *Terms of payment*

Payments shall be made in accordance with the General Conditions for low value contracts: https://ec.europa.eu/info/publications/low-value-contracts_en. The tenderer is expected to include a payment schedule as part of his offer. While there is the possibility for negotiation on the terms of payment, given that the CS2JU is a European Body, as per Council Regulation (EU) no 558/2014 of 6 May 2014 establishing the Clean Sky 2 Joint Undertaking, OJ L 169/77, 07/06/2014, subject to the annual discharge procedure done by the European Parliament, a schedule of payments to be made on a monthly or quarterly basis would be considered an advantage.

The maximum total budget for the media monitoring services cannot exceed **5.000 €** for the initial period of the execution of the contract (from 1 November 2020 to 31 October 2021).

The media monitoring services shall be executed from 1 November 2020 to 31 October 2021. Should the contracting authority see the need to extend the initial duration of the licence, it will contact the contractor two months prior to the expiration of the initial duration of the contact to proceed with the necessary amendment.

Access to the market – Eligibility:

Participation in procurement procedures is open on equal terms to all natural and legal persons falling within the scope of the Treaties. This includes all legal entities registered in the EU and all natural persons having their domicile in the EU.

It is also open to all natural and legal persons established in Overseas Countries and Territories (OCT) as listed in the Annex II of the TFEU; and to all natural and legal persons established in Iceland, Norway and Lichtenstein, as per the EEA Agreement.

As indicated in the Appendix I to the WTO Agreement on Government Procurement (GPA), any EU institution or body other than the European Commission, the EEAS and the Council cannot open their procurement procedures to economic operators established in GPA countries. Therefore, this procurement procedure is not opened to economic operators established in GPA countries.

Notice:

- *For tenderers established in the United Kingdom:* Please be aware that following the entry into force of the EU-UK Withdrawal Agreement on 1 February 2020 and in particular Articles 127(6), 137 and 138, the references to natural or legal persons residing or established in a Member State of the European Union are to be understood as including natural or legal persons residing or established in the United Kingdom. UK residents and entities are therefore eligible to participate under this call.

Any interested candidate may request the CSJU for the Tender Specifications by 11/09/2020 at the latest. The request shall be sent electronically at the following email address: procurement@cleansky.eu.

Any interested candidate will be authorised to submit a tender complying with the requirements of the Technical Specifications by 18/09/2020 (deadline for submission of tenders in this tender procedure).