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*ACSE/ Operational Programme URBACTII (2007-2013)*

**CONTRACT No. 2013 URB 05 30**

**ASSISTANCE SERVICES FOR THE COORDINATION OF THE URBACT NATIONAL  
DISSEMINATION POINTS AND FOR MANAGING AND MONITORING SEVERAL DIGITAL  
COMMUNICATION TOOLS**

**TENDER RULES (T.R.)**

**PUBLIC PURCHASER:**

**Agence Nationale pour la Cohésion Sociale et l'Égalité des Chances [The National Agency for Social  
Cohesion and Equal Opportunities (Acsé)]**

National Public Body of an Administrative Nature  
209 - 211, rue de Bercy - 75585 - Paris Cedex 12, France

REPRESENTED BY MR FRENTZ, DIRECTOR GENERAL OF ACSE

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## **ARTICLE 1: PURPOSE OF THE CONTRACT**

This tender is for the supply to the URBACT Secretariat by the contractor of assistance to the coordination of the URBACT National Dissemination Points and for managing and monitoring several digital communication tools of the European Territorial Cooperation URBACT II programme.

## **ARTICLE 2: PROCEDURE AND FORM OF THE CONTRACT**

### **2.1 Procedure and form of the contract:**

This contract is a service contract awarded under a special procedure in accordance with Article 30 of the Public Procurement Code.

It is a single contract with a set price.

## **ARTICLE 3: DURATION OF THE CONTRACT - EXECUTION PERIOD**

This contract becomes effective and runs for two years from the date of its notification to the successful tenderer.

## **ARTICLE 4: CONDITIONS RELATING TO THE CONSULTATION**

### **4.1 Variants**

Candidates are not allowed to present variants.

### **4.2 Language(s) that may be used in the proposal or the participation application:**

English, French

### **4.3 Negotiations**

Negotiations may take place with the candidate(s) having submitted the best proposals, in particular, about the performance provisions and the prices.

## **ARTICLE 5: COMPETITIVE TENDERING - CONTENTS OF THE CONSULTATION FILE**

Reminder: Competitive tendering is carried out after publication of a competitive tender's notice in the BOAMP and the JOUE, on the Acsé website ([www.lacse.fr](http://www.lacse.fr)) on the buyer profile ([www.achatpublic.com](http://www.achatpublic.com)) and the URBACT website.

The consultation file is made up of the following documents:

- These tender rules (TR);
- The Special Clauses (CCP);
- The tender document (DC3);

- The CERFA reply forms (DC1, DC2, Delegation of signing authority). The CERFA forms can be downloaded from various sites and in particular: [http://www.minefe.gouv.fr/themes/marches\\_public/forms/index.htm](http://www.minefe.gouv.fr/themes/marches_public/forms/index.htm) (Non-mandatory national forms for candidates of a public procurement contract)

## **ARTICLE 6: CONDITIONS FOR OBTAINING THE CONSULTATION FILE**

The consultation file (issued free of charge) may be sent to candidates by email as soon as a request has been received by email ([scpc@lacse.fr](mailto:scpc@lacse.fr)) or by fax (No. 01.40.02.77.14) to the public procurement and litigation service. Indicate the consultation reference: **2013 URB 05 30**.

The consultation file can also be downloaded from the buyer profile site at the following address: [www.achatpublic.com](http://www.achatpublic.com) then go to the companies' space (section: access the contract room) and then indicate in the main pane, called research criteria, the consultation reference: **2013 URB 05 30**, then click on search and then on the pane that is displayed which includes the name of the contract.

Moreover, the file can also be downloaded from Acsé's web site ([www.lacse.fr](http://www.lacse.fr) / "contracts" section, sub-section "underway" under reference "2011 URB 04 30"), or from the URBACT site ([www.urbact.eu](http://www.urbact.eu))

## **ARTICLE 7: CONTENTS AND PRESENTATION OF THE TENDER FILES**

It is imperative that the application documents and proposals are signed by the same person, the candidate organisation's legal representative. If there is another signatory, a formal delegation of signature must be enclosed.

Moreover, candidates are asked not to send bound documents in order to make digitisation easier. They may staple them or place them in files, jackets or sleeves without binding.

The envelope must contain the following documents:

### **A/ Application file**

This application file must contain the following administrative documents in accordance with articles 43 to 45 of the public procurement code and the decree of 28 August 2006:

- An **application letter** signed by the organisation's legal representative (use the enclosed DC1 form);
- A **copy of the latest ruling in the event of receivership**;
- A **declaration by the candidate** duly filled in and signed (use the enclosed DC2 cerfa form);
- A **presentation enabling the candidate's abilities to be evaluated and appraised**:

The candidate must give information about its *professional, technical and financial abilities*.

To do so it shall indicate its annual turnover for the last 3 years and enclosed with its DC2 any document proving its technical and professional competencies about the purpose of the contract (technical, human, material resources etc.) as well as its experience and detailed references (years, ordering organisation, price, purpose).

NB: If the candidate does not have the requested references, it may present any kind of equivalent evidence proving a sufficient level of professional competence to execute the contract.

These documents enable the admissibility of the applications to be checked.

## **B/ Tender file**

This tender file shall include the following documents:

**7.1 The tender document duly filled in, dated and signed** (use the **DC3** cerfa form enclosed), including, in particular, the name and the role of the signatory authorised to commit the company legally and financially;

The candidate indicates a **valid** fax and/or email address for all correspondence (page 2 of the tender document).

The candidate shall indicate in the "contract price" of the tender document (page 3 of the tender document), the set price of the contract.

This price is deemed to include all of the services requested in the special clauses (CCP).

Any candidate that is not liable to VAT must indicate in view of which piece of legislation it is exempted.

**7.2 A presentation of the proposal dated and signed** which must include the following elements:

### 1. A technical proposal including:

- A short methodological document (3-4 pages) written in English and French indicating how the candidate considers the mission should be organised;
- the appointment of a project manager in charge of performing the services for the candidate and, if appropriate, the composition of the team proposed;
- elements for assessing the appropriateness of the project manager appointed with the mission. The candidate must enclose the project manager's CV in European format (the Europass CV can be downloaded on the link

<http://europass.cedefop.europa.eu/europass/home/vernav/Europass+Documents/Europass+CV/navigate.action>) and any other document that they will show:

1.1 Fluency in written and spoken English (mandatory), a working knowledge of French and, if possible, another language of the EU (European Union);

1.2 Excellent knowledge of Internet tools, issues and communication tools;

1.3 An ability to analyse, summarise and adapt to a variety of content (experts, projects, technical matters);

- 1.4 Sufficient understanding of legal matters to manage the contractual relationships with URBACT's partner websites;
- 1.5 Work experience in project mode, ideally in a European or international cooperation context;
- 1.6 Interpersonal skills to work comfortably in a European environment with a threefold mission of coordination, advice and supervision;
- 1.7 Availability for short trips in Europe.

The requested services require responsiveness, autonomy and rigour.

## 2. - A detailed financial proposal justifying the proposed set price

In particular, it shall include the specified number of man-days planned for the mission as well as its distribution and unit cost.

***The candidate is requested to remit the elements described above on one paper copy and one electronic copy (on CD-ROM or USB stick) for proposals submitted on a physical medium.***

### **NOTES:**

**The candidate whose proposal is chosen shall provide the following documents:**

- for corporations: an extract of its enrolment (K bis) in the commercial register;
- for non-profit associations: a copy of the publication in the Official Gazette of its creation;
- for other corporate entities: any other document proving its legal existence;
  
- certificates issued by government offices and competent organisations proving that it has met its fiscal and social obligations (the DC7 cerfa form can be used) or equivalent documents in the event of a candidate based in a State other than France, in accordance with the conditions set out in article 46 of the public procurement code;
  
- the bank or postal details using the candidate's legal name;

For bank accounts outside France, the successful tenderer must provide the name and address of its bank, its bank account number and the IBAN and corresponding SWIFT/BIC codes.

- the declaration relating to the fight against undeclared work (NOT11 cerfa form).

## **ARTICLE 8: CONDITIONS FOR SENDING TENDER FILES**

### **Sending on a physical medium**

The files will be presented in a single sealed envelope with the words:

Contract No. 2013 URB 05 30  
**Assistance to the coordination of the URBACT National Dissemination Points and for  
managing and monitoring several digital communication tools for URBACT II**  
Not to be opened by the postal service

**This envelope shall be sent to the *Service commande publique et contentieux* [Public procurement and litigation service (SCPC)]  
by recorded delivery post or by Chronopost to:**

L'Acisé, Tour Paris- Lyon, Secrétariat du SCPC 209-211,  
rue de Bercy - 75585 Paris Cedex 12. (16<sup>e</sup> étage  
Bureaux 1618 -1619), France

or

**Remitted in return for a receipt at the same address and in the same offices**  
(opening times: 9 am. - 12:30 pm and 1:30 pm – 6 pm.)

#### **ARTICLE 9: VALIDITY PERIOD OF THE PROPOSALS**

The validity period is 3 months from the deadline for the receipt of the envelopes

#### **ARTICLE 10: DEADLINE FOR RECEIPT OF THE ENVELOPES**

The deadline for receipt of the envelopes is:

<b>31<sup>st</sup> JULY 2013 at noon (GMT + 1)</b>
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#### **ARTICLE 11: Proposals selection criteria**

The economically most advantageous proposal is judged according to the criteria set out below with their weighting:

**30 points: Methodological note, organisation of the mission**

**45 points: Skills and experience of the proposed project manager in relation to the mission**

**25: Financial proposal**

#### **ARTICLE 12: MINOR CHANGES AND ADDITIONAL INFORMATION**

##### **12.1 Minor changes to the Consultation File**

The public entity reserves the right, at the latest six (6) days before the set deadline for receipt of the proposals, to make minor changes to the consultation file. Candidates must, in this event, reply on the basis of the modified file without being able to make any complaint on this subject. This six (6) day period starts on the date the changes are sent.

If, during the study of the file by the candidates, the deadline set for receipt of the envelopes is postponed, this said provision applies according to this new date.

## 12.2 Additional information

The technical correspondents for this contract is:

Acsé, URBACT Secretariat, 5 rue Pleyel 93283 Saint-Denis La Plaine Cedex,  
Mr. Thierry Picquart, Head of Administration-Coordination- URBACT Secretariat tel: +33 (0)1 49 17 46 02 / email: [t.picquart@urbact.eu](mailto:t.picquart@urbact.eu).

The administrative correspondents for this contract are:

Acsé, SCPC, 209, rue de Bercy ,75585 Paris Cedex 12, France. Mrs Martine Bourcier, Director of the public procurement and litigation service (Scpc) Tel: +33 (0)1.40.02.74.12 / fax: +33 (0)1.40.02.77.14 / email: [scpc@lacse.fr](mailto:scpc@lacse.fr) et [martine.bourcier@lacse.fr](mailto:martine.bourcier@lacse.fr).

### ARTICLE 13: APPEAL PROCEDURES

Body responsible for appeal procedures:

Administrative Court of Paris, 7, rue de JOUY, 75181 Paris Cedex 04, France. E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)  
Tel. +33 (0)1 44 59 44 00. URL : <http://www.ta-paris.juradm.fr>. Fax +33 (0)1 44 59 46 46.

Department to whom information may be obtained regarding making appeals:

Clerk of the Administrative Court of Paris, 7, rue de JOUY, 75181 Paris Cedex 04, France.  
E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Tel. +33 (0)1 44 59 44 00. URL : <http://www.ta-paris.juradm.fr>. Fax +33 (0)1 44 59 46 46.

### ARTICLE 14: SENDING OF FILES ELECTRONICALLY

For a candidate wishing to respond in an electronic form (sending of the file electronically through the buyer profile) and in order to guarantee this electronic procedure is carried out in the best way, it must take into account the following instructions:

- Firstly, the candidate goes to the buyer profile site at the following address: [www.achatpublic.com](http://www.achatpublic.com) then goes to the companies space (section: access the contract room) and then indicates in the main pane, called research criteria, the consultation reference: **2013 URB 05 30\_** then clicks on search and then on the pane that is displayed which includes the name of the contract. Secondly, the candidate sends its file electronically by accessing the "response" section available in the tabs on the left.

Candidates must send the documents in Word 2003, Excel 2003 or PDF (Adobe Acrobat) format, all PC compatible. Acsé must be able to read and print the files received. Candidates are asked not to use "exe" type formats and "macros".

- The applications (DC1) and tender documents, transmitted electronically (or sent on a physical electronic medium), are signed by the economic operator using an electronic signature certificate which guarantees the identification of the candidate.

The categories of signature certificates used to sign electronically must, firstly, comply with the intersectoral security reference system and secondly, be included in a list drawn up by the Minister for State Reform.

The intersectoral security reference system and the list of categories of electronic signature certificates mentioned in the previous sentence are published in an electronic form at the following address: <http://www.entreprises.minefi.gouv.fr/certificats/>.

- Envelopes sent electronically are time and date stamped. Any envelope received after the remittance deadline (date and time) shall be deemed to be outside the deadline. It is understood that all of the documents must have been sent to the site before the expiry of the envelope remittance deadline. For information, the envelope remittance deadline is set at **31<sup>st</sup> July 2013 at noon (GMT +1)** whatever the remittance method.

At the same time as sending the file electronically, candidates may also send Acsé a back-up copy on a physical medium (paper or electronic): the candidate must, in this case, indicate on its envelope the words "copie de sauvegarde" (back-up copy) as well as the identity of the establishment.



## **APPENDIX 1:**

### **Indicative volume of required Assistance services for the dissemination policy via Internet**

The selected provider will be responsible for implementing and monitoring URBACT partnerships on the web. This participation will involve:

#### **1- Developing, coordinating and managing the partnerships established between the URBACT and the National Dissemination Points.**

The development consists of assistance provided at the time of the launch of the call for tenders for the National Dissemination Points and assistance in the analysis of the responses. In addition, it includes providing suggestions on how to improve the efficiency of National Dissemination Points, how to evolve their role; enhance relations between NDPs, URBACT Secretariat, national managing authorities and URBACT projects, and how to progress dissemination of URBACT programme and project results in the national level with the help of NDPs. Coordinating includes daily monitoring of the relations with those in charge of the Dissemination Points in 20 countries, participation in administrative and financial monitoring of the NDPs (preparation of purchase orders, verification of the service rendered, validation of invoices.) the creation once a month, on a set date of a newsletter in English, translated into the national language by the NDPs for their own audiences. The Newsletter's contents must draw on the results of the URBACT programme. In addition, monitoring of the biannual reports produced by the NDPs, other articles produced and the use of their content for the URBACT website are an integral part of the service provider's responsibilities. Supervision of the partnerships involves the NDPs websites being regularly consulted, a control of the information produced and made available on-line and the control and statistical monitoring of the number of visitors to the NDPs.

*Estimate: Approximately 90 days per year*

#### **2- Management of the URBACT Blog and Twitter channel**

The responsibilities will include:

(a) Ensuring that blog items would be published as a minimum twice per week; actively collecting interesting content and establishing relations with possible contributors; regularly updating blog calendar; writing various types of articles on a wide range of topics; providing feedback to other contributors, and editing other writers' content; optimizing content for search engines and lead generation; conducting analytical projects to improve blog strategies/tactics/functionalities; developing and implementing long-term blog improvement activity plan based on the up-to-date good practices of blogs and blogging;

(b) Handling the URBACT Twitter account; creating and implementing URBACT Twitter development plan; working with the URBACT Communications team to help promote different activities via Twitter account; following and communicating with users who tweet specific keywords related to URBACT activities; tweeting information about the content published on the URBACT digital communication channels or interesting related stories with any relevant/trending hashtags at least twice per day; managing the URBACT Twitter

lists; re-tweeting someone once per day and talking to anyone who tweets at URBACT; developing and implementing Twitter strategy.

Estimate: Approximately 75 days per year

**3- Monitoring Statistics and Trends for the Use of URBACT Digital Communication Channels.**

The responsibilities will include: develop and execute social media monitoring and Web analytics measurement plans based on objectives and identify key performance indicators; using Klout, Meltwaters, Mentions, Facebook, Twitter, Google Alerts, Google Analytics and AWStats statistical tools create social media monitoring and Web analytics reports to measure campaign performance and ongoing online and interactive initiatives on a monthly basis; architect and report social media and website content strategies based on insights gathered through social media monitoring and Web analytics.

Estimate: Approximately 30 days per year

**Monthly progress meetings :**

Estimate: 6 days per year

Annual estimate = 201 days