

CALL SPECIFICATIONS

Publication Reference: EASA.2021.CEI.21

Title of Procedure: Call for Expression of Interest for the Establishment of a Pre-selected list of candidates for “Development of Safety Promotion Content”

The European Union Aviation Safety Agency (hereinafter “EASA” or “the Agency”) is planning to award the public contracts referred to above.

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1 Overview of this Call for Expression of Interest

1.1 Introduction to EASA

The European Union Aviation Safety Agency, (hereinafter “EASA” or “the Agency”), is an agency of the European Union, which has been given specific regulatory and executive tasks in the field of aviation safety. The Agency constitutes a key part of the European Union’s strategy to establish and maintain a high uniform standard of safety and environmental protection in civil aviation at European level. Further information can be found on the Agency's Website¹.

1.2 Aim of the Call

Scope and Objective:

The aim of this call for expression of interest is to establish a list of pre-selected candidates (hereinafter “CEI”) to develop material for safety promotion. This call will be split into sub-lists which will group areas of expertise and outputs of specific nature such as the production of animations, serious games, technical videos and related visuals, podcasts, associated articles, posters, quizzes, guides and checklists on safety issues identified within the European Plan for Aviation Safety (EPAS) as being important to help improve safety and manage risks. In addition to the main video, these outputs may involve the provision of video concept consultancy & scriptwriting / storyboard services, the provision of the relevant audio covers needed for inclusion with any videos or podcasts, or other as appropriate.

Target providers:

This call targets providers with skills on content marketing and media combined with specialist aviation knowledge in the respective area as to be able to develop effective content to reach out to the relevant community of aviation professionals.

Equipment and material needed:

In some cases, the material will require aircraft and/ or specialist equipment and also approvals to ensure that risks of the filming process are managed appropriately.

The audience:

The audience for the content is aviation professionals and other aviation stakeholders.

Important Note

The objective of this call is to complement existing contracts/procedures in place where the specific expertise and experience targeted with this call is not covered through such contracts (e.g. Framework Contracts, etc).

1.3 Description of the procedure

The CEI invites economic operators to put themselves forward to be included on a list of pre-selected candidates. In principle lists will be used upon receipt and acceptance of 5 candidates per sub-list. However, should the need arise before 5 candidates are successfully selected, the Agency may decide to launch a procurement procedure with those available in the list.

The procedure consists of two phases:

¹ <https://www.easa.europa.eu/>

- Phase I - selection of candidates (aimed at assessing exclusion and selection criteria). All candidates fulfilling the selection and exclusion criteria will be put on the list(s) of pre-selected candidates.
- Phase II (tendering phase) – Where a specific contract related to one of the sub-lists defined under this CEI is to be concluded, EASA will invite all the candidates on the relevant sub-lists to submit a tender². EASA will send all candidates who successfully pass Phase I the tender specifications related to the contract in question. The contract will be awarded to the candidate offering the best value for money.

The Agency reserves the right to use the list when and to the extent needed. Please note that inclusion in the sub-list entails no obligation on the part of the Agency to conclude a contract.

1.4 Sub-lists resulting from the procedure

This CEI is divided into 5 sub-lists:

1. Sub-list 1 – Aviation Specific Animations and Serious Games

Animated videos and serious games covering operational aviation safety activities aimed at promoting safety messages and to support training that EASA wishes to convey to aviation professionals. These animations and serious games may involve detailed animation of aircraft/helicopter cockpits as well as operational situations both in the air and on the ground; and may also require a basic understanding of the operational roles of various professional aviation stakeholders;

2. Sub-list 2 – Large Commercial Aeroplanes

Safety promotion content that specifically involves the large commercial aeroplane operations (including maintenance, airport/ aerodromes and ATM activities) and that may then involve in cockpit filming and also filming within associated flight simulation devices.

This may/can include the development of technical videos and any related visuals, podcasts, articles, posters, quizzes, guides and checklists to provide safety messages and information on operational safety subjects related to large commercial aeroplane operations;

3. Sub-Part 3 – Helicopters

Safety promotion content that specifically involves helicopter/ rotorcraft and vertical lift operations that may involve cockpit filming or within associated flight simulation devices. This may/can include the development of technical videos and any related visuals, podcasts, articles, posters, quizzes, guides and checklists to provide safety messages and information on operational safety subjects related to helicopters/ rotorcraft operations;

4. Sub-list 4 – General Aviation Aeroplanes

Safety promotion content that specifically involves general aviation aeroplane operations (normally aircraft below 5,700 kg maximum take-off mass) and possibly including cockpit filming.

² Costs incurred in preparing and submitting applications and tenders are borne by the candidate and shall not be reimbursed.

This may include the development of technical videos and any related visuals, podcasts, articles, posters, quizzes, guides and checklists to provide safety messages and information on operational safety subjects related to general aviation aeroplane operations;

5. Sub-list 5 – Drones

Safety promotion content that involves the drone operations. This may/can include the development of technical videos and any related visuals, podcasts, articles, posters, quizzes, guides and checklists to provide safety messages and information on operational safety subjects related to drone operations.

1.5 Place of Delivery/Execution

Place of delivery/execution shall be defined for each specific activity / contract. In general services shall be performed at the contractor’s premises or at the Agency’s headquarters in Cologne, Germany. Where different locations/settings would be necessary, these will be duly specified in the request for offer/specific task description describing operational needs such as aircraft, geographical features or other relevant factors to be accounted for by the service providers.

1.6 Volume of Services

The lists resulting from the notice will be used exclusively for public procurement service contracts below the directive threshold³ per year and per sub-lists. An indicative amount⁴ based on EASA estimated needs per sub-list:

Sub-list 1 – Aviation Specific Animations and Serious Games – 20 000 EUR

Sub-list 2 – Large Commercial Aeroplanes– 40 000 EUR

Sub-list 3 – Helicopters– 40 000 EUR

Sub-list 4 – General Aviation Aeroplanes – 80 000 EUR

Sub-list 5 – Drones – 15 000 EUR

1.7 Validity of the Call

The call and corresponding list of pre-selected candidates is concluded for a period of 12 months and shall be automatically renewed up to three times for a maximum period of validity of four years, from the date of dispatch of this notice to the Official Journal of the European Union (<http://ted.europa.eu/TED/main/HomePage.do>), unless notification to the contrary is received / published.

Interested parties may submit an application at any time prior to the last three months of validity of the lists.

The parties must sign a contract before the call and corresponding list expires. The provisions of the Call continue to apply to such contract 6 months after its expiry.

Please note that it is the responsibility of the candidate to inform the Agency immediately of any changes to their administrative and/or technical details which would result in a change to their original application (see also 2.3)

³ The current threshold is 139 000 EUR

⁴ The indicative amount is not binding can vary per sub-list and per year.

1.8 Sub-contracting

Subcontracting is permitted. The contractor will retain full liability towards EASA for performance of the contract as a whole.

Sub-contractors (including freelancers) must satisfy the requirements under the exclusion criteria (see section 3.2).

If the identity of the intended sub-contractor(s) is already known at the time of submitting the application, **for each sub-contractor**, the candidate must, **at the time of application submission**:

- ✓ Indicate clearly **which parts of the work will be sub-contracted** (including freelance consultants, experts etc.) and **to what extent** (proportion in %, or specifying the tasks to be performed). The sub-contractor must not sub-contract further.
- ✓ Submit a **duly signed and dated** (by the sub-contractor’s authorised signatory) **‘Sub-contractors Declaration’ – Annex III**
- ✓ Submit the required evidence for technical & professional capacity (see section 3.3.2). Please note that the evidence provided by each sub-contractor, for those applicable criteria, will be checked to ensure that the candidate as a whole fulfils the criteria.

****Important Note:*** *If the identity of the sub-contractor(s) is not known at the time of submitting the application, the candidate who is awarded the contract will have to seek EASA’s prior written authorisation before entering into a sub-contract. Where no sub-contracting is indicated in the application the work will be assumed to be carried out directly by the bidder.*

2 Phase I – Pre-selection phase

2.1 Application Process

Applications must be submitted using the on-line application form available on the Agency’s Website: <https://www.easa.europa.eu/the-agency/procurement/development-safety-promotion-content>

All applications for the inclusion on the list of pre-selected candidates must be submitted in compliance with the following requirements:

- Candidates shall provide all details / include all information requested in the application;
- Candidates must **indicate clearly in their applications the sub-lists** they are applying for. Candidates may apply to more than one sub-lists;
- Applications should be drafted in one of the official languages of the European Union, **preferably English**;
- Candidates must not be in any of the situations listed in section 3.2 – Exclusion Criteria.
- Candidates must fulfil selection criteria as established in Article 3.3 of the Call specifications and provide the necessary supporting documents
- Candidates must declare not to be in a situation of conflict of interest

Please note:

- Costs incurred in preparing and submitting applications are borne by the candidate and shall not be reimbursed.
- The candidates, regardless of their inclusion on the sub-list, shall treat the details of these documents as private and confidential and shall not disclose the details of these documents to other parties.

It is strictly required that applications are submitted in the requested format and include all information / documentation necessary to enable the Agency to assess them. Failure to observe these requirements may result in the rejection of the application.

2.2 Information to be filled in

In the online application, candidates are requested to fill in and upload all necessary fields and documents as appropriate. The candidates are advised to prepare the following documents prior to the start of application, as the draft application can not be saved in the tool.

Document	Location	Additional info
Declaration on Honour	Annex II	See section 3.2 Exclusion Criteria & 3.3 Selection Criteria
Legal Entity Form	http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm	See section 3.3.1 for the supporting documents
Financial Identification Form	http://ec.europa.eu/budget/contracts_grants/info_contracts/financial_id/financial-id_en.cfm	Read carefully point 5 on the form
Sub-contractors Declaration	Annex III	See section 1.8, only in case of sub-contracting
Experience of the candidate	Annex IV	See section 3.3.2.

2.3 Selection and Communication

All applications will be assessed against the criteria defined in section 3. EASA may contact the candidates in order to clarify or complement their application.

Please note that any changes to the administrative and/or technical details of the application which would result in a change to the original application should be notified immediately to the Agency using the following email address: tenders@easa.europa.eu

All applicants will be informed in writing, after a decision has been made whether or not they have been included in the list of pre-selected candidates.

Inclusion in the list of pre-selected candidates entails no obligation on the part of the Agency to use the list and/or to award a contract to the candidates.

2.4 Protection of Personal Data

If processing your expression of interest involves the recording and processing of personal data (such as your name, address and CV), such data will be processed pursuant to Regulation (EC) No 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC.

Unless indicated otherwise, your reply to this call and any personal data requested are required for the purposes indicated above and will be processed solely for those purposes by the Agency, which is also acting as data controller.

Details concerning the processing of your personal data are available on the privacy statement at:

<https://www.easa.europa.eu/data-protection>

https://ec.europa.eu/info/funding-tenders/rules-public-procurement/data-protection-public-procurement-procedures_en

Your personal data may be registered in the Early Detection and Exclusion System (EDES) if you are in one of the situations mentioned in Article 136 of the Financial Regulation⁵. For more information, see the Privacy Statement on: http://ec.europa.eu/budget/explained/management/protecting/protect_en.cfm,

⁵ Regulation (EU, Euratom) No 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, repealing Regulation (EC, Euratom) No 966/2012 (OJ L 193 of 30.07.2018, p. 1), as amended.

3 Requirements

3.1 Eligibility

This procurement procedure is open to any natural or legal person wishing to apply for this CEI and established in any of the European Union Member States, Norway, Iceland, Liechtenstein or Switzerland. Under the Stabilisation and Association Agreements (SAA) economic operators from Albania, the Republic of North Macedonia (FYROM), Montenegro, Serbia, Bosnia & Herzegovina and Kosovo are also eligible to submit an application.

3.2 Exclusion Criteria

Nr.	<u>Criteria:</u>	<u>Evidence Required</u> <i>(from main candidate):</i>
	Participation in this call is only open to candidates <i>(including, in the case of, sub-contractors)</i> who are not in any of the situations of exclusion listed in Article 136 of the Financial Regulation (FR) ⁶ and outlined in Annex II.	<ul style="list-style-type: none"> ✓ At the time of Application Submission: ✓ Candidates shall in accordance with Article 137(1) FR provide a declaration on their honour (see model in Annex II), duly originally signed and dated.

3.3 Selection Criteria

In order to be selected and included in the list of pre-selected candidates, applicants must fulfil the following selection criteria.

The purpose is to determine whether a candidate has the necessary capacity to implement the contract. Candidates must submit evidence of their legal & regulatory, and technical & professional capacity to perform the contract.

3.3.1 Legal & Regulatory Capacity

Nr.	<u>Criteria:</u>	<u>Evidence Required</u> <i>(from main candidate including consortia members):</i>
a.	Applicants are asked to prove that they are authorised to perform the contract under the national law as evidenced by inclusion in a trade or professional register, or a sworn declaration or certificate, membership of a specific organisation, express authorisation or entry in the VAT register.	<ul style="list-style-type: none"> ✓ A duly filled in and signed Legal Entity Form, in original, to be downloaded, depending on the candidate’s nationality and legal form (i.e. individual, private/public company), from the following website: http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm; ✓ Supporting documents for legal person: <ul style="list-style-type: none"> - A copy of any official document (i.e. official gazette, register of companies etc.) showing the individual’s / contractor’s name and address and the registration number given to it by the national authorities. - A copy of the VAT registration document (if applicable) should be submitted <i>if the VAT number does not appear on the official document referred to above.</i>

⁶ Regulation (EU, Euratom) No 1046/2018 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, repealing Regulation (EC, Euratom) No 966/2012 (OJ L 193 of 30.07.2018, p. 1).

	<ul style="list-style-type: none"> ✓ Supporting documents for natural person: - Legible photocopy of the identity document
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**Note: If the candidate has already submitted the legal entity file for the purpose of another procurement procedure, its issuing date does not exceed one year and it is still valid, the candidate may not be obliged to submit a new file. The candidate shall declare on its honour that the legal entity file has already been provided and confirm that no changes have occurred in its situation.*

3.3.2 Technical & Professional Capacity

Sub-list 1 - Aviation Specific Animations and Serious Games:

Nr.	<u>Criteria:</u>	<u>Evidence*:</u>
	The candidate must possess the following technical and professional capabilities in order to perform the contract:	The following documents and information must be presented as evidence of compliance with the set technical and professional requirements:
a.	Completion of at least 3 previous animated videos or serious game projects within the aviation domain produced within the last 3 years	<ul style="list-style-type: none"> ✓ An overview of the services performed within the past 3 years including at least 3 projects with a description of the activities performed. ✓ Provision of 3 relevant example videos or serious game projects. ✓ Annex IV duly completed.
b.	The candidate shall not be in any situation which could give rise to a professional conflicting interest in what concerns the performance and/or implementation of the contract.	<ul style="list-style-type: none"> ✓ Applicants must confirm in their online application that they are not in a situation of professional conflicting of interest <p>IMPORTANT: Please note that the Agency reserves the right to reject any application that is found to be in a situation of professional conflicting interest, in relation to this CEI / contract or ask the candidate prior to the signature of the contract to sign a Declaration of no Conflict of Interest.</p>

Sub-lists 2-4 – Large Commercial Aeroplanes, Helicopter or General Aviation Aeroplanes:

Nr.	<u>Criteria:</u>	<u>Evidence*:</u>
	The candidate must possess the following technical and professional capabilities in order to perform the contract:	The following documents and information must be presented as evidence of compliance with the set technical and professional requirements:
a.	Completion of at least 3 previous videos within the respective sub-list for which the candidate applies produced within the last 3 years: Sub-list 2: Large Commercial Aeroplane	<ul style="list-style-type: none"> ✓ An overview of the services performed within the past 3 years including at least 3 projects with a description of the activities performed.

	<p>Sub-list 3: Helicopter</p> <p>Sub-list 4: General Aviation Aeroplanes</p> <p>For sub-list 2 and 3 videos on simulators can be alternatively submitted.</p>	<ul style="list-style-type: none"> ✓ Provision of 3 relevant example videos per sub-list applied for. ✓ Annex IV duly completed.
<p>b.</p>	<p>The candidate shall not be in any situation which could give rise to a professional conflicting interest in what concerns the performance and/or implementation of the contract.</p>	<ul style="list-style-type: none"> ✓ Applicants must confirm in their online application that they are not in a situation of professional conflicting of interest <p>IMPORTANT: Please note that the Agency reserves the right to reject any application that is found to be in a situation of professional conflicting interest, in relation to this CEI / contract or ask the candidate prior to the signature of the contract to sign a Declaration of no Conflict of Interest.</p>

Sub-list 5 - Drones

Nr.	<u>Criteria:</u>	<u>Evidence*:</u>
<p>a.</p>	<p>The tenderer must possess the following technical and professional capabilities in order to perform the contract:</p> <p>Completion of at least 3 previous videos produced within the last 3 years specifically related to drones</p>	<p>The following documents and information must be presented as evidence of compliance with the set technical and professional requirements:</p> <ul style="list-style-type: none"> ✓ An overview of the services performed within the past 3 years including at least 3 projects with a description of the activities performed. ✓ Provision of 3 relevant example videos. ✓ Annex IV duly completed.
<p>b.</p>	<p>Drones registration with the NAA of country of residence / business</p>	<ul style="list-style-type: none"> ✓ A copy of the approval certificate from the National Aviation Authority of an EASA Member State.
<p>c.</p>	<p>The candidate shall not be in any situation which could give rise to a professional conflicting interest in what concerns the performance and/or implementation of the contract.</p>	<ul style="list-style-type: none"> ✓ Applicants must confirm in their online application that they are not in a situation of professional conflicting of interest <p>IMPORTANT: Please note that the Agency reserves the right to reject any application that is found to be in a situation of professional conflicting interest, in relation to this CEI / contract or ask the candidate prior to the signature of the contract to sign a Declaration of no Conflict of Interest.</p>

**Nota bene: If the candidate relies on the capacity of a third party (subcontractor) for technical and professional capacity, it can only do so for the tasks for which this particular capacity is required. The Agency reserves the right to request further documents stating clearly the allocation of tasks between entities.*

****Nota bene 1: The Agency reserves the right to ask for clarification or further material in the case that the documents submitted are not found as adequate evidence that the candidate fulfils the exclusion and/or selection criteria.***



4 Phase II - Tendering

4.1 Process

STEP	DESCRIPTION OF THE PROCESS STEP
I	For each task/activity to be performed related to one of the sub-lists defined under this CEI, the Agency shall prepare the Invitation to Tender defining the services required (Annex V) When the volume of the PO is estimated > 60,000 EUR, the Agency reserves the right to ask for evidence of the candidates' financial capacity.
II	ALL candidates on the relevant sub-lists will be invited to submit a Specific Offer responding to the Tender Specifications within the submission deadline defined.
III	Unless otherwise specified in the Tender Specifications , within 10 working days of the invitation to submit an offer, the candidates shall provide the Agency with a written offer (technical & financial) for the tasks required containing the information requested in the Tender Specifications.
IV	Upon submission on the closure date, all offers received will be evaluated and ranked on the basis of the best value for money. A contract will then be awarded to the best ranked bidder.
V	On receipt of the contract sent by the Agency, the contractor shall send it back within 5 working days, duly signed and dated. The period allowed for the execution of the task shall start on the date the contractor signs the specific contract, unless a different date is indicated therein.

4.2 Ex-post' transparency

A list of contractors who have concluded a contract above 15 000 EUR following the procedure set out at point 1.3 shall be published on the website of the Agency no later than 30 June of the year following contract award.

These details include name, amount and subject of the contract. For natural persons the information shall be removed 2 years after the year of contract award.

ANNEX I
- DRAFT CONTRACT -



ANNEX II
- DECLARATION ON HONOUR -



ANNEX III
- SUBCONTRACTORS DECLARATION -

ANNEX IV
- EXPERIENCE OF THE CANDIDATE -

ANNEX V
- INVITATION TO TENDER FORM -

