

# Procedure for hiring an external contractor to develop, operate and maintain the new [www.interreg.eu](http://www.interreg.eu) website

## Call for tenders

## Terms of Reference

On behalf of the Interact Programme, Interact Office Viborg is inviting interested parties to make an offer for the contract to design, develop, host, and maintain a new [www.interreg.eu](http://www.interreg.eu) website, as well as to train and support the CMS users from the Customer's side.

In order to respond to this call for tenders, interested parties must demonstrate their experience and suggested approach to carrying out the assignment in view of the specification presented in this Terms of Reference.

## Background

### About the Interact Programme

The Interact Programme is a cooperation programme under the European Territorial Cooperation (ETC) objective of the Cohesion Policy 2021-2027 and is co-financed by the European Regional Development Fund (ERDF).

The Interact Programme provides exchange of experience, information and innovation in order to promote best practices and make cooperation easier. The programme delivers this through targeted events, publications and tools.

Interact services are targeted at cooperation programmes under the same ETC objective of the Cohesion Policy 2021-2027 – known as Interreg. These programmes jointly tackle common challenges and find shared solutions in fields such as health, environment, research, education, transport, sustainable energy and more.

The current Interact IV Programme builds on the successful implementation of three previous editions (Interact I-III). In the 2021-2027 period, the programme focuses on 3 thematic objectives:

- Increasing efficiency: Strengthening the management capacity of Interreg programmes and other cooperation actors;
- Enabling individuals: Strengthening the capacity to work in cooperation programmes and context;

- Interreg visibility: Strengthening the capacity to capture and communicate programme and project results and to increase visibility.

These 3 objectives define the rationale behind Interact services implemented for the benefit of Interreg programmes of all strands: cross-border, transnational, interregional and outermost. The geographical area targeted by Interact services includes all EU Member States plus Norway and Switzerland. In addition, the programme supports cooperation at the external borders of the European Union (Interreg IPA-CBC and Interreg NEXT). The programme's total budget is about EUR 56.25 million, of which 80% comes from ERDF.

The implementation structure and coordination framework of the Interact Programme is based on a decentralised model involving a central Managing Authority/Interact Secretariat located in Bratislava (Slovakia), and Interact Offices located in Turku (Finland), Viborg (Denmark), Vienna (Austria), and Valencia (Spain).

Further information and relevant documents concerning the Interact Programme can be found on the programme website: [www.interact.eu](http://www.interact.eu)

## **What is Interreg?**

Interreg is one of the key instruments of the European Union (EU) that supports cooperation. It consists of about 100 programmes, all of whom fund projects. To get their projects funded by Interreg, public institutions and SMEs need to gather a number of partners from different regions in various countries. The specific rules that apply to the number of partners and countries of origin involved depend on each specific programme.

Projects funded by Interreg aim to tackle common challenges and find shared solutions to these challenges in fields such as health, environment, research, education, transport, sustainable energy and more.

## **Documents**

The following documents are part of this process:

### **The Draft Contract**

- Annex 1 Requirements Specification
- Annex 2 Solution Design
- Annex 3 Prices
- Annex 4 Data Protection Agreement
- Annex 5 Interreg Brand Manual
- Annex 6 Strategic Digital Communication of Interreg

### **These Terms of Reference**

- Annex A Declaration about Russian Interests
- Annex B Declaration on jointly authorised representative and joint, several and unconditional liability (consortium)

## The assignment

### Objectives and content of the assignment

The Contract concerns the developing, design, testing, implementation, documentation, training, operations and maintenance of the new [www.interreg.eu](http://www.interreg.eu) website. For further details of the exact tasks, see **Annex 1 - Requirements Specification** and **Annex 2 - Solution Design**.

The [www.interreg.eu](http://www.interreg.eu) website has been a gateway to the world of Interreg since 2017.

In 2022, the Interact programme conducted a large consultation that confirmed the relevance of the Interreg.eu website, but also the need to rebuild it from scratch in order to achieve its goals.

The technical implementation of the current interreg.eu website has reached its limits. It was initially developed in 2015 and has undergone numerous updates in response to the evolving needs of Interreg and website users.

The new interreg.eu website should clearly establish the Interreg brand, the value of Interreg as such, its relevance and how programmes and projects create impact for EU citizens – and do so in a way that is easily understood, with simplicity and through storytelling.

The website should primarily serve five distinct target audiences including policy makers, decision makers, potential applicants, beneficiaries and staff working in Interreg programmes' joint secretariats.

For more detailed information about the new website objectives and target audiences, please, check Annex 6 ("Strategic Digital Communication of Interreg").

### Ownership of the Interreg.eu website project

The Interact programme is the financial and leading force behind the website. However, the website is a collaborative communication effort that engages the entire Interreg community. More than 150 individuals from various Interreg programmes across Europe participated in shaping the "Strategic Digital Communication of Interreg" (Annex 6), which delineates the website's niche, objectives, and target audiences. Furthermore, all Interreg programmes are expected to contribute content to the upcoming Interreg.eu website.

### Management of the Interreg.eu website project

Interact has a dedicated three-person team for this website, with one team member serving as the primary contact person for the Supplier, overseeing all aspects of the project.

### Working language

The working language for the exchanges between Interact and the successful bidder will be English. The final product will also be delivered in English.

## Timeframe and scope of work

### Selection procedure:

2/05/2024: Deadline for questions about the Contract.

**13/05/2024** (by 23:55, CET): Deadline for bidders to submit proposals.

21/05/2024: Interact expects to notify bidders about the outcome of the selection procedure. No information will be provided before that date as regards the status of the evaluation of offers.

### Delivery of work:

The Supplier shall deliver release 2 of the website as described in Solution Design (annex 2) no later than seven months after signature of contract.

## Selection procedure

### When and how to submit offers

Offers should be sent in English and by email only to Eva Martínez Orosa:

[eva.martinez@interact.eu](mailto:eva.martinez@interact.eu) by **13 May 2024 at 23:55 (CET)** at the latest. Offers received after this deadline will not be considered.

Please note that any expenses you incur in the preparation of your offer will not be reimbursed.

### What to include in your offer

Please send an email, briefly explaining why you are interested in this contract and what makes you/your company the ideal candidate for this job. Please attach:

- The Methodology Plan as described in Annex 1 - Requirements Specification
- A CV of each of the members of the team that would be delivering the work, including samples of previous work similar to the task detailed in this contract.
- A filled-out version of Annex 3 - Prices
- Annex A - Declaration about Russian interests, signed by the Supplier (and all members of a consortium if such is made)
- If relevant, filled-out and signed version of Annex B - Declaration of joint representative and liability.

For orientation, Interact expects the total amount paid on this contract to be less than EUR 200 000 (excluding VAT). This amount is expected to cover release 1 and 2 of the website, as well as Operations and Maintenance and Customer training until 31 December 2029. The Solution Design (annex 2) also describes a potential release 3. Some or all of the functionalities described in release 3 may be executed by the Supplier, if requested by Interact and if agreed between the parties, as part of the "On-demand tasks", and invoiced following the IT consultants' hourly rates indicated in annex 3.

### Questions to the Tender

Questions about the content of these terms of reference should be sent to

[eva.martinez@interact.eu](mailto:eva.martinez@interact.eu)

Please, note that questions received prior to the deadline for questions and the respective answers will be published on Interact's website. These will be regularly updated when new questions are submitted.

## Award criterion and sub-criteria (evaluation of the offers)

Interact intends to award the Contract to the supplier who has submitted the economically most advantageous tender evaluated in accordance with the award's criterion **best price-quality ratio** and the sub-criteria mentioned below.

Sub-criteria	Weighting (%)
Overall economic consequences. (see calculation below)	40 %
Methodology plan	40 %
CV's	20 %

For each offer the evaluation of the two qualitative sub-criteria will take place in accordance with the below description using the following scoring scheme.

Evaluation	Score
Best possible fulfillment of the criterion	0
Excellent fulfillment of the criterion	1
Good/very satisfactory fulfillment of the criterion	2
Above average fulfillment of the criterion	3
Average/satisfactory fulfillment of the criterion	4
Below average fulfillment of the criterion	5
Less satisfactory fulfillment of the criterion	6
Inadequate fulfillment of the criterion	7
Poor fulfillment of the criterion	8

A price-based evaluation model will be used for the final evaluation. Under a price-based evaluation model a deviation from the best possible fulfilment of the Contracting Authority's class evaluation requirements is considered an additional cost and will be added to the tenderer's overall tender price for the purpose of the evaluation. Thus, a hypothetical cost is added for the purpose of the evaluation for every point scored for the qualitative sub-criteria. The amount of that cost is determined based on a conversion sum as described below. The calculation takes place as follows:

- A conversion sum is identified by dividing the average of the overall tender prices by 8 (the maximum score for the qualitative sub-criteria).
- For each qualitative sub-criterion, the score (from 8 to 0) is multiplied by the conversion sum.
- That amount is then included in the overall evaluation price with the percentage stated for the sub-criterion in question.
- The overall tender price is included in the overall evaluation price with the percentage stated for the sub-criterion in question.
- The weighted prices/amounts for all sub-criteria are added and the tender with the lowest overall evaluation price is deemed the successful tender and is awarded a contract.

For the purpose of illustration, the table below contains an imaginary example of the use of the price-based evaluation model described above. In the example there are only two sub-criteria: economy with a weight of 40 % and quality with a weight of 60 %.

<b>Tenderers:</b>	<b>A</b>	<b>B</b>	<b>C</b>
<b>Overall price:</b>	1,000,000 EUR	1,500,000 EUR	500,000 EUR
<b>Quality score:</b>	3	0.5	7
<b>Conversion sum: 125.000 kr.</b>			
<b>Converted quality price:</b>	375,000 EUR	62,500 EUR	875,000 EUR
<b>Weighted quality price:</b>	225,000 EUR	37,500 EUR	525,000 EUR
<b>Weighted overall tender price:</b>	400,000 EUR	600,000 EUR	200,000 EUR
<b>Overall evaluation price:</b>	<b>625,000 EUR</b>	<b>637,500 EUR</b>	<b>725,000 EUR</b>
<b>Rank:</b>	<b>1</b>	<b>2</b>	<b>3</b>

#### **Overall economic consequences sub-criterion 40 %**

The overall economic consequences (the expected cost of the Contract) will be evaluated based on the prices quoted in Annex 3 Prices of the Contract excluding VAT, and will be the sum of:

- The price of Release 1 & 2 (excluding VAT)
- The price of Operations and Maintenance for 5 years (offered price \* 12 \* 5) (excluding VAT)
- The price of Support for 5 years (offered price \* 12 \* 5) (excluding VAT)

### **Methodology sub-criterion 40 %**

In the evaluation of quality and functionality, the tenderer's submitted Methodology Plan with respect to the evaluation criteria's in the Requirements Specification (Annex 1) will be included. A positive evaluation by the Contracting Authority of the tenderer's fulfilment of evaluation criteria will result in a correspondingly positive evaluation of the tender.

### **CV's sub-criterion 20 %**

In the evaluation of the qualifications and relevant experience of the people working on the website, CV's with respect to the evaluation criteria's in the Requirements Specification (Annex 1) will be included. A favourable evaluation by the Contracting Authority of the tenderer's fulfilment of these criteria will lead to a corresponding positive evaluation of the tender.

### **Last remarks**

All offers submitted must remain open for acceptance at least 6 months from the date of submission.

If the offer is in breach with any of the Minimum Requirements in Annex 1 - Requirements Specification, the offer will be rejected.