



EIGE/2012/OPER/07

TENDER SPECIFICATIONS

Study on Area J of the Beijing Platform for Action: Women and the Media in the European Union

OPEN PROCEDURE

The purpose of these Tender Specifications are to give instructions and guidance to candidates about the nature of the Offer they will need to submit and to serve as the Contractor's mandate during the project implementation.

These specifications ensure that the project will be properly conceived by the Contractor, that the work is carried out on schedule and that resources will not be wasted.

The Tender Specifications will become integral part of the contract that may be awarded as a result of this tender.

CONTENTS:

CONTENTS:	2
1 TECHNICAL SPECIFICATIONS	3
1.1 CONTRACTING AUTHORITY	3
1.2 BACKGROUND INFORMATION	4
1.3 PROJECT UNDER THIS CONTRACT.....	6
1.3.1 SCOPE OF THE STUDY.....	6
1.3.2 OBJECTIVES AND TASKS	7
1.3.3 METHODOLOGY.....	9
1.3.4 DELIVERABLES	11
1.3.5 PROVISIONAL TIMELINE.....	18
1.3.6 RESPONSIBILITY.....	19
1.3.7 PROJECT TEAM.....	19
1.3.8 COMMUNICATION.....	20
1.3.9 MONITORING OF PROJECT IMPLEMENTATION	20
2 THE TENDER	21
2.1 SUBMISSION OF THE TENDER.....	21
2.2 OPENING OF TENDERS	21
2.3 CONTACTS WITH EIGE	22
2.4 CONTENT OF THE TENDER	22
2.4.1 SECTION ONE: ADMINISTRATIVE INFORMATION.....	23
2.4.2 SECTION TWO: EXCLUSION CRITERIA DOCUMENTATION.....	24
2.4.3 SECTION THREE: SELECTION CRITERIA DOCUMENTATION	26
2.4.4 SECTION FOUR: TECHNICAL PROPOSAL.....	28
2.4.5 SECTION FIVE: FINANCIAL OFFER.....	28
3 THE ASSESSMENT PROCEDURE	30
3.1 EVALUATION OF THE TENDERERS.....	30
3.2 EVALUATION OF THE TENDERS	30
3.3 AWARD OF THE CONTRACT	34
3.3.1 AWARD PRINCIPLE.....	34
3.3.2 INFORMATION TO TENDERERS	34
3.3.3 STANDSTILL PERIOD.....	34
3.3.4 EVIDENCE BY CONTRACTOR.....	34
3.3.5 NO OBLIGATION TO AWARD THE CONTRACT	35
4 THE CONTRACT	36
4.1 NATURE OF THE CONTRACT.....	36
4.2 STARTING DATE OF THE CONTRACT AND DURATION OF THE TASKS	36
4.3 PLACE OF PERFORMANCE	36
4.4 VOLUME OF THE CONTRACT	36
4.5 TERMS OF PAYMENT	36
4.6 GUARANTEES	36
4.7 DATA PROTECTION	36



TECHNICAL SPECIFICATIONS

1.1 CONTRACTING AUTHORITY

Equality between women and men is a fundamental value of the European Union, enshrined in its Treaties¹ and in the Charter of Fundamental Rights of the European Union. Mainstreaming the principle of equality between women and men is a major part of all its activities and represents the general approach to the implementation of all EU policies.

The European Institute for Gender Equality (hereafter referred to as "EIGE" or as "the Institute")² is a regulatory agency of the European Union which has been given objectives to contribute to and strengthen the promotion of gender equality, including gender mainstreaming in all EU policies and the resulting national policies, and the fight against discrimination based on sex, and to raise EU citizens' awareness of gender equality by providing technical assistance to the EU institutions, in particular the Commission, and the authorities of the Member States³.

In order to meet these objectives, the Institute shall collect, analyse and disseminate relevant objective, comparable and reliable information and data on equality between women and men at the European Union level and shall: "develop methods to improve the objectivity, comparability and reliability of data at European level by establishing criteria that will improve the consistency of information and take into account gender issues when collecting data"⁴.

Within its framework of attributions, EIGE also provides technical support to the EU Presidency countries in the follow-up to the Beijing Platform for Action (BPfA) and, in particular, reviews existing indicators previously adopted by the Council of the EU and develops benchmarking information in the area of gender equality.

The study commissioned through this Invitation to tender is undertaken within the scope of the Institute's Work Programme 2012 and its Mid Term Programme 2010 - 2012. It is a part of the Institute's wider framework of activities aimed at providing support to the Presidency countries of the Council of the EU and reviewing areas of the BPfA. The overall activity aims at:

- analysing and reviewing the area of concern selected by upcoming Presidency;
- providing advice on updating and improving existing indicators or proposing the new ones;
- developing a report for Presidency country on the developments in implementing the BPfA in the selected area, and
- promoting visibility and dissemination of the information within the selected area.

In order to contribute to the implementation of the aforementioned tasks, EIGE is putting out this invitation to tender, with the goal of entering into a contract with a professional service provider able to conduct an effective study within a limited time line.

¹ Articles 2 and 3(3) TEU and Article 8 TFEU.

² Established by the European Parliament and of the Council Regulation (EC) No 1922/2006 of 20 December 2006 (OJ L 403/9 of 30.12.2006)

³ Article 2, Idem 2

⁴ Article 3, Idem 2



BACKGROUND INFORMATION

Introduction

The European Union is based upon the fundamental importance of human rights and values, including the right to equality between women and men. The Treaty of the European Union stipulates in its article 2 that “the Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities. These values are common to the Member States in a society in which pluralism, non-discrimination, tolerance, justice, solidarity and equality between women and men prevail.” Article 8 of the Treaty on the Functioning of the European Union specifies that “[...] in all its activities, the Union shall aim to eliminate inequalities, and to promote equality, between men and women.” The gender mainstreaming obligation contained in the Lisbon Treaty should be fully implemented into all European policies and programmes, including the ones related to the media and information society.

The Commission’s Strategy for Equality between Women and Men 2010-2015 sets the principle of equality in decision-making as one of its priorities and actions as well as addresses the promotion of non-discriminatory gender roles as a horizontal issue.

EU commitment to Beijing Platform for Action

The 4th World Conference on Women, held in Beijing in 1995, officially adopted the *Beijing Declaration and Platform for Action for Equality, Development and Peace* (BPfA). The BPfA outlines the strategic objectives and actions to be taken by the international community, national governments and civil society for the promotion and protection of human rights for women and the girl child as inalienable, integral and indivisible elements of universal human rights and fundamental freedoms of all women throughout their lives⁵. Its objectives and actions are arranged throughout twelve critical areas of concern: women and poverty, education and training of women, women and health, violence against women, women and armed conflict, women and the economy, women in power and decision-making, institutional mechanisms for the advancement of women, human rights of women, women and the media, women and the environment, and the girl child.

All 27 EU Member States have signed the document and thus have recognised their responsibility to take actions to implement the BPfA. Despite the primary responsibility for the advancement of women lying with the national governments, the European Union has been involved in the formulation of the Beijing Declaration and supports its Member States insofar as taking action is concerned. In December 1995, the European Council acknowledged the European Union's commitment towards the BPfA and expressed its intent to review its implementation across the Member States on a yearly basis. Since 1999, quantitative and qualitative indicators have been developed by successive Presidencies of the Council of the European Union for the purposes of monitoring progress towards achieving the BPfA goals. By 2010, the Council of the European Union had adopted indicators in nine out of twelve critical areas. Furthermore, in order to review the development in the implementation of BPfA at the EU level, two overview reports have been produced: *Beijing +10. Process made within the European Union* by the Luxembourg Presidency of the Council of the European Union in 2005⁶ and *Beijing+15: The Platform for Action and the European Union* by the Swedish Presidency in 2010⁷.

⁵ Mission Statement, <http://www.un.org/womenwatch/daw/beijing/platform/plat1.htm#concern>

⁶ <http://www.frauen.bka.gv.at/DocView.axd?CobId=20565>

⁷ <http://ec.europa.eu/social/BlobServlet?docId=4336&langId=en>



In 2012, the area of Women and the Environment has been addressed⁸. The indicators for two areas are yet to be developed. These are: Human Rights of Women and Women and the Media. The purpose of the present study is to address the issue of women and the media in the context of the Beijing Platform for Action and to develop indicators, which will be used to monitor the progress of gender equality in this area.

In December 2010, the Advisory Committee on Equal Opportunities for Women and Men to the European Commission issued an Opinion on 'Breaking gender stereotypes in the media', which included a recommendation on the need to collect data and information in order to monitor women's presence in decision-making in the media.

Women and the Media

Following the BPfA, women and the media was defined as critical area J and associated with two strategic objectives to be achieved by stakeholders:

- to increase the participation and access of women to expression and decision-making in and through media and new technologies of communication, and
- to promote a balanced and non-stereotyped portrayal of women in the media.

This study will focus on the first strategic objective. Among the actions to achieve it, both, the governments and the mass media and advertising organisations are recommended to promote women's full and equal participation in the media, including management, programming, education, training and research. They also should aim at gender balance in the appointment of women and men to all advisory, management, regulatory or monitoring bodies, including those connected to the private and State or public media⁹. Furthermore it is recommended to develop, consistent with freedom of expression, professional guidelines and codes of conduct or other appropriate self-regulatory mechanisms, that promote balanced and diverse portrayals of women by the media and that promote increased participation of women and men in decision-making.

For the purposes of the present study, guidance should be taken from the language in the 2010 Audiovisual Media Services Directive¹⁰ which states that "audiovisual commercial communications shall not [...] include or promote any discrimination based on sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation"¹¹.

Women's participation in decision-making and women's portrayal in the media were central topics that have been dominating the research in this area in the last thirty years¹². A lot of attention has been given to institutional and social power structures that marginalise women and women's issues within media organisations and project women as objects rather than active subjects.

The link between women's presence in decision-making and the production of balanced and non-stereotyped content is complex. On the one hand, women journalists might be more likely

⁸ EIGE reviewed area "Women and the Environment" with particular focus on gender and climate change, which was selected by the Danish Presidency (January – June 2012). EIGE Report includes the proposed indicators for this area.

⁹ As defined in Paras 239 (c) and (d) of BPfA

¹⁰ Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services, available at:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:095:0001:0024:EN:PDF>

¹¹ Directive 2010/13/EU, Chapter III, Art.9.

¹² Gallagher, M., 2001 *ibid.*



to produce news or articles that emphasise gender inequality¹³. On the other hand, media productions cannot be considered to be just the result of media workers or owners. One cannot draw a straightforward link between the number of women present in the media and a more gender sensitive and balanced media production¹⁴.

The Global Report on the Status of Women in the News Media of 2011¹⁵ shows that women represent only a third (33%) of the full-time journalism workforce in the 522 companies surveyed: women are holding less than 27% of the top management positions in the news media, 1/3 of the reporters and 35% of senior professionals (news-gathering, editing and writing jobs). In the 13 EU Member States, women held less than 35% of positions in governance, top-level management and senior management of those companies.

The Global Media Monitoring Project Report of 2010¹⁶ highlights that the percentage of women announcers and reporters delivering the news on newspaper, radio and television remained more or less constant over the past decade in the European region¹⁷: 41% in 2010, 42% in 2005 and 40% in 2000. Nonetheless, the percentage of female as news subjects increased over the years from 16% in 1995 to 26% in 2010.

A more representative presence of women in the media industry at all levels may have a positive impact on gender equality, in general, and on media production, in particular. It has potential to change the established practices of the media towards more equal participation and access of women and men to expression and decision making in and through the media.

1.2 PROJECT UNDER THIS CONTRACT

1.2.1 SCOPE OF THE STUDY

The study to be carried out under this contract will focus on women's participation and access to decision-making in the media, with a special emphasis on:

- women's presence in the decision-making bodies within media companies, as defined in the Beijing Platform for Action, Para's 239 (c) and (d);
- the existence of codes of conduct and/or other forms of self-regulation, development by the media companies, to avoid discrimination on the grounds of sex;
- women's and men's presence in media content (excluding films and commercials).

The study shall address public and private media – broadcast and print media and, if available, social media - established in each of the 27 EU Member State and Croatia. The public sector media shall be represented by the largest broadcaster (TV and radio), while the private media shall be represented by up to three of the largest media providers (broadcast media, print media and social media, if available) in each 27 EU Member State and Croatia.

¹³ EWL's Beijing+15 Report on Women and the Media: <http://www.womenlobby.org/spip.php?rubrique40&lang=en>

¹⁴ Gill, R., *Gender and the Media*. Cambridge: Polity, 2007.

¹⁵ International Women's Media Foundation (2011), *Global Report on the Status of Women in the News Media*, Washington, USA. Available at: <http://iwmf.org/pdfs/IWMF-Global-Report.pdf>

¹⁶ <http://www.whomakesthenews.org/>

¹⁷ 22 EU MS (Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Malta, Netherlands, Poland, Portugal, Romania, Spain, Sweden and United Kingdom) + 10 non-EU countries.



The study shall focus on the collection of quantitative and qualitative data in the aforementioned areas and media organisations in all 27 EU Member States and Croatia for the purpose of proposing indicators to monitor the progress of gender equality in those areas.

The study shall provide a background overview of EU legislative and policy developments in the area of media and gender equality, as well as measures applied by Member States to promote a more gender balanced presence within the media. The overview shall include review of data and research on women's presence in the decision-making bodies of media organisations, women's and men's presence in media content and the extent to which media organisations adopt voluntary codes of practice to promote gender equality. The background overview shall be based on the analysis of literature and data available through open sources.

The study shall not be focused on gender stereotyping. The significant body of research on this topic shall be minimally reflected or referenced in the background overview. The principle of freedom of speech shall guide this study as respect towards media's freedom is mandatory.

The study to be carried out under this contract is commissioned within the scope of the Institute's Work Programme 2012 and its Mid Term Programme 2010 – 2012, in particular, to provide support to the upcoming EU Council Presidency countries reviewing the implementation of the Beijing indicators.

1.2.2 OBJECTIVES AND TASKS

General Objective

The aim of the study is to collect data and provide an analysis on the current stage of implementation of the strategic objective J.1 in the area of **Women and the Media**, with a focus on women's presence in decision-making in media organisations, women's and men's presence in media content and on the extent to which media organisations have developed codes of conduct and other forms of self-regulation to obviate discrimination on the grounds of sex. The study will cover all 27 EU Member States and Croatia.

Specific Objectives and Tasks

The specific objectives and tasks of the study are:

Objective 1. On the basis of a review of literature and documentation, to carry out a background overview of the situation on media and gender equality in 27 EU Member States and Croatia with an emphasis on women's participation and access to decision-making in media organisations.

Tasks:

- 1.1. Describe the methodology used for the review of literature and documentation;
- 1.2. Provide a general overview of the European Union's policy developments in the area of non-discrimination based on sex in the media;
- 1.3. Provide an overview of available information on legislative and policy initiatives and measures developed within the Member States to promote a more gender balanced participation and access to media, both in terms of content and decision-making;
- 1.4. Provide an overview of available data and research on women's presence in decision-making in media companies (e.g. corporate boards, programming boards, editorial boards, top and senior management levels, oversight boards, etc.) carried out in the EU Member States;



- 1.5. Provide an overview of available data and information on voluntary codes of conduct developed by media organisations in order to avoid discrimination based on sex;
- 1.6. Provide a list of bibliographical sources addressing the topic.

Objective 2. To collect data on women's presence in the decision-making bodies (for example and not limited to: corporate boards, programming boards, editorial boards, top and senior management levels, oversight boards) of the largest public sector broadcast media provider (TV and radio) and up to three largest private sector media providers (broadcast media, print media and social media, if available) established in each of the 27 EU Member State and Croatia.

Tasks:

- 2.1 Describe the methodology used for data collection and analysis;
- 2.2. Provide a description of the criteria used to select the media organisations, both public and private, from each of the 27 EU Member State and Croatia, that will be targeted for data collection and analysis; the list of the selected media organisations for each Member State;
- 2.3 Collect the data on the number of women present in decision-making bodies within the structures of the media companies and analyse it quantitatively;
- 2.4 Analyse qualitatively the impact, if any, of having women in senior positions in the media and any steps which have been taken to encourage the advancement of women in decision making positions;
- 2.5 Provide recommendations on actions and measures to be taken by different stakeholders to increase women's participation in decision making in the media.

Objective 3. To collect data on the extent to which media companies have developed codes of conduct and other forms of self-regulation to avoid discrimination on the grounds of sex and to analyse it from a gender equality perspective.

Tasks:

- 3.1 Describe the methodology used for data collection and analysis;
- 3.2 Collect data on the existence of codes of conduct developed by the largest public sector broadcast media provider (TV and radio) and up to three of the largest private sector media providers (broadcast media, print media and social media, if available) established in each of the 27 EU Member State and Croatia;
- 3.3 Analyse the content and implementation of the codes of conduct qualitatively from a gender equality perspective;
- 3.4 Provide recommendations on measures that can help to adopt codes of conduct in the media companies in order to ensure non-discriminatory gender presence in the media.

Objective 4. On the basis of the data collected, to propose quantitative and/or qualitative indicators, including sub-indicators if necessary, that would facilitate monitoring gender equality in the area of women and the media of the BPfA.

Tasks:

- 4.1 Assess the accessibility, reliability and comparability of the data collected;
- 4.2 Propose indicator(s) on the participation of women in decision-making in the media;
- 4.3 Propose indicator(s) on the codes of conduct and other forms of self-regulation to obviate discrimination on the grounds of sex in media organisations;



- 4.4. Identify gaps in data collection and provide recommendations to improve the objectivity, comparability and reliability of data at European level in the area of women and the media.

Objective 5. To carry out for one week a gender-sensitive media monitoring on women's and men's presence in the media content of one public and one private service provider (TV, radio or print media) established in each 27 EU Member State and Croatia.

Tasks:

- 5.1 Describe the methodology used for data collection and analysis;
- 5.2. Provide the list of the media organisations selected for each Member State and Croatia;
- 5.3 Collect the data on the number of women and men, their role and the context in which they are portrayed in different programmes (excluding films and commercials);
- 5.3. Provide an analysis grid for the data collected on women's and men's presence in the media content from each of the 27 EU Member State and Croatia;
- 5.4 Provide the quantitative and qualitative analysis of the collected data;
- 5.5 Build a database of the media monitoring data collected. The database shall allow further data analysis and shall allow data extraction by selected variables;
- 5.6 Provide recommendations on how to promote a balanced portrayal of women and men in the media.

Objective 6. To prepare ready for dissemination, in a publishable format, concise and user-friendly communication products presenting the main findings and conclusions of the study. The communication products must be illustrated with relevant graphics and images.

Tasks:

- 6.1 Develop three factsheets presenting the findings of the study. The tenderer may propose the themes for the factsheets in the technical proposal. The themes for the factsheets will also be discussed and agreed upon with EIGE.
- 6.2 Develop one factsheet on the main findings of the media monitoring carried out during one week.

The implementation of the objectives and tasks set in these tender specifications should be fully reflected in the interim report, final report, summary report and the abstract. In the course of the implementation of the study, EIGE might adjust the tasks without changing the objectives.

1.2.3 METHODOLOGY

The methodological framework shall be developed by the tenderer and provide a sound approach to the collection and analysis of data within the scope and time defined in these technical specifications.

The tenderer shall propose a methodology which ensures the achievement of the defined objectives and collection of reliable information and data in the field. The tenderer shall clearly indicate how the information (literature, documents, etc.) and data available in any of the EU official languages will be identified, collected and analysed and how the providers of data and information are to be reached. The research in all its stages has to respect **the principle of freedom of the media.**



The proposed methodology shall include:

1) Description of the methodology of the review of literature and documentation

The background overview of media and gender equality shall include the overview of legislative and policy developments at EU and Member State level and present measures that promote gender balanced participation in decision-making and access to expression in the media adopted by the Member States. It shall also include the review of data and research on the main thematic aspects of the study. A literature and documentation review shall cover the sources of data and information in all 27 EU Member States and Croatia since 2000.

2) Description of the methodology to be applied for the collection and analysis of data on women's participation in decision making in media organisations

The collection and analysis of data shall reflect women's presence in decision-making in the media in all 27 EU Member States and Croatia. The study shall target the largest public sector broadcast media provider (TV and radio) and up to three largest private sector media providers (broadcast media, print media and social media, if available) established in each 27 EU Member State and Croatia. If social media companies/branches are not established in any of the Member State, one printed media and two broadcasting private media providers shall be considered. The selection criteria of media organisations shall be presented in the tender proposal.

The methodology shall also include a well-developed typology of decision-making bodies in media companies, both public and private, including TV, radio, printed media and social media providers, targeted within the scope of the study.

The structure of the European Commission's database "Women and men in the decision-making"¹⁸ shall serve as a guideline and framework for the methodology of data collection. The contractor shall propose a methodological framework for data collection and analysis in accordance with the technical specifications and provide a description of how the proposed methodology fits the framework of the aforementioned database of the Commission.

Data analysis shall consider both qualitative and quantitative aspects. The qualitative analysis shall focus on the impacts, if any, of having women in senior positions in the media and any steps which have been taken by companies to encourage the advancement of women in decision-making. The number of women in different decision-making bodies in media companies shall be analysed quantitatively. Where relevant, the secondary data and information available through open sources shall be presented and analysed.

3) Description of the methodology to analyse the codes of conduct identified and collected

This part shall include the methodological framework for quantitative and qualitative analysis of the codes of conduct adopted and implemented by media companies in order to ensure non-discriminatory gender presence within media. The quantitative analysis should provide the data on the prevalence of codes of conduct developed by the largest public sector broadcast media provider and up to three of the largest private sector media providers (broadcast media, print media and social media, if available) established in each of the 27 EU Member States and Croatia. The codes of conduct shall also be analysed qualitatively. The questions to be considered, but not limited to, are: is such a code a part of a broader policy/strategy document or does it stand by itself? Is gender equality a focus or as objective? Was the code updated since it was approved, and how regularly? Are there any human and financial resources allocated to

¹⁸ http://ec.europa.eu/justice/gender-equality/gender-decision-making/database/index_en.htm



the implementation of the code? Are monitoring, evaluation processes (external, internal), incentives and responsible people defined? Are there any measures, such as staff training, anticipated to promote women's participation in decision making? Were any needs assessment carried out (consultation of women in the organisation)? What are the challenges related to the implementation of the code? Does the country have a legislation or regulator to monitor gender equality in the media? Where appropriate, the secondary data and information available through open sources shall be presented and analysed.

4) Description of the monitoring of the presence of women and men in media content.

The media monitoring shall take place for one week in each of the 27 EU Member States and Croatia and shall be focused on identifying women's and men's presence in media content of one selected public and one selected private media providers (TV, radio or print media). The methodology shall consider the quantitative and qualitative aspects of the analysis. Where relevant, the secondary data and information available through open sources shall be presented and analysed. Focus on stereotypes is unnecessary as a significant body of research on this topic has already been developed.

1.2.4 DELIVERABLES

The Contractor shall work closely with EIGE through regular exchange of information. Throughout the implementation of the study the following deliverables shall be provided:

1. An Inception report, summarising the discussion of the inception meeting (week 3);
2. An Interim report on the first findings of the literature and documentation review, the collection of data and analysis, the progress so far and the next steps (week 12);
3. A Final report covering all the items described in specific objectives 1, 2, 3 and 4 together with necessary statistical annexes (week 20);
4. Database of collected information delivered as an annex to the Final report (week 20);
5. A Summary report understandable for non-specialised reader (week 22);
6. An Abstract (week 22);
7. Three factsheets on the findings on women's participation in decision-making in media and codes of conduct (week 27);
8. An Interim monitoring report summarising the preliminary findings of women's and men's presence in media content (week 33);
9. A Final monitoring report on women's and men's presence in media content covering all the items described in specific objective 5 (week 44).
10. The database on media monitoring shall allow further data analysis and extraction by selected variables and be provided as annexed to the Final report (week 44);
11. A factsheet on women's and men's presence in media content (week 46).

All the deliverables listed above must be submitted in **English (UK)**.

The reports must be written in a clear and simple way, providing information and analysis that can be understood by non-academics. The reports and the abstract must be in MS Word (and PDF) format. The format of Annexes may vary depending on type of information shown.

The final versions of all deliverables must be professionally edited and proofread, preferably by an English native speaker. The documents must be delivered in an appropriate layout and they shall contain visual elements (e.g. tables and graphs).



All deliverables must be revised by the Contractor according to the Institute's recommendations, as necessary, and returned within the deadline mentioned in the Contract. When necessary, activities aimed at producing deliverables, must run in parallel to ensure smooth operation of the project within the given timeframe.

EIGE will have the exclusive rights to publish the results of the study. The Contractor must ensure that there are no restrictions on confidentiality and/or intellectual property rights, expected from the third party.

All the reports with corresponding Annexes must be provided in three hard copies and in an electronic copy, with the exception of the final deliverables (detailed analytical final report, executive summary and abstract) which must be provided in four hard copies and in an electronic copy.

Deliverable 1: Inception meeting and Inception report

Within three weeks from the contract signature EIGE will organise an inception meeting with the Contractor in Vilnius to discuss the Technical Specifications and the contractor's offer. The project manager and the senior researcher from the Contractor's team shall attend the meeting.

In the inception meeting, the Contractor shall present in detail the methodologies for data collection and analysis to be used, including key informants and actors, analytical tools, how the methods proposed are going to be implemented in light of the initial assessment of available information and data, and in particular, how the specific objectives and tasks will be implemented.

The contractor shall also present the results of the initial analysis, including:

- The main findings of the preparatory work undertaken;
- A description of the methodologies to be used and the problems encountered;
- A classification of data to be collected in each of the 27 EU Member States and Croatia;
- A proposed structure for the interim report, final report, summary report and abstract;
- An updated work-plan ensuring the submission of the deliverables within the contractual deadline.

Based on the agreements reached during the meeting, the Contractor shall draw up an Inception report which is to be submitted to EIGE for approval within five days after the inception meeting. The Inception report shall present the results of the initial analysis, the agreed methodologies to be used for further research, the organisation of work, the planning and timeline for all activities of the project within the contractual deadline and information on the staff members and their contact details.

The Inception report, with corresponding Annexes, must be provided in two hard copies and in an electronic copy.

Size: minimum 10 pages and relevant annexes.

Language: English (UK).

Deadline: Three weeks after the date of signature of the contract the Inception meeting shall take place in Vilnius. The Contractor shall prepare an Inception report summarising the elements above and submit it to EIGE within five days after the inception meeting. EIGE will have five working days from receipt to approve or comment on the report. Within five days after receiving EIGE's



comments, if any, the Contractor shall submit additional information and the Inception report in its definitive form by electronic and regular mail.

Deliverable 2: Interim meeting 1 and Interim report

The first interim meeting will take place in Vilnius in order to present preliminary findings and to discuss further details of the study. The Interim report, showing the progress of work undertaken, shall be submitted to EIGE and discussed during the interim meeting.

The Interim report shall include the following, but not limited to:

- A definition of the key terms and concepts;
- A description of the methodologies used;
- A draft background overview of the situation on media and gender equality in the 27 EU Member States and Croatia with an emphasis on women's participation and access to expression and decision-making in media organisations (objective 1);
- Preliminary quantitative and qualitative analysis of the data on the number of women present at the different bodies of decision-making within the structures of the media organisations (objective 2);
- Preliminary data base on the identified codes of conduct or other forms of self-regulation, developed by organisations, public and private, to obviate discrimination on the grounds of sex in the media (objective 3);
- Overview of the accessibility, reliability and the comparability of data available and collected on women's presence in decision-making in media organisations in Member States and Croatia;
- Proposal of quantitative and/or qualitative indicators, including sub-indicators, if necessary (objective 4);
- Proposal of a methodology to monitor the presence of women and men in media content (objective 5);
- A preliminary list of topics to be covered in the three factsheets on women's participation in decision-making and codes of conduct. The topics are subject to change during the implementation of the project, in accordance with the preliminary findings (objective 6);
- A visual presentation in PowerPoint template reflecting the structure and content of the Interim report;
- A provisional structure for the final report, based on the Contractor's improved understanding of the study developed during the preliminary phase;
- An updated work-plan ensuring the submission of the final report, summary report and abstract within the contractual deadlines.

The Interim report shall provide preliminary information covering specific objectives 1-6 and tasks described under each specific objective, listed under 1.3.2.

The Interim report, with corresponding Annexes, must be provided in three hard copies and in an electronic copy.

Size: minimum 30 pages and relevant annexes.

Language: English (UK).

Deadline: 12 weeks after the date of signature of the contract the Contractor shall provide the Interim report to EIGE and participate in the Interim meeting in Vilnius. EIGE will have ten working



days from receipt of the report to approve or comment. Within ten days of receiving EIGE's comments, if any, the Contractor shall submit additional information and the Interim report in its definitive form by electronic and regular mail.

Deliverable 3: Final report

The final detailed analytical report shall be in line with the methodology proposed and subsequently agreed. It shall answer all the requests raised in the specific objectives and the related tasks as well as requests regarding the Final report as agreed during the Inception meeting and the first Interim meeting. The analysis, conclusions and recommendations provided shall be clear and explicit.

The Final report shall include the following, but not limited to:

- A definition of the key terms and concepts;
- A detailed description of the methodologies used;
- A background overview of the situation on media and gender equality in the 27 EU Member States and Croatia with an emphasis on women's participation and access to expression and decision making in media organisations (objective 1);
- Quantitative and qualitative analysis of data on the number of women present at the different bodies of decision-making within the structures of the media organisations (objective 2);
- Quantitative and qualitative analysis of data from a gender equality perspective on the extent to which media organisations have developed codes of conduct and other forms of self-regulation to obviate discrimination on the grounds of sex. Data base of the identified codes of conduct or other forms of self-regulation, developed by public and private organisations shall be provided in Annex (objective 3);
- A description and justification of the quantitative and qualitative indicators, including the sub-indicators, if necessary, containing the title of the indicator, definition and conceptualisation, data source, data overview, place of publishing, and notes, as necessary (objective 4);
- An overview of the accessibility, reliability and the comparability of the data available and newly collected, identified gaps and recommendations to improve the objectivity, comparability and reliability of data at European level in the area of women and the media (objective 4);
- Conclusions and recommendations;
- A visual presentation in a PowerPoint template format reflecting the structure and content of the Final report;
- All the data collected and analysed presented in tables and graphs in Excel format (as Annex);
- All the references and sources reviewed or consulted during the project (as Annex).

The Final report shall cover the specific objectives 1- 4 and tasks described under each specific objective, listed under 1.3.2, together with necessary statistical annexes. The analysis of indicators and sub-indicators will be used for the follow-up of BPfA in area J: Women and the Media. The Final report shall include, but not limited to, the following sections: Introduction; Background overview; Methodology; Data and analysis of women's presence in decision-making in media organisations and the codes of conduct or other forms of self-regulation to obviate discrimination on the grounds of sex adopted by these organisations; Conclusions and recommendations; Appendices; References.



In a separate file all data used for calculations, analysis and visualisations must be presented. The document shall be MS Excel format (or compatible).

The Final report, with corresponding Annexes, must be provided in three hard copies and in an electronic copy.

Size: minimum 60 pages and relevant annexes.

Language: English (UK).

Deadline: 20 weeks after the date of signature of the contract the Contractor shall provide the final report to EIGE. EIGE will have 20 working days from receipt of the report to approve or comment. Within ten days of receiving EIGE's comments, if any, the Contractor shall submit additional information and the Final report in its definitive form by electronic and regular mail.

Deliverable 4: Summary report

An extended summary will outline the main findings in a concise format and will be developed for wider dissemination. The Summary report shall bring together the key findings of the final report in a reader friendly format, understandable for wider public, with an appropriate layout, with relevant graphic elements, such as text boxes, graphics, photos, to enhance readability and maximise impact. The overview provided shall be clear and explicit. The Summary report shall be supplied in a publishable form.

The Summary report, with corresponding Annexes, must be provided in three hard copies and in an electronic copy.

Size: minimum 15 pages.

Language: English (UK).

Deadline: 22 weeks after the date of signature of the contract the Contractor shall provide the Summary report to EIGE. EIGE will have ten working days from receipt of the report to approve or comment. Within ten days of receiving EIGE's comments, if any, the Contractor shall submit additional information and the Summary report in its definitive form by electronic and regular mail.

Deliverable 5: Abstract

The Abstract shall provide a brief summary of the final report and it shall help the reader quickly ascertain the study's purpose. Proposed structure of the Abstract:

- The focus of the study;
- Methodologies used;
- Main results and findings;
- Main conclusions and recommendations.

The Abstract, must be provided in three hard copies and in an electronic copy.

Size: two pages.

Language: English (UK).



Deadline: 22 weeks after the date of signature of the contract, the Contractor shall provide the Abstract to EIGE. EIGE will have ten working days from receipt of the report to approve or comment. Within ten days of receiving EIGE's comments, if any, the Contractor shall submit additional information and the Abstract in definitive form by electronic and regular mail.

Deliverable 6: Three factsheets on women's participation in decision-making in media and codes of conduct in media organisations

The Contractor is expected to develop three (3) factsheets presenting the results of the study in the areas of women's participation in decision-making in the media and the analysis of the voluntary codes of conduct developed by media organisations. The themes for the factsheets will be discussed and agreed upon with EIGE. The Contractor is expected to deliver high quality factsheets to the sufficient standard that they can be published by EIGE.

Size: Four pages for each factsheet.

Language: English (UK).

Deadline: 27 weeks after the date of signature of the contract, the Contractor shall provide the factsheets to EIGE. EIGE will have 10 working days from receipt of the factsheets to approve or comment. Within 10 days of receiving EIGE's comments, if any, the Contractor will submit additional information and the factsheets in their definitive form.

Deliverable 7: Interim meeting 2 and Interim monitoring report

The media monitoring report stands as a separate deliverable within the current study. The work carried out for the aforementioned deliverables can be used as a basis for media monitoring. Nevertheless, the Contractor is expected to develop a separate methodology, including a review of literature and documentation, separate data collection, analysis and its specific recommendations. A second interim meeting specifically dedicated to discussing and agreeing upon media monitoring exercise will take place between the contractor and EIGE in Vilnius.

During the Interim meeting 2, the Contractor shall present the methodology to be used for media monitoring, the list of selected media organisations to be monitored, the grid of analysis to be used, the preliminary structure of final monitoring report and the work-plan for the media monitoring.

Based on the agreements reached during the second interim meeting, the Contractor shall draw up an Interim monitoring report which is to be submitted to EIGE for approval within ten days after the interim meeting.

The Interim monitoring report shall include the following, but not limited to:

- A definition of the key terms and concepts;
- A description of the methodology used;
- Preliminary quantitative and qualitative data on the number of women and men, their role and the context in which they are portrayed in different programmes (excluding films and commercials);



- The structure of a database where all data collected during the media monitoring exercise shall be stored;
- The structure of a factsheet on the main findings of the media monitoring (objective 6);
- A provisional structure for the final monitoring report;
- An updated work-plan ensuring the submission of the final monitoring report within the contractual deadlines.

The Interim monitoring report, with corresponding Annexes, must be provided in three hard copies and in an electronic copy.

Size: minimum 20 pages and relevant annexes.

Language: English (UK).

Deadline: 33 weeks after the date of signature of the contract the Contractor shall provide the Interim monitoring report to EIGE and participate in the second interim meeting in Vilnius. EIGE will have ten working days from receipt of the report to approve or comment. Within ten days of receiving EIGE's comments, if any, the Contractor shall submit additional information and the Interim monitoring report in its definitive form by electronic and regular mail.

Deliverable 8: Final monitoring report

The Final monitoring report shall cover objective 5 and the tasks described under this objective, listed under 1.3.2, together with necessary statistical annexes. The Final monitoring report will present the results of media monitoring performed in all 27 EU Member States and Croatia. The report should present the methodology developed for monitoring women's and men's presence in the media content, analyse the findings of the media monitoring, and provide possible recommendations for further research and policy actions. Positive examples identified during the media monitoring should be presented in a separate section, as an annex to the final monitoring report. The final report on media monitoring shall include, but not limited to, the following sections: Introduction; Methodology; Data and analysis of women's and men's presence in media content; Conclusions and recommendations; Summary; Appendices; References.

The final monitoring report, with corresponding annexes, must be provided in three hard copies and in an electronic copy.

Size: minimum 50 pages.

Language: English (UK).

Deadline: 44 weeks after the date of signature of the contract, the Contractor shall provide the Final monitoring report to EIGE. EIGE will have ten working days from receipt of the report to approve or comment. Within ten days of receiving EIGE's comments, if any, the Contractor shall submit additional information and the Final monitoring report in its definitive form by electronic and regular mail.

Deliverable 9: Database

All data collected during the media monitoring exercise should be stored in a database. The database should allow further data analysis and data extraction by selected variables. A



proposed structure of the database should be presented to EIGE and will be agreed upon prior to starting the data collection.

Language: English (UK).

Deadline: 30 weeks after the date of signature of the contract, the Contractor shall provide the structure of the database to EIGE. EIGE will have ten working days from receipt of the database to approve or comment. Within ten days of receiving EIGE's comments, if any, the Contractor will revise the structure of the database. Within 44 weeks after the date of signature of the contract the Contractor should provide the full database to EIGE in a format that allows further data analysis and extraction by selected variables.

Deliverable 10: Factsheet on the main findings of media monitoring

The factsheet will concisely present the main findings of media monitoring and summarise the main aspects of the Final monitoring report. The factsheet should be delivered in a publishable format, using a clear and explicit language addressed at a wider audience of EIGE's stakeholders. The factsheet should be provided in three hard copies and in an electronic copy.

Size: Four pages.

Language: English (UK).

Deadline: 46 weeks after the date of signature of the contract the Contractor should provide the factsheet to EIGE. EIGE will have 10 working days from receipt of the factsheet to approve or comment. Within 10 days of receiving EIGE's comments, if any, the Contractor will submit additional information and the factsheet in its definitive form.

1.2.5 PROVISIONAL TIMELINE

The overall provisional timeline is the following:

Deliverable 1: Inception meeting and Inception report	W 3 and W 4
Deliverable 2: Interim meeting 1 and Interim report	W 12
Deliverable 3: Final report	W 20
Deliverable 4: Summary report	W 22
Deliverable 5: Abstract	W 22
Deliverable 6: Three factsheets	W 27
Deliverable 7: Interim meeting 2 and Interim monitoring report	W 33
Deliverable 8: Final monitoring report	W 44
Deliverable 9: Database on media monitoring	W 44
Deliverable 10: Factsheet on the media monitoring findings	W 46

A detailed timeline shall be provided in the offer.

The characteristics of certain activities, deliverables, as well as the timeline might be adjusted in the course of the implementation of the study, in line with the results and findings of the preceding stages.



1.2.6 RESPONSIBILITY

The overall responsibility for executing the contract, including the implementation of all measures necessary to provide the Institute with deliverables of the highest quality on time, lies with the Contractor.

1.2.7 PROJECT TEAM

The organisation of the project team is of high importance. The required experience of the project team shall be explicitly described in their CVs.

The team:

- Must include a project manager with at least five years of experience in research management;
- Must include at least five researchers with at least five years of experience in gender equality research, preferably with an expertise in media studies and/or gendered approaches in the media studies, of whom one should act as a senior researcher, responsible for the content of the research;
- Must include at least one researcher with knowledge and experience in quantitative and/or qualitative data analysis and development of indicators.

The team working in the project must possess strong analytical and drafting capacities and have a very good knowledge of English language. Knowledge of English shall be Level C1 based on Common European Framework of Reference (CEF).

The project manager is in charge of the coordination and administrative tasks of the project, as well as being responsible for contacting and informing EIGE about all aspects related to the execution of the contract. The project manager shall provide EIGE with frequent updates on the progress of the study and other relevant aspects of the work. The full team is responsible for the content and quality of all the deliverables, and making sure that they are in line with gender equality objectives set for this contract.

The implementation of the Contract will require knowledge and expertise in the following areas:

- experience, understanding and knowledge (on a EU and national level) of the European Union's policies and strategies on media and gender equality;
- experience in comparative research related to media and gender equality either at EU level or Member State's level;
- experience in working with statistical data and development of database;
- ability to assess the quality, measurability, reliability, and comparability of data and capacity to analyse and interpret data;
- experience in synthesising and analysing large amounts of information;
- experience in drafting analytical reports in a European context.

The team working in the project must possess strong analytical and drafting capacities, and demonstrate a very good command of English.



1.2.8 COMMUNICATION

Communication between the Contractor and the Institute shall be possible by phone, email and video-conference during the EIGE's working days and hours.

During the course of the contract period, in addition to the inception meeting to be held at EIGE's premises in Vilnius, at least two more meetings are envisaged between the Contractor and representatives of EIGE. At the Inception meeting, the objectives of the project will be discussed in detail, and, in particular, the research methodology and the project timeline as defined in the technical proposal submitted by the Contractor during the tendering process. At the Interim meeting 1 the representatives of EIGE and the contractor will discuss the interim report. Interim meeting 2 will be organised to discuss the Interim monitoring report. These meetings will serve as a platform to exchange information on project development in regard to quality control and will supplement other communicated information. All meetings will take place in Vilnius at EIGE's premises.

The project manager and the senior researcher(s) shall attend all meetings.

All costs for participation at the above mentioned meetings are to be borne in full by the Contractor.

In addition to these meetings and events, EIGE may, at its own cost, send representatives to the Contractor's headquarters for any additional ad hoc meetings that may be required. Video conferences might be organised when needed.

1.2.9 MONITORING OF PROJECT IMPLEMENTATION

EIGE will monitor the project in technical and administrative terms. The Contractor shall report immediately in writing any problems encountered during the implementation of the contract to the Institute.

The Contractor shall expect that the European Court of Auditors and the European Anti-Fraud Office (OLAF) have the right to gain access to all documentation relating to the project and, therefore, must keep copies of all relevant and related documents.

EIGE's staff may, during the duration of the project, visit the Contractor's offices and/or the sites where the project is carried out to assess the quality of the work.



2 THE TENDER

2.1 SUBMISSION OF THE TENDER

Participation in this tender (including each member of a consortium if applicable) is open on equal terms to all natural and legal persons coming within the scope of the Treaties and to all natural and legal persons who are nationals of a third country which has a special agreement with the European Communities in the field of public procurement under the conditions laid down in that agreement.

Tenders must be submitted in accordance with the specific requirements of the Letter of Invitation to Tender and, without fail, within the deadlines laid down therein.

Late delivery will lead to the exclusion of the tender from the award procedure for this contract. Offers sent by e-mail or by fax will also be non-admissible. Envelopes found open at the opening session will also lead to non-admissibility of the tender. Consequently, tenderers must ensure that their bids are packed in such a way as to prevent any accidental opening during its mailing.

The tender must remain valid for a period of **06 months** from the final date for submission of the tenders.

The invitation to tender is intended to be competitive. Any attempt by a tenderer to obtain confidential information, enter into unlawful agreements, collude or make arrangements with competitors, canvass or solicit EIGE staff or influence the evaluation committee or its individual members in any way during the tendering process will render his/her tender invalid.

Submission of a tender implies that the Contractor accepts all the terms and conditions set out in these specifications (including the annexes and the technical specifications) and waives all other terms of business.

Submission of a tender binds the Contractor to whom the contract is awarded during performance of the contract. Once EIGE has accepted the tender, it shall become the property of the Institute who shall treat it confidentially.

EIGE shall not reimburse expenses incurred in preparing and submitting tenders. No compensation may be claimed by tenderers whose tender has not been accepted, including when the Institute (the contracting authority) decides not to award the contract.

The Protocol on the Privileges and Immunities shall apply to this invitation to tender.

2.2 OPENING OF TENDERS

Tenders will be opened on:

30/04/2012 at 10:00 EET (Vilnius time)

at the following location:

**European Institute for Gender Equality
Švitrigailos g. 11M,
03228 Vilnius, Lithuania**

One authorised representative of each tenderer may attend the opening of the bids as an observer. Companies wishing to attend are requested to notify their intention at the latest 2 working days in advance to the following e-mail address: procurement@eige.europa.eu, giving clear reference to the procurement number.



This notification must contain an authorisation document signed by an authorised officer of the tenderer and specify the name of the person who will attend the opening on the tenderer's behalf. The credentials of the representative will be checked by EIGE.

2.3 CONTACTS with EIGE

In principle, no contact is permitted between the Institute and the tenderer during the tendering procedure. However, contacts may exceptionally be permitted – these cases are specified in the Letter of Invitation.

Under the conditions described in the Letter of Invitation, further information can be obtained by sending a request with clear reference to the procurement number to:

e-mail: procurement@eige.europa.eu

Provided it has been requested in good time, such additional information will be supplied simultaneously to all economic operators by posting it onto the EIGE web-site, Internet address <http://eige.europa.eu>. EIGE is not bound to reply to requests for additional information received less than five working days before the final date for submission of tenders.

EIGE will inform interested parties of the existence of an error, a lack of precision, an omission or any other type of defect in the documents relating to this call for tenders by supplying information on the Internet address <http://eige.europa.eu>.

During the assessment procedure, the Institute may require some clarification in connection with a tender, or if obvious clerical errors in the tender must be corrected. In any event, such contact must not lead to any amendment of the terms of the tender.

2.4 CONTENT OF THE TENDER

All tenders must contain all the information and all the supporting documents required by these Specifications. In the absence of the required information or documents, the Institute may disqualify the bid. EIGE reserves the right, however, to request additional evidences in relation to the bid submitted for evaluation or verification purposes within a time-limit stipulated in its request.

Tenders must be clear and concise, with continuous page numbering, and assembled in a coherent fashion (e.g. bound or stapled).

Tenderers are recommended to submit their tenders in English, the working language of EIGE.

All tenders must include:

A. Covering letter signed by the tenderer or his/her duly authorised representative

B. Table of contents

C. Five sections:

Section One: Administrative information

Section Two: Documents related to the Exclusion criteria

Section Three: Documents related to the Selection criteria

Section Four: Technical offer addressing technical specifications and award

Section Five: Financial offer

Standard submission forms are annexed to these specifications.



2.4.1 SECTION ONE: ADMINISTRATIVE INFORMATION

The tenderer must provide the following identification documentation:

- Tenderer identification Form
The tenderer identification form is to be provided in original, signed by a representative of the tenderer authorised to sign contracts with the third parties
- Legal entity Form
The legal entity form is to be provided in original signed by a representative of the tenderer authorised to sign contracts with the third parties. This form (individuals, private entities or public entities) is available at:
http://ec.europa.eu/budget/execution/legal_entities_en.htm
- Financial identification Form
The original bank identification form must be filled in and signed by an authorised representative of the tenderer **and** his/her bank. A standard form is available at:
http://ec.europa.eu/budget/execution/ftiers_en.htm

The above forms must be accompanied by the evidence as indicated at the bottom of each form (for private entities: proof of registration, VAT registration etc; for individuals: copy of passport, proof of registration/VAT if applicable; for public entities: official document on establishment etc).

Joint Offers

A joint tender is a situation where an offer is submitted by a group of tenderers (consortium). If awarded the contract, each member of the consortium will be jointly and severally liable towards EIGE for the performance of the contract.

A consortium can be a permanent, legally established grouping or a grouping which has been constituted for this tender procedure.

Consortia members in joint tenders may submit only one tender for a single contract. All members of the consortium shall sign the tender or it shall be signed by one of the consortium members designated as the representative authorised to undertake commitments on its behalf (copy of the authorisation must be provided with the offer).

The tender must indicate which member (lead consortium partner) will represent the consortium in dealing with the contracting authority. The tender must describe the form the cooperation is to take in order to achieve the desired results and how technical, administrative and financial aspects will be organised.

If the tender does not mention that all members are jointly and severally liable, all other parties included in the tender other than the party signing the tender (tenderers) will be considered subcontractors.

In case of submission of a joint offer, the tenderers are asked to fill in and duly sign one of the attached **Powers of attorney** in Standard Submission Forms depending on the set up that has been chosen by the tenderers, and specify the role, qualifications and experience of each member of the group, as well as who has been appointed by the others as the group leader.

In case of a joint offer, only the group leader must return the financial identification form.



Subcontracting

Subcontracting is the situation where the contractor in order to implement the contract, enters into legal commitments with other legal or natural persons for performing part of the service (in particular, any work performed by a person who is not an employee of the tenderer will be considered as subcontracted).

The Contractor shall remain bound by his obligations to EIGE and shall bear exclusive liability, sole and full responsibility for the performance of the contract. EIGE has no direct legal relationship with the subcontractor(s).

If the tenderer envisages subcontracting, the tender must include, using models in Standard Submission Forms:

- a **subcontracting form** by tenderer clearly stating the roles, activities and responsibilities of the proposed subcontractor(s), and the reasons why subcontracting is envisaged;
- a **letter of intent** by each proposed subcontractor stating its intention to collaborate with the tender if the tenderer wins the contract and their willingness to accept the tasks and the terms and conditions of the contract.

The tenderer must indicate clearly in their methodology, which proportion of work will be subcontracted, a description of the extent, as well to how subcontracting will be effectively monitored.

The main contractor retains full liability towards EIGE for performance of the contract as a whole. Accordingly:

- EIGE will treat all contractual matters (e.g. payment) exclusively with the main contractor, whether or not the tasks are performed by a subcontractor;
- under no circumstances can the main contractor avoid liability towards the agency on the grounds that the subcontractor is at fault.

Prior written approval from EIGE is necessary in order to replace a subcontractor and/or have work which was not originally subcontracted in the original tender carried out by third parties.

In case the identity of subcontractors is not known at the time of submitting the offer, any future subcontract may be awarded according to the provisions of the contract.

2.4.2 SECTION TWO: EXCLUSION CRITERIA DOCUMENTATION

A. Tenderers (including consortium members in case of a joint offer and subcontractors in case of subcontracting) or their representatives, shall provide an original **Declaration on honour**, duly signed and dated in which they:

- state whether or not they are in one or more of the situations referred to in Articles 93 and 94 of the Financial Regulation and detailed in the SSF;
- undertake to submit to EIGE any additional document relating to the exclusion criteria, that the Institute considers necessary to perform its checks, within seven calendar days following the receipt of the Institute's request.

By returning the above-mentioned Declaration, duly signed, tenderers confirm that they have



been notified of the following points:

- Administrative or financial penalties may be imposed by the Institute on tenderers who are in one of the cases of exclusion provided for in Articles 93 and 94 of the Financial Regulation after they have been given the opportunity to present their observations.
- These penalties are detailed in Article 96 of the Financial Regulation and Articles 133a and 134b of the Regulation laying down the rules for implementing the Financial Regulation (2342/2002/ of 23.12.02).

B. The Tenderer to whom the contract is awarded shall provide, within 15 days following the receipt of the letter informing him of the proposed award of the contract and preceding the signature of the contract, the following evidences confirming the statements referred to in the Declaration.

EIGE will accept, as satisfactory evidence that the tenderer is not in one of the situations described:

- in point **(a), (b) and (e) of the Declaration**, production of a recent extract (dated no earlier than four months before the deadline for submission of tenders) from the judicial/criminal records or, failing this, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance attesting that these requirements are satisfied;

- in point **(d) of the Declaration**, a recent certificate (dated no earlier than four months before the deadline for submission of tenders) issued by the competent authority of the country concerned. These documents must provide proof of payment of all taxes and social security contributions for which the tenderer is liable, including VAT, income tax (natural persons only), company tax (legal persons only) and social security contributions.

Where no such certificate or document is issued in the country concerned, it may be replaced by a sworn or, failing this, solemn statement by the interested party before a judicial or administrative authority, a notary or a qualified professional organisation in his/her country of origin or provenance.

EIGE will accept, as satisfactory evidence that the tenderer is not in one of the situations described:

- in points **(c) and (f) of the Declaration**, recent certificates issued by competent national authorities;

If the tenderer is a legal person and the national law of the country in which he is established does not authorise legal persons to provide such documents, the documents (such as the judicial/criminal records) must be provided by natural persons with powers of representation in relation to the tenderer.

Where they have doubts as to whether tenderers are in one of the situations of exclusion, EIGE may itself apply to the abovementioned competent authorities to obtain any information they consider necessary about that situation.

EIGE may waive the obligation of a tenderer to submit the abovementioned documentary evidence if such evidence has already been submitted to it for the purposes of another procurement procedure and provided that the issuing date of the documents does not exceed one year and that they are still valid. In such a case, the tenderer shall declare on his honour that the documentary evidence has already been provided to the Institute in a previous procurement procedure and confirm that no changes in his/her situation have occurred. He/she shall indicate in the tender all the references necessary to allow the Institute services to check this evidence.



2.4.3 SECTION THREE: SELECTION CRITERIA DOCUMENTATION

This part of the tender concerns the evidences relating to the economic and financial capacities, as well as technical and professional, capacities of the service provider(s) involved in the bid.

The proper implementation of the contract requires a multiplicity of skills, capacities and different types of expertise to be combined in the performance of the various tasks and activities.

The tenderer may, rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. In that case, evidence must be provided, that it will have at its disposal the resources necessary for performance of the contract, for example by producing a clear undertaking on the part of those entities to place those resources at its disposal.

In the case of joint tender (consortium) or subcontracting, the technical and professional capacity shall be assessed in relation to the combined capacity (resources at the disposal of all the parties) involved in the tender.

In case of joint tender, for the turnover criterion, a consolidated assessment shall be made.

EIGE reserves the right to request additional information for the evaluation of the economic and financial capacity of each member of a consortium.

In case on of subcontracting not more than 30% of the contract, provided the main contractor does not rely on the subcontractor's economic and financial capacities, the subcontractor(s) does not have to provide the economic and financial capacity form. However, EIGE reserves the right to request additional information for the evaluation of the economic and financial capacity.

A. Economic and financial capacity

Tenderers must provide EIGE with sufficient proof of their financial standing, and more importantly that they have the necessary resources and financial means to carry out the work involved. The tenderer must prove they are viable for the duration of the contract.

The **average annual turnover** of the tenderer must be not lower then **EUR 240.000** during the past **2** years.

Evidence on compliance with the economic and financial capacity requirement must be provided by the following document:

The tenderer who in accordance to the law of the country in which it is established is required to publish a balance sheet shall complete and include in the offer a **statement of "Economic and financial capacity"** as presented in the Standard submission forms. Please observe the following aspects in completing this financial statement:

It should be presented in original and certified by means of a **signature of the chief accounting officer** of the tendering organisation.

EIGE has the right during the tendering process and before awarding the contract to request further evidence on the tenderer's compliance with the economic and financial capacity requirement, in which case balance sheets and profit and loss accounts for the past financial years may be requested.

The tenderer who in accordance to the law of the country in which it is established is not required to publish a balance sheet shall provide an extract from the budget.



In the case of a consortium submitting an offer, the consortium may rely on the capacities of members of the consortium. It must prove in its offer that it will have their resources at its disposal.

The statements of Economic and financial capacity should be included in the offer for all consortium partners.

In the case of a physical person the financial statement should be included into the offer and only two lines on Turnover filled in. The financial statement can be signed by the physical person only.

B. Technical and professional capacity

The technical and professional capacity of the tenderers to provide the services required will be assessed with regard to their know-how, efficiency, effectiveness, experience and reliability in providing the required expertise as it is described in section 1.3.7.

The tenderer:

- must demonstrate significant professional experience in an EU (or international) context, and the capacity to rely on national competences and experiences to collect the necessary information for all 27 Member States and Croatia;
- must demonstrate significant professional experience of its personnel in a EU (or international) context and a high level of competency in written English.

In the case of joint offer (consortium) or subcontracting, the technical and professional capacity shall be assessed in relation to the combined capacity of all the parties involved in the tender.

Evidence of the technical and professional capacity shall be presented by the following documents:

- a) Research experience in other similar projects related to gender equality and covering European level:
 - i. List of major relevant projects and related publications in the past 5 years, with sums, dates and recipients, public or private. For EIGE to be able to verify the information provided, please indicate a contact person for the project.
 - ii. List of at least three EU and/or international projects involving at least three Member States implemented in the area of gender equality in the last 5 years indicating what the role of the tenderer was.
- b) Professional capacity of the personnel and ability to carry out the tasks (i.e. project managerial staff of contractor and subcontractors, if any) will be proven by the following:

The CVs (a common European format) of the members of the team must be enclosed and must clearly show evidence of the skills required. The form can be downloaded from: <http://europass.cedefop.europa.eu/europass/home/hornav/Downloads.csp>

The successful tenderer can be requested to provide the diplomas and professional qualifications of the persons responsible for providing the services, including any publications and/or studies and/or any other type of relevant work in the field that is the object of this contract.



2.4.4 SECTION FOUR: TECHNICAL PROPOSAL

This part should contain the tenderer's proposal to reach the objectives and fulfil the tasks described in the section 1.3 of these technical specifications.

The technical proposal should refer to the award criteria described in the section 3.2 and should enable their application during the assessment procedure.

This section is of great importance in the assessment of the bids, the award of the contract and the future execution of any resulting contract. Attention is also drawn to the award criteria, which defines the parts of the technical proposal to which the tenderers should pay particular attention. The technical proposal should address the tenderer's approach to and solutions for all matters laid down in the technical specifications, while the tenderer should be aware that a simple repetition of the technical specification will result in a very low technical score. The level of detail of the tender will be very important for the evaluation of the tender. To be successful, it is of crucial importance that tenders conform to the required structure, respond fully and clearly to the information requested, and respect the administrative rules governing submission. Tenderers are advised to read attentively the technical specifications, before proceeding further.

In the technical proposal, the style and presentation must, as far as possible, be simple and clear, and free of jargon that obscures rather than promotes meaning to readers unfamiliar with it.

To grant equal treatment of all tenders, it is not possible to modify offers after their submission. As a consequence, incompleteness in this section can only result in negative impact for the evaluation of award criteria. Please note also, that proposals deviating from the technical specifications may be rejected for non-conformity.

The Technical Specifications and the tenderer's bid shall be integral parts of the contract and will constitute annexes to the contract, while in the case of contradictions the Technical Specifications prevail.

VARIANTS

Variants are not allowed.

Variant means a solution technically or economically equivalent to a model solution known to the contracting authority. Variants may relate to the whole contract or to certain parts or aspects of it.

2.4.5 SECTION FIVE: FINANCIAL OFFER

All tenders must contain a financial proposal section which shall consist of:

The Financial Offer Form (template presented in "Standard Submission Forms").

The maximum available budget is estimated at **400.000 EUR**, excluding VAT.

Tenders presenting a total price superior to this maximum amount will be excluded.

Tenderers must provide fixed price including all fees and project related costs (project management, quality control, back-up resources, etc.) directly or indirectly connected with the provision of the service.

The tenderer must specify the category of staff to be involved in the project and:

- the total number of days (person-days) each member of staff will contribute to the project;



- professional fees should be expressed as the number of person-days multiplied by the unit price per working day for each expert proposed. The unit price should cover expert's fees and administrative expenditures;
- other costs might include: travel costs, translation expenses, any expenses for meetings' facilities or other direct costs (to be specified in detail) relative to the deliverables.

The tenderer's attention is drawn to the following points:

- Prices must be quoted in EUR.
- Prices should be quoted free of all duties, taxes and other charges e.g. free of VAT, as the European Institutions are exempt from such charges in the EU under Articles 3 and 4 of the protocol on the Privileges and Immunities of the European Union of 8 April 1965 (Oj L 152 of 13 July 1967). Exemption is granted to the agencies by the governments of the Member states, either through refunds upon presentation of documentary evidence or by direct exemption. For EIGE the Lithuanian national legislation provides an exemption by means of a reimbursement. The amount of VAT is to be shown separately.
- In case of doubt about the applicable VAT system, it is the tenderer's responsibility to contact the national authorities to clarify the way in which the European Union is exempted from VAT.



3 THE ASSESSMENT PROCEDURE

3.1 EVALUATION OF THE TENDERERS

Stage 1 - Application of exclusion criteria

The aim is to check whether tenderers are eligible to take part in the tendering procedure.

The eligibility of the tenderer will be evaluated on the basis of the documents submitted as indicated in Section 2.4.2.

In case of joint offers or/and subcontracting, the exclusion criteria will be assessed in relation to each consortium member and subcontractor individually.

If a member of a consortium is subject to exclusion, the rest of the consortium shall be excluded.

If the subcontractor is subject to exclusion, the tenderer shall be excluded.

Stage 2 - Application of selection criteria

The aim is to check the technical and professional capacity and economic and financial capacity of each tenderer who has passed the exclusion stage.

The eligibility of the tenderer will be evaluated on the basis of the documents submitted as indicated in Section 2.4.3. All tenderers will undergo strict evaluation of conformity to selection criteria laid down in the Tender Specifications. The tenderers not satisfying the selection criteria will not be selected and their offers will not be further evaluated against award criteria.

In case of joint offers or/and subcontracting:

1. For minimum viability standards on financial and economic standing an individual evaluation shall take place.
2. For the overall turnover or turnover a consolidated assessment shall be made.
3. The selection criteria for technical and professional capacity will be assessed in relation to the combined capacities of all members of the consortium and subcontractors, as a whole.

3.2 EVALUATION OF THE TENDERS

Stage 3 - Application of award criteria

The aim is to assess, on the basis of the award criteria, the technical and financial offers and establish a ranking list. The list will include all the tenders passing the exclusion and selection stages and will be in order of merit.

A. Technical evaluation

The quality of technical proposals will be evaluated according to the following technical award criteria:

A.1 Project Management (30 %)



Points 1 and 2 below explain how the 30 % for the project management is allocated.

A.1.1 Organisation of the project team

The tenderer should present a proposal outlining the organisation and composition of the project team, specifying each member's respective role and task assigned. The tenderer should present how the project team will be organised in order to contain one project manager, at least five researchers with extensive research experience in gender equality, preferable with research experience in media studies area, and also at least one researcher that has experience in working with qualitative and quantitative data and analysis. The tenderer should also present how the different tasks are distributed within the project team and the time allocated to each task. The tenderer should indicate clearly the distribution of the responsibilities and internal communication within the team and the means of interaction with EIGE to carry out the tasks set out in these tender specifications.

The tenderer should demonstrate the capacity to set up the appropriate organizational structure to carry out all the tasks concerned with this contract and have a proven capacity to manage the administrative and financial aspects of such a contract. The tenderer should demonstrate the capacity to liaise with the relevant target groups and data providers in all 27 EU Member States and Croatia, and at EU level to carry out the tasks specified in these tender specifications.

A.1.2 Work Plan

The tenderer should present a detailed Work Plan in the technical proposal, indicating key stages of the project, their duration and expected milestones. The Work Plan should be based on these technical specifications and should indicate how the project activities will be implemented.

The technical proposal must also show what measures will be in place to assure the quality of the collected policy documents, statistics and initiatives.

For this criterion, the evaluation committee will assess whether the tender is clear and understandable; the general management approach, including work organisation and the work plan proposed; whether the tenderer is following the set timeframe and preventing delays; the plan for risk management; and the approach and method of coordination proposed to ensure contact with the experts involved and the setting up and monitoring of the quality of work.

A short but precise tender with tables and examples will be positively assessed.

A.2 Project Methodology and Tools (70 %)

The tenderer must justify their choice of a specific methodology or envisaged methodologies and must describe in detail their proposed approach(es). The choice must be grounded in established social science research methodologies. The tenderer should demonstrate experience of having used the chosen methodology in performing gender analysis.

Efficiency, quality and usefulness of the methodology and tools in regard to the proposed deliverables will be assessed. Appropriateness of application of methods for processing and interpretation of collected data will be considered.

Points 1, 2, 3 and 4 below explain how the 70 % for the methodology is allocated.



A.2.1 Understanding of the general approach and the specific objectives of the work to be performed

For this criterion, the evaluation committee will assess to what extent the tenderer has understood the context of the assignment to be carried out and is able to explain this clearly in proposal submitted.

This criterion will also assess the logic, structure, completeness and readability of the proposal in its entirety with regard to the activities to be implemented and the deliverables to be produced under this project.

A.2.2 Methodology for the data collection and proposed indicators

For this criterion, the evaluation committee will assess the proposed methodologies for collecting the information and data in the area of women and the media, and for the proposed indicators and sub-indicators in this area.

Tenderers must describe in detail their proposed methodology for each of the following tasks: the literature and documentation review; the collection and analysis of data on women's participation in decision-making in media organisations; the identification and analysis of codes of conduct adopted by media organisations in all 27 EU Member States and Croatia. The tenderers should clearly explain the reasons for their specific methodological choice.

The tenderers must also explain their proposed approach to achieving the results as outlined in the technical specifications with a view on concrete activities to be implemented and deliverables to be produced.

The tenderers shall specifically address the following issues:

- How the methodological guidelines will be designed and tested;
- How the ethical considerations will be taken into account throughout the project;
- How the difficulties in the process, if any, will be tackled.

Tenderers should explain in detail how they will ensure that the same methodological guidelines are applied across the different countries and how the researchers engaged in the fieldwork will be briefed to ensure the application of the same approach.

The tenderers shall give particular attention to the proposed classification system of the collected resources to ensure that the data and information is delivered in a systematic way, is user-friendly and useful.

Under this criterion the evaluation committee will assess the ability of the tenderer to propose a valid and clear methodological framework to implement a cost effective and well-performing solution for an effective implementation of tasks as defined by the technical specifications.

A.2.3 Methodology for the media monitoring

For this criterion, the evaluation committee will assess the proposed methodology for carrying out media monitoring on women's and men's presence in media content.

Tenderers must describe in detail their proposed methodology for each of the following tasks: the background research; the selection of media organisations in each of the 27 EU Member States and Croatia; the collection of data and the grid of analysis to be applied to the data collected; the development of a database on media monitoring that can be further used. The tenderers should clearly explain the reasons for their specific methodological choice.



The tenderers must also explain their proposed approach to achieving the results as outlined in the technical specifications with a view on concrete activities to be implemented and deliverables to be produced.

The tenderers shall specifically address the following issues:

- How the methodological guidelines will be designed and tested;
- How the ethical considerations will be taken into account throughout the project;
- How the difficulties in the process, if any, will be tackled.

Tenderers should explain in detail how they will ensure that the same methodological guidelines are applied across the different countries and how the researchers engaged in the fieldwork will be briefed to ensure the application of the same approach.

The tenderers shall give particular attention to the proposed classification system of the collected resources to ensure that the data and information is delivered in a systematic way, is user-friendly and useful.

Under this criterion the evaluation committee will assess the ability of the tenderer to propose a valid and clear methodological framework to implement a cost effective and well-performing solution for an effective implementation of tasks as defined by the technical specifications.

A.2.4 Outline of the report

Tenderers should present an outline of the reports (Interim report, Final report, Interim monitoring report, Final monitoring report) describing how the analysis of information collected will be presented. The proposal should describe how the reports will achieve a balanced overview of results across the Member States with reference to similarities and differences among them.

A.2.5 Language standard

The tenderer should describe how they will ensure the highest language standard. Tenderers should explain copy editing, transcription and translation arrangements.

N°	Award Criteria	Weighting (max. points)
1.	<u>Project management:</u> <ul style="list-style-type: none"> - Organisation of the project team - Work Plan - <i>Minimum points to be reached for this criterion</i>	<u>30</u> 20 10 21
2.	<u>Project methodologies and tools:</u> <ul style="list-style-type: none"> - Understanding of the general approach and the specific objectives of the work to be performed - Methodology for data collection and proposed indicators - Methodology for the media monitoring - Outline of the reports - Language standard <i>Minimum points to be reached for this criterion</i>	<u>70</u> 10 25 20 10 5 49



Total number of technical points:	100
--	------------

Only bids that have reached a total score of a minimum of 80% and a minimum score of 70 % for each criterion will be taken into consideration for awarding the contract.

Tenders should elaborate on all points addressed by these tender specifications in order to score as many points as possible. The mere repetition of mandatory requirements set out in these specifications, without going into details or without providing any added value, will only result in a low score. In addition, if certain essential points of these specifications are not expressly covered by the tender, EIGE may decide to give a zero mark for the relevant qualitative award criteria.

B. Financial evaluation

The evaluation of financial offers is based on the total price.

3.3 AWARD OF THE CONTRACT

3.3.1 AWARD PRINCIPLE

The contract will be awarded to the most economically advantageous offer on the basis of the quality/price ratio, in accordance with the following formula:

Final score for Tender = Technical score x 100.000 / Price

The tenderer having the highest score will be awarded the contract under condition of respect of requirements on absence of conflict of interest and other requirements linked to criteria on exclusion from award.

EIGE will inform tenderers of the decisions reached concerning the award of the contract, including the grounds for any decision not to award a contract or to recommence the procedure.

3.3.2 INFORMATION TO TENDERERS

Upon respective written requests made by the tenderers, EIGE will inform all rejected tenderers of the reasons for their rejection and all tenderers submitting an admissible tender of the characteristics and relative advantages of the tenders selected for the contract award and the name of the successful tenderers.

However, certain information may be withheld where its release would impede law enforcement or otherwise be contrary to the public interest, or would prejudice the legitimate commercial interests of economic operators, public or private, or might prejudice fair competition between them.

3.3.3 STANDSTILL PERIOD

EIGE shall sign the contract with the successful tenderer only after a standstill period of 14 calendar days has elapsed, running from the day after the simultaneous dispatch of the award decisions and letters to unsuccessful tenderers.

3.3.4 EVIDENCE BY CONTRACTOR

The tenderer to whom the contract is to be awarded shall provide, within 15 days following the receipt of the letter informing him of the proposed award of the contract and preceding the



signature of the contract, the **evidence** on exclusion criteria, defined in section 2.4.2 B. If this evidence is not provided or proved to be unsatisfactory, the Institute reserves the right to cancel the award procedure or to change the award decision to the benefit of the next best ranked tenderers on condition that she or he provides the evidence on exclusion.

3.3.5 NO OBLIGATION TO AWARD THE CONTRACT

The tendering procedure shall not involve the Contracting Authority in any obligation to award the contract. EIGE may, before the contract is signed, either abandon the procurement procedure or cancel the award procedure without the tenderers being entitled to claim any compensation.

In the event of cancellation of the tender procedure, tenderers will be notified. In no event shall the Institute be liable for any damages in any way connected with the cancellation.



4 THE CONTRACT

4.1 NATURE OF THE CONTRACT

Service contract.

4.2 STARTING DATE OF THE CONTRACT AND DURATION OF THE TASKS

The contract shall commence on the day following signature by EIGE as the last contracting party. The Contract is expected to be signed in June 2012.

The execution of the tasks may not start before the contract has been signed. The period of execution of the tasks may be extended before the end of the period originally stated in the contract, but only with the written agreement of the contracting parties.

4.3 PLACE OF PERFORMANCE

The tasks will be performed on the Contractor's premises or places indicated in the tender. Meetings between the Contractor and EIGE will be held as specified in Technical specifications.

4.4 VOLUME OF THE CONTRACT

The maximum amount available for the contract is **400.000,00 EUR**, excluding VAT. Any bid exceeding this amount will not be considered.

4.5 TERMS OF PAYMENT

Payments shall be made in accordance with Article I.4 of the Draft Service Contract.

Payments shall be executed only if the Contractor has fulfilled all the contractual obligations by the date on which the invoice is submitted. Payment requests may not be made if the first payment has not been executed as a result of default or negligence on the part of the Contractor.

The request for payment and an invoice should refer to the **reference number** of the Service contract.

Payment shall be deemed to have been effected on the day on which EIGE's account is debited.

4.6 GUARANTEES

No guarantees are required by the contract.

4.7 DATA PROTECTION

See Section I.8 in the Draft Service Contract and the Invitation to Tender.

