SPECIFIC CONTRACT

No REFORM/SC2022/047

implementing framework contract No SRSS/2018/01/FWC/002-03

1. The European Union ('the Union'), represented by the European Commission ('the
contracting authority'), represented for the purposes of signing this specific contract by
Directorate-General for Structural Reform Support (DG REFORM),
of the one part,

and

2. Deloitte Consulting & Advisory CVBA
Official legal form: CVBA
Statutory registration number: 474 429 572
Luchthaven Brussel Nationaal, 1930, Zaventem, Belgium

appointed as the leader of the group by the members of the group that submitted the joint
tender

and

3. European Institute of Public Administration
Official legal form: Foundation
Statutory registration number: 4107 6659
O.L. Vrouweplein 22, 6211 HE Maastricht, The Netherlands

(collectively 'the contractor'), represented for the purposes of the signature of this specific
Deloitte Consulting & Advisory CVBA,
of the other part,

HAVE AGREED

ARTICLE 1 SUBJECT MATTER
1.1 This specific contract implements framework contract (FWC) No SRSS/2018/01/FWC/002-03, signed by the parties on 19/07/2019.

1.2 In accordance with the provisions set out in the FWC and in this specific contract and their annexes, which form an integral part of it, the contractor must provide the services specified in Annex I.

**ARTICLE 2 ENTRY INTO FORCE AND DURATION**

2.1 This specific contract enters into force on the date on which the last party signs it.

2.2 The provision of the services starts from the date of entry into force of this specific contract.

2.3 The provision of the services must not exceed 18 months. The parties may extend the duration by written agreement before it elapses and before expiry of the FWC.

**ARTICLE 3 PRICE**

3.1 The price payable under this specific contract excluding reimbursement of expenses is

3.2 Reimbursement of expenses is not applicable to this specific contract.

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In Belgium, use of this contract constitutes a request for VAT exemption No 450, Article 42, paragraph 3.3 of the VAT code (circular 2/1978), provided the invoice includes the statement: ‘Exonération de la TVA, Article 42, paragraphe 3.3 du code de la TVA (circulaire 2/1978)’ or an equivalent statement in the Dutch or German language.

**ARTICLE 4 COMMUNICATION DETAILS**

For the purpose of this specific contract, communications must be sent to the following addresses:

**Contracting authority:**

European Commission  
Directorate-General for Structural Reform Support  
(DG REFORM)  
Unit A.1  
CHAR 10/065  
B-1049 Brussels, BELGIUM  
e-mail: reform-FWC002@ec.europa.eu

**Contractor** (or leader in the case of a joint tender):

Deloitte Consulting & Advisory CVBA Gateway Building
Luchthaven Brussel Nationaal 1J  
1930 Zaventem  
Belgium  
E-mail: besssfwc@deloitte.com

**ARTICLE 5 PERFORMANCE GUARANTEE**

Performance guarantee is not applicable to this specific contract.

**ARTICLE 6 RETENTION MONEY GUARANTEE**

Retention money guarantee is not applicable to this specific contract.

**ARTICLE 7 VISIBILITY**

The contractor must implement the Communication and Visibility plan detailed in Annex III.

**ARTICLE 8 DISTRIBUTION OF THE RESULTS**

For the purposes of this specific contract, the contracting authority intends to distribute the results of this specific contract to the Beneficiary Member State(s) as provided for in Article I.10.1.

**Annexes**

I Request for services Ares(2022)3116477 - 20/04/2022 and Replies to request of Clarifications Ares(2022)3661000 - 13/05/2022, Ares(2022)3720399 - 17/05/2022, Ares(2022)3807090 - 19/05/2022

II Contractor’s specific tender of Ares(2022)4087552 - 01/06/2022, Reply for further clarification Ares(2022)4744042 - 29/06/2022

III Communication and Visibility Plan

**Signatures**
Annex III
Communication and Visibility Requirements

1. The contractor shall ensure the visibility of the EU funding, through the Technical Support Instrument\(^1\) of the European Union managed by the Directorate General for Structural Reform Support (DG REFORM) of the European Commission, in the implementation of the TSI project, in line with the European Commission Guidance to Member States on Communication and visibility rules\(^2\).

2. The contractor shall inform, and ensure the approval of the European Commission’s DG REFORM prior to carrying out any communication activities or publishing any communication material about the project, via their own channels or on behalf of the relevant EU Member State authority(-ies) receiving the technical support.

3. Project-related communication and visibility activities shall be described in the section 2.1. Deliverables and tasks of the request for service. Communication activities can be described alongside the deliverable they will be supporting, or as standalone deliverables.

Visibility provisions

4. The EU emblem shall be used to acknowledge the origin and ensure the visibility of the EU funding. Whenever displayed alongside with other logos (e.g. of the relevant EU Member State authority(-ies) receiving the technical support), the EU emblem must be displayed as prominently and visibly as the other logos and be at least the same size as the biggest of the other logos. The placement and size of the contractor logo, if any, should be agreed beforehand.

5. The visibility of the EU funding should be ensured during all stages of the implementation of project activities. The communication and visibility activities may include, but are not limited to publications, events, social media, supporting visual material and websites.

6. Publications and other written materials: e.g. outputs produced during the implementation of this Annex, as well as any training material (e.g. PowerPoint presentations, leaflets), including drafts shared with the relevant EU Member State authority(-ies), and all related publicity material (also prepared in the context of workshops, round table discussions, meeting agendas, etc.) official notices and reports shall:

- Include the EU logo. The EU logo shall either have no text (standalone), or be accompanied by the text “funded by the European Union” without any further additions. The EU logo shall be displayed on the front cover page of the aforementioned written material;

- Include the following disclaimer placed on the page dedicated to the copyright acknowledgements: ‘This [output] was produced with the financial support of the European Union. Its contents are the sole responsibility of the author(s). The views expressed herein can in no way be taken to reflect the official opinion of either the European Union.’;

- Acknowledge, in the Foreword section, that the project was “funded by the

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European Union via the Technical Support Instrument, managed by the European Commission Directorate General for Structural Reform Support.”.

7. **Events:** For any physical, virtual and hybrid events:
   - Representatives of DG REFORM will be invited to attend all missions and all pertinent events or activities to participate as either speakers or invitees in any public or technical event related to the implementation of this project (e.g. conferences, award ceremonies, training courses, workshops, etc.).
   - visual materials to support the events (e.g. banners, virtual backgrounds, supporting slides) should include the EU logo. The EU logo shall either have no text (standalone), or be accompanied by the text “funded by the European Union” without any further additions.
   - any event shall be promoted via the relevant means such as social media, websites, or press release.

8. **Social media:** when preparing project related content on social media to be published by the Member State authority(ies) or DG REFORM, the contractor will ensure that:
   - The EU logo is displayed in the supporting visual, if any;
   - The European Commission and DG REFORM are mentioned in the main text as funding partners;
   - When using Twitter: DG REFORM is referred to as @EU_Reforms in the tweet main text. Whenever possible and space allowing, the hashtags to be used are #TSI and #EURestructuralReformSupport.

9. **Supporting visuals:** whenever feasible, the contractor should illustrate a project with visual supports, such as pictures of events, illustrations, infographics, visual arts or videos, which can also be used on social media and websites.
   - The EU logo is displayed in the supporting visual;
   - The production and use of such materials should comply with copyrights, should not contain any references to information that is not publicly accessible, should not include any confidential information, and shall respect the relevant personal data protection rules.

10. **Websites:** when preparing the publication of a project-related information on the Member State authority website(s) or DG REFORM, the contractor shall ensure that:
   - the text acknowledges, that the action was “funded by the European Union via the Technical Support Instrument”, managed by the European Commission Directorate General for Structural Reform Support”; and
   - The EU logo is displayed in line with the EC Communication and visibility rules.

**Communication activities and outputs**

11. To support communication, dissemination and outreach activities to the public by DG REFORM, the contractor will draft a **standardised project description summary** and agree its content with the relevant EU Member State authority(-ies) receiving the technical support and DG REFORM.

12. The project description summary shall not exceed 500 words and follow a standard structure presenting the project and outlining the context, the results achieved, and the support delivered. The project description summary template can be found in point 16 of the present Annex.

13. In the case where there is no final report planned as an output which is suitable to be disseminated to the public, under an individual project, the contractor will draft a **Project**
public brief for this purpose. The objective of the Project public brief is to feature the minimum comprehensive material that can be used for the presentation of this project and its results to the public (e.g. DG REFORM site). The report can be based on the project description summary. The project public brief can be found in point 17 of the present Annex.

14. The project public report shall contain, as a minimum, the following sections:

- Outlined the context of the project;
- Brief presentation of the Beneficiary Authority;
- Description of what needs were addressed;
- Methodology and approach used to produce the final deliverables;
- Key deliverables and activities that were undertaken;
- Consultation with stakeholders and/or workshops, if relevant;
- Key findings and lessons learnt;
- Expected results;
- Expected impact.

15. The contractor shall accompany project events with tweets. Modalities of publication of these tweets by DG REFORM and its timing shall be defined in the as section 2.1 - Deliverables and Tasks of the Request for Service.
16. PROJECT DESCRIPTION SUMMARY TEMPLATE

The objective of this project summary is to create a standardized communication material providing a general overview of the project. This project description summary will be used to communicate about the project to the public (e.g. DG REFORM site).

This project summary may be published – as-is or edited by DG REFORM. Moreover, the Beneficiary Authority is invited to use this project summary to present the project on its websites, social media accounts, or any other type of media.

The draft project summary should be provided to DG REFORM, as required in the request for service.

Please provide a short description of the project by filling all the following fields. When drafting the text, please be clear and concise, avoid technical jargon and reduce as much as possible the use of acronyms, and avoid mentioning DG REFORM, but rather emphasise the role of the European Commission in providing the technical support. Finally, please link the project to an EU policy priority.

Part 1. PROJECT SUMMARY

<table>
<thead>
<tr>
<th>[FULL PROJECT NAME, AS INCLUDED IN ARTICLE 3 OF THE SPECIAL CONDITIONS]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project title for communication to a wide audience (max 10 words)</strong></td>
</tr>
<tr>
<td>The title should be inspiring, short and clear, explaining the main goal of the project.</td>
</tr>
<tr>
<td>Insert text</td>
</tr>
<tr>
<td><strong>Summary (1-2 sentences, max 60 words)</strong></td>
</tr>
<tr>
<td>Explain the quintessence of the project. Mention the topic, beneficiary, the type of support provided by the EU funding as well as the expected results.</td>
</tr>
<tr>
<td>Insert text</td>
</tr>
<tr>
<td><strong>Context (max 100 words)</strong></td>
</tr>
<tr>
<td>Describe the background of the project and its link to EU policy priorities (Green and Digital Transformation, Recovery and Resilience Facility, etc). Which problems/challenges needed addressing? Any challenges encountered?</td>
</tr>
<tr>
<td>Insert text</td>
</tr>
<tr>
<td><strong>Support delivered (max 100 words)</strong></td>
</tr>
<tr>
<td>Describe the support delivered. What are the main activities carried out during the project and how were they carried out? Please reply to the “Five W’s” are “Who” “What” “When” “Where” and “Why” Please also mention the EU funding information and any partner organisations involved.</td>
</tr>
<tr>
<td>Insert text</td>
</tr>
<tr>
<td><strong>Results achieved (max 100 words)</strong></td>
</tr>
<tr>
<td>Describe the results achieved by the project. What was achieved? What are the benefits to the beneficiary and its main stakeholders? What is the expected improvement and impact on the ground? Feel free to mention relevant statistics and...</td>
</tr>
</tbody>
</table>
sources.

Insert text

**Mention of EU assistance**

*Insert the following standard text at the end of the project summary or in the section relating to support delivered.*

“This project is funded by the European Union via the Technical Support Instrument and implemented by the European Commission.”

**EU emblem and funding statement**

*The EU emblem is the single-most important visual brand used to acknowledge the origin and ensure the visibility of the EU funding. It needs to be correctly and prominently displayed. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the EU emblem must be displayed at least as prominently and visibly as the other logos and be at least the same size as the biggest of the other logos.*

The appropriate EU emblem and funding statement can be downloaded [here](#).

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**Part II. SUPPORTING VISUALS AND LINKS**

**Visuals**

*Illustrate the project with visual supports, such as pictures of events, illustrations, infographics, visual arts.*

⚠️ *We will publish this summary for publication/dissemination purposes. Use only diagrams and photographs for which you have the rights, avoid any references to information that is not publicly accessible and do not include any confidential information or personal data (e.g. names and addresses).*

Insert visuals and/or links thereto

**Social Media**

*Promote the project on social media to celebrate, for example, important milestones of the project, to signal important workshops or meetings with Member States or stakeholders.*

⚠️ *We will publish this summary for publication/dissemination purposes. Use only diagrams and photographs for which you have the rights, avoid any references to information that is not publicly accessible and do not include any confidential information or personal data (e.g. names and addresses).*

Insert visuals and/or links thereto

**Video [Optional]**

*Illustrate the project with a video, describing the context of the project, featuring the main stakeholders and highlighting the main results achieved and longer term impact expected*

⚠️ *We will publish this video for publication/dissemination purposes. Use only source material for which you have the rights, avoid any references to information that is not publicly accessible and do not include any confidential information or personal data (e.g. names and addresses).*

Insert video and/or link thereto
**Useful links**

*Please add here any useful link related to your project that could be shared publicly, such as official publications, reports, press release, webpage, videos, social media post, etc.*

⚠️ *We will publish these links for publication/dissemination purposes. Avoid any link to information that is not publicly accessible and do not include any confidential information or personal data (e.g. names and addresses).*

**Insert relevant hyperlinks**
17. PROJECT PUBLIC BRIEF TEMPLATE

The objective of the project public brief is to provide a comprehensive overview of the project to a wide audience, in the case where there is no project deliverable suited for this purpose.

Except stated otherwise by the relevant EU Member State authority(-ies) receiving the technical support, this project summary may be published – as-is or edited by DG REFORM. Moreover, the Beneficiary Authority is invited to use this project public brief to present the project on its websites, social media accounts, or any other type of media.

The project public brief and related useful links should be transmitted to DG REFORM together with the final output.

Please provide fill in all the following fields. When drafting the text, please be clear and concise, avoid technical jargon and reduce as much as possible the use of acronyms, and avoid mentioning DG REFORM, but rather emphasise the role of the the European Commission in providing the support. Finally, please link the project to an EU policy priority.

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Key findings and lessons learnt

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Expected results

Insert text

Expected impact

Insert text

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