Evaluation Report: Lot 5 – Creative film production



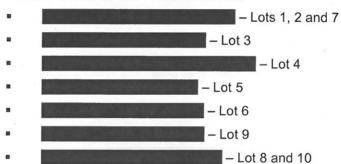
Reference:	Open call for tenders No EEA/COM/10/001		
Subject:	Framework contracts for the provision of communication services to the EEA		

1. EVALUATION COMMITTEE

The Evaluation Committee was composed of:



The Evaluation Committee was assisted by the following persons appointed to assess compliance with the exclusion and selection criteria:



The Evaluation Committee was assisted also by the following persons appointed as external experts/observers:

- Lot 2
- Lot 4
- Lot 3 and 8
- Lot 7

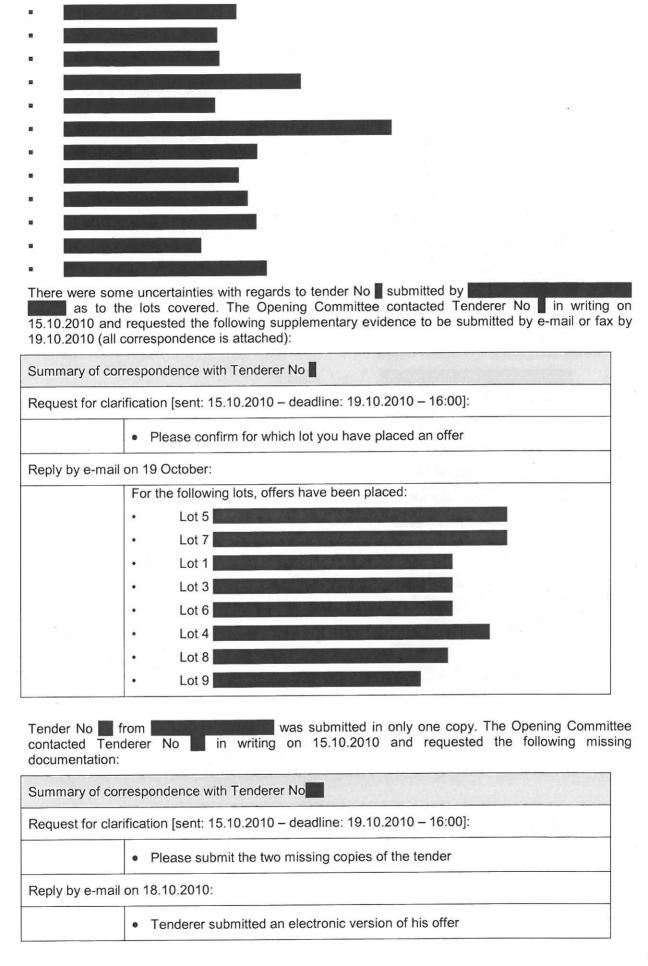
The evaluation process started and was finalized on 9 March 2011.

2. OPENING OF TENDERS

The opening committee 1 had identified 16 admissible tenders, from the following economic operators:

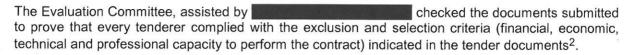


¹ For details please refer to the Record of opening of tenders.



Consequently, Tenders No and were found to comply with the formal requirements for submission of tenders and declared admissible.

3. SELECTION OF TENDERS



All tenders, except tender No , were found to comply with the applicable exclusion and selection criteria. Tender No was found to lack proof of professional capacity in the form of the required number of CVs. Consequently, tender No was rejected for non compliance with the selection criteria set in the tender specifications (section 9.2.3, selection criterion No 1) and not considered further for the contract award process.

4. EVALUATION OF TENDERS

Evaluation of tenders submitted by tenderers who have been found to comply with the exclusion and selection criteria was performed by applying the award criteria stated in the tender specifications.

Award Criteria

Tenders were evaluated following the award criteria and weights outlined below, producing a total score of maximum 58 points.

A. Technical Merit (TM) (max. 58, min. 35 points)

No	Award criteria	Maximum points (58)	Minimum points (35)
1	Proven general experience in producing documentaries with an environmental angle both in terms of interviewing the involved people and the provision of footage to support the stories as documented in a short presentation of a representative reference project undertaken by the tenderer	8	5
2	Proven experience in editing final versions of documentaries as documented in a short presentation of a representative reference project undertaken by the tenderer	8	5
3	Proven experience in working under difficult circumstances and in remote areas as documented in a short presentation of a representative reference project undertaken by the tenderer	8	5
4	Access to editing services in the EEA vicinity	8	5
5	Experience writing short stories on environmental subjects	7	4

² For details please refer to the attached evaluation sheets on the exclusion and selection criteria.

6	Proven access to distribution companies and TV networks	7	4
7	Access to high quality photographers preferably with experience in the environmental field	7	4
8	Description of the environmental policy of the tenderer	5	3

Summary

Award criterion 1		Proven general experience in producing documentaries with an environmental angle both in terms of interviewing the involved people and the provision of footage to support the stories as documented in a short presentation of a representative reference project undertaken by the tenderer		
Tender No	Stre	engths and weaknesses	Score (max. 8, min 5 points)	
	refe som	proper description of environmental rence video project provided, merely ne keywords on previous clients and ects	1	
		equate presentation of a reference ect of just acceptable quality	5	
	No	reference project presented	0	
	trad	Il presented reference project. matically relevant, though fairy litional creative solutions. Good nnical quality.	7	
	refe rele	y good presentation of an excellent erence project. Thematically highly vant, with creative solutions and a n technical quality	8	
	trad	Il presented reference project. matically relevant, though fairy litional creative solutions. Good nnical quality.	7	
		reference project lacks an ironmental angle and is more nted towards health issues	1	
	The trad	Il presented reference project. matically relevant, though fairy litional creative solutions. Good nnical quality.	7	
	refe rele	y good presentation of an excellent erence project. Thematically highly vant, with creative solutions and a n technical quality	8	
	We Rea qua	asonably relevant content and of a fair	6	

No reference project presented	0
Very good presentation of an excellent reference project. Thematically highly relevant, with creative solutions and a high technical quality	8
The tenderer itself has not been involved at all in the reference project	0
Well presented reference project. Reasonably relevant content and of a fair quality	6
The tenderer itself has not been involved at all in the reference project	0

Award criterion 2			rsions of documentaries as documented in ve reference project undertaken by the
Tender No	Stre	ngths and weaknesses	Score (max. 8, min 5 points)
	crea	eral reference projects with highly ative virals that gives a very vincing documentation of the capacity nalise editing of professional quality	8
		erence project of good quality that constrates solid capacity to finalise ng	7
	No r	eference project presented	0
	a ve	quality reference project that gives ery convincing documentation of the acity to finalise editing	8
7	a ve	quality reference project that gives ery convincing documentation of the acity to finalise editing of professional ity	8
	a ve	quality reference project that gives by convincing documentation of the acity to finalise editing of professional ity	8
	proje	proper presentation of reference ect provided, merely a few keywords DG SANCO video on health related ers	1
		rence project of fair quality, though g fairly conventional solutions	6
		quality reference project that gives ry convincing documentation of the	8

capacity to finalise editing of professional quality	
High quality reference project that gives a very convincing documentation of the capacity to finalise editing of professional quality	8
No reference project presented	0
Reference project of good quality that demonstrates solid capacity to finalise editing	7
High quality reference project that gives a very convincing documentation of the capacity to finalise editing	8
High quality reference project that gives a very convincing documentation of the capacity to finalise editing	8
The tenderer itself has not been involved at all in the reference project	0

Award criterion 3		Proven experience in working under difficult circumstances and in remote areas as documented in a short presentation of a representative reference project undertaken by the tenderer		
Tender No	Stre	engths and weaknesses	Score (max. 8, min 5 points)	
	proj mer	proper description of reference video ect in difficult locations provided, rely some keywords on previous ents and projects	1	
		derer documents having worked in ne difficult locations	7	
		experience demonstrated is deemed e just sufficient	5	
		derer documents having worked in a e range of difficult locations	8	
	100 0000000	derer documents having worked in ne difficult locations	7	
		derer documents having worked in a e range of difficult locations	8	
		experience demonstrated is deemed e just sufficient	5	
		derer documents having worked in a e range of difficult locations	8	
	Ten	derer documents having worked in a	8	

wide range of difficult locations	
Tenderer documents having worked in a wide range of difficult locations	8
No reference project presented	0
Tenderer documents having worked in a wide range of difficult locations	8
Tenderer documents having worked in a wide range of difficult locations	8
Tenderer documents having worked in a wide range of difficult locations	8
The tenderer itself has not been involved at all in the reference project	0

Award criteri	on 4	Access to editing services in the EEA vicinity	
Tender No	Stre	ngths and weaknesses	Score (max. 8, min 5 points)
	prep	derer merely expresses a paredness to find such facilities if a tract is awarded	1
		derer documents access to editing ities in Copenhagen	8
	prep	derer merely expresses a paredness to find such facilities if a ract is awarded	1
	prep	derer merely expresses a paredness to find such facilities if a ract is awarded	1
		derer documents access to editing ities in Copenhagen	8
		derer documents access to editing ties in Copenhagen	8
		derer documents access to editing ties in Copenhagen	8
		derer documents access to editing ties in Copenhagen	8
		derer documents access to editing ties in Copenhagen	8.
		derer documents access to editing ties in Copenhagen	8
		derer merely expresses a aredness to find such facilities if a	1

contract is awarded	6
Tenderer documents access to editing facilities in Copenhagen	8
Tenderer documents access to editing facilities in Copenhagen	8
Tenderer documents access to editing facilities in Copenhagen	8
Tenderer documents access to editing facilities in Copenhagen	8

Award criteri	on 5 Experience writing short stories on en	vironmental subjects	
Tender No	Strengths and weaknesses	Score (max. 7, min 4 points)	
	No proper description of such experience provided, merely some keywords on previous clients and projects	1	
	Just adequate experience documented	4	
	Strong, convincing documentation of broad experience in writing journalistic pieces on environmental matters	7	
	Just adequate experience documented	4	
	Some experience documented, with fair quality of writing	5	
	Good writing experience documented, where the texts are of good quality, but somewhat long	6	
	Some experience documented, with fair quality of writing	5	
	Strong, convincing documentation of broad experience in writing journalistic pieces on environmental matters	7	
	Just adequate experience documented	4	
	Just adequate experience documented	4	
	No documentation provided	0	
	Just adequate experience documented	4	
	Strong, convincing documentation of broad experience in writing journalistic pieces on environmental matters	7	
	Some experience documented, with fair quality of writing	5	

Just adequate experience documented	4
	. "

Award criterion 6 Proven access to distribution compar		Proven access to distribution compar	nies and TV networks	
Tender No	Strengths and weaknesses		Score (max. 7, min 4 points)	
	The documentation provided does not convincingly prove actual access		1	
	Demonstrated access to a certain range of distributors and broadcasters		5	
	No d	documentation provided	0	
		nonstrated access to a certain range stributors and broadcasters	5	
4	distr	umented access to relevant ibutors and broadcasters backed up ack record	6	
	Solid track broa	9	7	
		documentation provided does not incingly prove actual access	1	
	Solid track broa	9	7	
		documented access to distributors broadcasters is deemed to be just cient	4	
		documented access to distributors broadcasters is deemed to be just cient	4	
		documentation provided does not incingly prove actual access	1	
,		documented access to distributors broadcasters is deemed to be just sient	4	
		documented access to distributors broadcasters is deemed to be just ient	4	
		onstrated access to a certain range stributors and broadcasters	4	
		documented access to distributors broadcasters is deemed to be just ient	4	

Award criteri	on 7 Access to high quality photographer environmental field	s preferably with experience in the	
Tender No	Strengths and weaknesses	Score (max. 7, min 4 points)	
	Documents only access to film photographer, not stills photographer	1	
	Documents only access to film photographer, not stills photographer	1	
	Tenderer provides documented access to nature photographer of high international quality		
	Tenderer documents having access to stills documentary photographer	6	
	Documents only access to film photographer, not stills photographer	1	
	Tenderer provides documented access to nature photographer of high international quality		
	Has access to a stills photographer, but with no documented environmental photography experience		
	Tenderer provides documented access to nature photographer of high international quality		
	Tenderer documents having access to stills documentary photographer	6	
	Tenderer has art buying department used to hiring photographers, though no dedicated stills photographer		
	No documentation provided	0	
	Tenderer documents having access to stills documentary photographer	6	
	Tenderer provides documented access to nature photographer of high international quality		
	Just sufficient competence through film photographer with stills competence	5	
	Documents only access to film photographer, not stills photographer	1	

Award criter	ion 8	Description of the environmental police	cy of the tenderer
Tender No	Stre	engths and weaknesses	Score (max. 5, min 3 points)
		ironmental policy in place that follows established certification scheme	4
	Env	ironmental policy in place	3
	Env	ironmental policy in place	3
	Env	ironmental policy in place	3
	Noi	nformation on environmental policy	0
		ronmental policy in place that follows stablished certification scheme	4
		ronmental policy in place that follows stablished certification scheme	4
	Envi	ronmental policy in place	3
		ronmental policy for only one of the sortium partners	1
		ronmental policy in place that follows stablished certification scheme	4
	Envi	ronmental policy in place	3
	Envi	ronmental policy in place	3
	Envi	ronmental policy in place	3
		ronmental policy in place that follows stablished certification scheme	4
	Envi	ronmental policy in place	3

Tender No	failed to achieve the minimum required score for award criteria No 1, 3, 4, 5, 6 and 7;
Tender No	
Tender No	failed to achieve the minimum required score for award criteria No 1, 2, 4 and 6;
Tender No	failed to achieve the minimum required score for award criterion No 4;
Tender No	failed to achieve the minimum required score for award criteria No 7 and 8;
Tender No	failed to achieve the minimum required score for award criteria No 1, 2 and 6;
Tender No	failed to achieve the minimum required score for award criterion No 8;
Tender No	failed to achieve the minimum required score for award criteria No 1 to 7;
Tender No	failed to achieve the minimum required score for award criterion No 1;
Tender No	failed to achieve the minimum required score for award criteria No 1, 2, 3 and 7.

Consequently these tenderers were rejected as non-compliant in pursuance with section 9.3.5.A of the tender specifications and not considered further for the award of the contract

Only tenders which obtained the indicated minimum number of points, both for each award criterion and in total, were considered for the next stage, which involved determining the financial value of the tender (price index) and for the final assessment.

B. Price (P) (max. 40 points)

Tenderers were requested to submit a financial offer giving (1) the daily price per film team, including all costs for equipment (light, camera, sound, etc..) but excluding travel costs, (2) the daily price for editing services, including costs for equipment but excluding travel costs and (3) the daily price for development and editing of written stories, the total average of which was taken into account for the price evaluation in function of the following formula: $P = ((3 \times P_1) + (2 \times P_2) + P_3) / 3))$, where:

 P_1 = daily price per film team on location including equipment;

P₂ = daily price for editing services including equipment; and

P₃ = daily price for development and editing of written stories.

Tenders scored points in function of the following formula: $P = (P_{min}/P) \times 40$, where:

 P_{min} = the price of the lowest tender received

P = the price of the tender being considered

Tender	Price in EUR	Score	
	2143.33	36	
	2033.33	38	
	2010	39	
	7512.96	10	
	1935	40	

Based on the above, the final scores/rankings of the evaluated tenders are as follows³:

Tender	Technical merit (TM) (total score for award criteria 1 to 8)	Price (P) (total score)	Final score (TM + P)	Ranking
	55	36	91	1
	53	38	91	1
	46	39	85	4
	48	10	58	5
	48	40	88	3

5. CONCLUSIONS

³ For details, please refer to the attached evaluation sheet on the award criteria.

	The Evaluation Committee considered all prices to be acceptable.	
	As the addition of points for technical merit and price resulted in a tie between and tenderer No the winner will, in accordance with the section 9.3.5.B of the tender specifications, be the tender which achieved the higher	e last paragraph of
	Based on the above, the Evaluation Committee recommends to the Authorising Contract to:	Officer to award the
	Name:	
	Address:	
6. SIG	GNATURES	
	Copenhagen,	
	- Chair	
7. ANN	INEX	

- 1. Evaluation sheet Exclusion and selection criteria
- 2. Evaluation sheet Award criteria