



EUROPEAN COMMISSION  
Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

## EVALUATION REPORT CALL FOR TENDERS

**No 714/PP/GRO/IMA/18/1133/10704**

## IMPACT ASSESSMENT ON COMMON CHARGERS OF PORTABLE DEVICES

*Reopening of competition under the Framework contract no.  
575/PP/2016/FC*

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## **1. INTRODUCTION**

### **1.1. NAME AND ADDRESS OF THE AWARDING AUTHORITY**

*European Commission  
Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs  
Unit C – Industrial Transformation and Advanced Value Chains  
Office address: BREY 10/124  
B-1049 Brussels – BELGIUM*

*Invitation to Tender n° 714/PP/GRO/IMA/18/1133/10704  
Reopening of competition under the FWC: 575/PP/2016/FC*

### **1.2. SUBJECT OF THE SPECIFIC CONTRACT**

▪ Title and purpose of the action

Impact Assessment on Common Chargers of Portable Devices

▪ Financing decision

C(2017)7379 final of 09/11/2017

▪ Other services consulted

Approval of GROW.01 on 23/05/2018 (Ares(2018)2712887

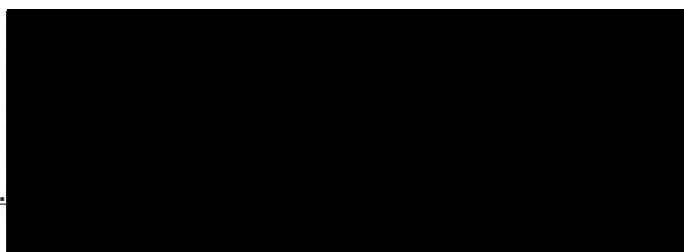
A copy of the documents on the above-mentioned implications/consultations is provided in Annex 1.

▪ Duration of the tasks

9 months

▪ Framework contract

Framework Contract for Services n° 575/PP/2016/FC signed on 19/10/2017 for 24 months, renewable once for 24 months.



### 1.3. REQUEST FOR SERVICES

A request for services was sent by registered mail on 28.08.2018 (Ares(2018)4525998) to all the contractors of FWC 575/PP/2016/FC

1. Civic consulting GmbH
2. Centre for Strategy & Evaluation Services
3. Economisti Associati
4. Ecorys Nederland B.V.
5. The Joint Institute for Innovation Policy (JIIP)

The submission deadline was set on 20.09.2018.

## **2. THE OPENING OF TENDERS**

The opening was carried out on 27.09.2018 by Luca Del Colombo (GROW/C3) and Erika Maffessoni (GROW/C) without appointment of an opening committee. The following tenders were submitted:

No	Names of tenderers	ADMISSIBLE (y/n)
1	Civic consulting GmbH	Yes
2	Ecorys Nederland B.V.	Yes
3	Economisti Associati	Yes

### Conclusions of the Opening:

Number of negative answers: 1 - CSES (Ares(2018)6000949)

Number of tenders received: 3

- Number of tenders admissible: 3
- Number of tenders not admissible: 0

### **3. THE EVALUATION OF TENDERS**

### 3.1. PERSONS INVOLVED IN THE EVALUATION

The evaluation was carried out by [REDACTED] (GROW/C3), [REDACTED] (GROW/C3) and [REDACTED] (ENER/C3) without appointment of an evaluation committee.

Each person involved in the evaluation procedure has signed a declaration of non-conflict of interest before evaluation started. (grow.ddgl.c.dir(2018)5938411)

Evaluators' initials: \_\_\_\_\_



A request for clarification has been sent to Economisti Associati on 14/11/2018 (Ares(2018)5814497) as their financial offer only included subcontractors which is not in conformity with the Framework Contract. They clarified the issue on 15/11/2018 (Ares(2018)6001253).

### 3.2. EVALUATION BASED ON THE AWARD CRITERIA

The tenders are evaluated in accordance with the provisions of the framework contract, based on the award criteria set out in the tender specifications attached to it and taking into account any conflicting interests which may negatively affect the performance of the specific contract.

#### 3.2.1. Summary of award criteria

The award criteria set out in tender specifications are as follows:

	<b>Qualitative award criteria</b>	<b>Weighting (maximum points)</b>
1.	<b>Clarity, relevance and coherence</b>	5
2.	<b>Quality of the proposed mechanisms for project management, including quality control, risk management and reporting</b>	15
3.	<b>Balance of profiles and breakdown of tasks</b>	20
4.	<b>Relevance and quality of the methodologies to carry out data collection</b>	25
5.	<b>Quality of the proposed methodology to carry out data analysis</b>	35
<b>Total number of points</b>		100

Tenders which received less than 60 % of the overall maximum score or less than 50 % of the maximum score for one or more criteria are rejected.

<b>Price award criterion</b>	
	Total price

The total number of points received for the qualitative criteria set out above were compared with the price, and the contract will thus be awarded to the tender offering the best price-quality ratio.

Score for tender X	=	$\frac{\text{Lowest price(*)}}{\text{Price of tender X}}$	*	100	*	Price weighting (30%)	+	Total quality score (out of 100) for all award criteria of tender X	*	Quality criteria weighting (70%)
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Evaluators' initials:....

*3.2.2. Evaluation of each tender on the basis of the award criteria.*

The person in charge of the evaluation has given the tender submitted by **tenderer no 1**, [REDACTED] the following points:

*3 out of 5* for award criterion No 1:

Sufficient. The proposal is correctly structured. Sections are displayed in a way that main tasks are logically organised, therefore facilitating an easy reading. The proposed methodology for the study, structured in a number of relevant 'work packages', indicates clear steps and expected outputs, therefore providing a coherent path on how the study will be performed.

*10 out of 15* for award criterion No 2:

More than sufficient. Quality aspects are given good importance, and proposed quality control procedures are well detailed. More in particular, the tender specifies procedures explaining how to ensure quality of collected data and their analysis, quality of the deliverables, and the involved actors. Concerning risk management aspects, a standard table reporting main risks with their level and proposed safeguard measures is provided, however not sufficiently well developed. Mechanisms for project management are not adequately explained, as it is just claimed that 'management will be reliable as [REDACTED] has extensive experience with previous projects'.

*13 out of 20* for award criterion No 3:

More than sufficient. The composition of the team appears slightly unbalanced towards management activities as, other than project director and project and assistant-project managers (4 people in total), just 1 electrical safety expert is part of the team, only supported by 1 consultation co-ordinator. Although economics and data analysis aspects are covered by the remaining two people, the presence of profiles having more direct experience in standardisation activities, potentially very relevant for such a specific market sector, would be of utmost relevance. All proposed team members, 8 people in total, come from RPA. Roles are well defined, though unbalanced as 50% of team devoted to project's management activities.

*16 out of 25* for award criterion No 4:

More than sufficient. The tender is correctly and clearly indicating that the exercise will comprehend two tasks, (1) literature review and (2) stakeholders consultation. The literature review phase is well addressed and detailed. Main needed information is listed and main potential sources are correctly indicated. Rightly, it is also mentioned that academic research articles could be easily outdated and that there is need for fresh information coming from alternative sources such as blog posts and other technology websites. A number of technology websites and blogs are listed. The suggestion of extending the scope of the study

to tablets/laptops, portable DACs, GPS, e-books, cameras toothbrush is interesting and relevant. The inclusion of wireless (e.g. via a specific power cord) and of UPB PD (p.53) is really a plus. Market analysis aspects are rather weak, as not proposing innovative collecting strategies, and instead reporting on difficulties had during similar exercise. The way consultations should be setup are rather well detailed, with well prepared lists of stakeholderes, ranged by type of companies, industry associations and other actors. . In conclusion, the proposed methodologies are adequate, but not proposing new a possibly interesting strategies.

*22 out of 35* for award criterion No 5:

More than sufficient. The part related to the evaluation of the Memorandum of Understanding is correctly structured and addressed by 10 assessments points. Many cited points and data provided up to 2013 are based on outcomes already present in a previous study, therefore not being of particular benefit. Again, the modelling methods of the previous study are proposed in the offer, covering the missing 2015-2018 period, and just updating with technologies not present up to 2014. In this respect, both fast and wireless charging technologies are mentioned, and basic data are reported already. The part addressing to the impact assessment of policy option is sufficiently well developed. The intervention logic is displayed in a table, together with main indicators linked to policy aspects. The methodology used for the development of policy options is correctly addressed, and a clear identification of methods useful to assess the most significant impacts is provided.

The person in charge of the evaluation has given the tender submitted by **tenderer no 2**, [REDACTED] the following points:

*3 out of 5* for award criterion No 1:

Sufficient. The tender is clearly written, structured in a logic way and addressing all the objectives and tasks required in the ToR. A table recapitulating where to find information related to main evaluation criteria is provided, in theory facilitating retrieval of information. However, award criteria are wrongly matched with indicated chapters, as chapter 4 is wrongly indicated for criteria 2 and 3. The offer indicates working approaches relevant to the required tasks, and a number of pictograms and tables facilitate comprehension and guide readers' attention in a coherent way. However, emphasis is on economic aspects, with too little on the technical ones where the real opportunities of the new USB specifications are extremely likely to be.

*10 out of 15* for award criterion No 2:

More than sufficient. The rationale and the specific assignments and responsibility in the consortium formed by 5 companies and 1 consultant [REDACTED] are shortly explained. A recapitulative table illustrates specific project management dimensions in relation to specific aims and assigned management methodologies. The project team is composed by a core team that takes a hands-on role on other sub-teams, the experts and the research teams. A quality advisor, provided by [REDACTED], will supervise all activities., However, unnecessary detail is given on how any corrective measures would be implemented. Concerning quality and risk [REDACTED]

management, it is just stated that the project will 'rely on ISO principles'. The proposed monitoring system, based on a 'RAG (red, amber, green) rating grid', appears overall weak. Finally, it is emphasised that the project will be managed in Brussels, therefore, in principle facilitating exchanges with COM services, that is not real advantage anymore (given nowadays alternative communication possibilities).

*13 out of 20* for award criterion No 3:

More than sufficient. All 6 members of the consortium have responsibilities in the study, with a total of 12 people engaged. The Core management Team is managed by just 2 people from [REDACTED], assisted by 1 member from [REDACTED] acting as Quality Advisor. The expert advice is provided by 3 people with different roles, specifically to cover consumers' impact, technological development and chargers' technical aspects, however just one person appears to possess the most relevant education and skills in the crucial technical aspects (Electrical Engineering). Finally, the research team is composed by 6 people, with responsibilities for data collection, surveys and support. The allocation of staff appears adequate and well balanced. Team members are introduced with appropriate details. Despite the well specified roles and responsibilities, however, unnecessary detail is given on how these different teams will liaise together. More details would be needed to clarify how the high number of involved people and companies will work together by guaranteeing correct assignment of tasks and overall coherence.

*14 out of 25* for award criterion No 4:

Sufficient. Data collection activity is presented as phase 1 out of 3 main ones (the others being the evaluation of the MoU and the impact assessment).

Desk research will rely on statistics, researches, reports and articles appearing on press releases such as [REDACTED] and others. The purchase of 2 external studies and datasets is also proposed. The preparation of two 'databases' is also announced in order to store information on market and associated trends, with details on data needs and potential documentary sources. Although the possibility to store and access collect data is clearly useful, it appears unclear why two databases should be setup, rather than one database with different repositories. The consultation strategy is therefore illustrated, and announced to be composed by semi-structured interviews, targeted consultation, open public consultation and interviews within the case studies with directly and indirectly impacted stakeholders.

For interviews, 17 categories of stakeholders are listed and 60 interviews are proposed for the first phase, with details on the timing when they will be done. Mockup questions for the different groups of stakeholders are also listed. A second round of interviews, to clarify/interpret already collected results, is proposed.

Targeted consultations will be addressed to 4 main groups, consumers, MSAs, manufacturers and distributors, other organisations and associations. Survey design, aiming to reach a total of 3600 respondents, is sufficiently well detailed. Translation is proposed for all MS languages. However, no reference to standardisation activity is mentioned, though it could represent a very relevant and necessary aspect to cover.

The tender finally refers to the open public consultation as a way to gather wide range of views, and indicates targeted actors in a general way and main topics to be covered. Unfortunately this is developed in a quite general way, as just following what already present in the Terms of Reference.

*20 out of 35* for award criterion No 5:

Sufficient. Overall, the tender considers all aspect in an appropriate manner, but not providing original methods, therefore resulting quite academic exercise. However, work tasks are well structured. As task 1, an evaluation grid is setup to approach the problem definition, indicating and decoupling economic, environmental, safety and consumer impacts in an appropriate way. Task 2 specifies data aggregation methodologies. Task 3 defines data analysis, for both qualitative and quantitative aspects. Those activities are well defined, though not providing original proposals than just already consolidated study methods, as possible impacts are not already indicated for this specific exercise. Impact analysis of policy options is well structured. 3 case studies are also proposed. Though they are coherent with the study, they result in a limited added-value at this stage, as not taking into account outcomes coming from the preliminary data collection phases.

The person in charge of the evaluation has given the tender submitted by **tenderer no 3, Economisti Associati** the following points:

*4 out of 5* for award criterion No 1:

Good. The tender is written in a concise and clear style and is very clear in the elements considered to be assessed. The main points are presented in 6 sections structured in a clear and logic way, starting from the main policy background, passing to the proposed study approach, through the methodology intended to be used and the organisation of the works, and finalising with quality control aspects. The topics are all relevant and presented in a coherent manner. Finally, the list of possible legal basis is provided, and represents a good indicator of a correct understanding of the intervention logic.

*12 out of 15* for award criterion No 2:

Good. The mechanisms described for the management of the project are well explained and well detailed.. Quality control measures and risk assessment taken into account are dealt with adequate details. Main principles to guarantee quality and quality control mechanisms to enforce it are well explained and detailed. Concerning risk management, a table reassumes main risks, their likelihood and mitigation measures, and proposes adequate actions to activate during the study in case of need.

*16 out of 20* for award criterion No 3:

Good. The team appears well balanced in terms of allocated resources. Details on the roles of the team members in the proposed project's procedures are well reported.. A total of 10 people, coming from 3 members of the consortium, will take part to the works. 2 people will manage the study, assisted by 1 person allocated to quality assurance aspects. 6 people, will be part of the core team for the study, further supported by one external expert in mobile technologies. The split of responsibilities is well described.

*18 out of 25* for award criterion No 4:

Evaluators' initials: .....



Good. The data collection is allocated a correct time (4 months), and the different phases are very well detailed. Main data sources are identified in commercial data providers, as a previous study based on public sources, was not effective. 5 potential data sources are listed, and the offer clearly states that budget has been set aside for that scope (page 32). Adequate details are provided about methodologies to be enforced to collect data on mobile phone chargers, where to find data on illicit markets and data on other portable devices. More emphasis on the potential from standardisation activity was appreciated. The setup method and the proposed strategy of the different consultations are well detailed. General principles and minimum standards to be used for designing the consultations are well described and logically setup. Correctly, it is observed that there is need of plain text for the open public consultation to raise high number of respondents.

24 out of 35 for award criterion No 5:

More than sufficient. Methods to be used for analysis, interpretation and reporting of the results are given detailed attention. The problem definition is well detailed, and the assessment of key market dynamics, effectiveness of the Memorandum of Understanding (MoU) and analysis of the state of pay are correctly given the main priority. The proposed estimation method for the decoupling rates and the stock of the chargers is well designed. The assessment method to be used for the impact on consumers, on economic operators, and the overall resulting environmental impacts are also well detailed. A specific chapter on monetisation of environmental impacts is also provided, and it is proposed that case studies are identified following literature and/or stakeholders' suggestions, therefore in a way that appears both useful and proactive..

### 3.2.3. Table summarising the points given to each tender

Bid No	Crit. No 1 Out of 5	Crit. No 2 Out of 15	Crit. No 3 Out of 20	Crit. No 4 Out of 25	Crit. No 4 Out of 35	Total points Out of 100	Price	Ratio
[REDACTED]	3	10	13	16	22	64	218.510	72,2587
[REDACTED]	3	10	13	14	20	60	200.000	71,3
<b>3. Economisti Associati</b>	4	12	16	18	24	74	228.850	78,018

The tenders whose evaluation is above the thresholds announced in the specifications are included in the following merit list, drawn up in terms of the best price-quality ratio.

Tender no	Tenderer	Ratio	Ranking
<b>3</b>	<b>Economisti Associati</b>	78,018	1
<b>1</b>	[REDACTED]	72,2587	2
<b>2</b>	[REDACTED]	71,3	3

### 3.3. CONCLUSIONS OF THE EVALUATION

The tender of **Economisti Associati** is the most economically advantageous tender submitted and it meets the minimum quality levels.

## **4. THE VALUE OF THE CONTRACT**

- **Total cost in euros: 228.850 €**
- **Proportion of contract the contractor plans to sub-contract: 100% of the budget and 96% of the man days**
- **Budget heading and financial year: 2018-02.030100**

Evaluators' initials: [REDACTED]

## **5. RECOMMENDATIONS TO THE AUTHORISING OFFICER**

Following its assessment, the evaluators herewith recommends that the authorising officer, in agreement with article 159§3 RAP, awards the contract to:

### **Economisti Associati**

Via San Felice, 6, 40122 Bologna, Italy

### **CASE – Centre for Social and Economic Research**

Jana Pawła II 61/212, 01-031 Warsaw, Poland

### **CEPS – Centre for European Policy Studies**

Place du Congrès 1, 1000 Brussels, Belgium

### **Coffey International Development Ltd.**

The Malthouse, 21 Northfield Road, Reading, Berkshire RG1 8AH, United Kingdom

Names and addresses of sub-contractors:

Ipsos MORI

3 Thomas More Square, E1W 1YW London, United Kingdom

Trinomics

Westersingel 34, 3014 GS Rotterdam, The Netherlands

Fraunhofer FOCUS

Schopenhauerstrasse 93e, 14129 Berlin, Germany

[REDACTED] (GROW/C3)
Signature and date
[REDACTED] 27/11/2018
[REDACTED] (GROW/C3)
Signature and date
[REDACTED] (ENER/C3)
Signature and date
[REDACTED] 27/11/2018

Evaluators' initials:.....