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| **Pre-Qualification Document** |
| **PQD Ref. No. CFO/16/SRMT/LC/2021** |
| **Pre-Qualification Document (“PQD”) for**  **A Stakeholders Relationship Management (“SRM”) Tool** |
| **15/04/2022** |

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# Introduction

The European Stability Mechanism (“ESM”) is a permanent crisis resolution mechanism established by the euro area Member States as an intergovernmental organisation under public international law. Its purpose is to ensure the financial stability of the euro area as a whole, and of its Member States experiencing severe financing problems, by providing financial assistance through a number of instruments.

More background information about the ESM may be found on the website: <https://www.esm.europa.eu/>

**Neither Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 nor Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 (as amended) apply to the ESM. The ESM procures supplies, services and works on its own behalf and for its own account pursuant to the ESM Procurement Policy as published on the ESM website. Please refer to the ESM website for more information.** This Pre-Qualification Document (“PQD”) sets out the eligibility, exclusion and selection criteria, as part of a pre-qualification stage (“Stage 1”) of the two-stage procurement procedures of the ESM (i.e. Restricted Procedures and Negotiated Procedures), in order to assess the suitability of a Candidate to participate further in this procurement procedure. Candidates, which are successful at Stage 1 (pre-qualified Candidates) and, if applicable, chosen by the ESM among the eligible and suitable Candidates, will be invited to participate in the subsequent Request for Proposal stage of the procurement procedure (“Stage 2”).

For the purposes of this PQD, economic operators who wish to apply to this procurement procedure are referred to as “Candidate” or “Candidates” and their response is referred to as an “Application” or “Applications”.

Unless otherwise defined in this PQD, all capitalised terms used in this PQD have the meanings ascribed to them in the ESM Procurement Policy.

# Contents of this PQD

The PQD consists of the following documents:

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| --- | --- | --- |
| **No.** | **Document Title** | **Comment** |
|  | Prequalification Document – Core Document | This document |
|  | Annex 1 – Summary Description of the Procurement Requirement | Included as Annex 1 to this PQD |
|  | Annex 2 – Eligibility, Exclusion & Selection Criteria including declarations, forms, questions and other response elements to be addressed | Included as Annex 2 to this PQD |

## Overview of the Procurement Requirement

ESM intends to establish a contract (the “**Contract**”) for an SRM Tool and associated Implementation, Training & Support Services.

The Contract to be awarded as a result of this PDQ & subsequent RfP will have a three (3) years term with a possibility to extend the term up to two (2) years.

## Type of Procurement Procedure

This procurement procedure is carried out by ESM under a Negotiated Procedure in accordance with Article 9.1 (1) and (2) of the ESM Procurement Policy and is referred to in this PQD as a procurement procedure or a procurement process.

## Procurement Process Steps and Timelines

The ESM plans to carry out the procurement process in accordance with the steps defined in the table below. The ESM reserves, at its sole discretion, the right to vary the steps and timelines.

| **No.** | **Procurement Process Steps** | **Timeline** |
| --- | --- | --- |
|  | **PQD publication date** | **15/04/2022** |
|  | **Deadline for submission of clarifications/questions on the contract notice and the PQD** | **26/04/2022** 11:00 hrs (local Luxembourg time) |
|  | **Response to the clarifications/questions on the contract notice and the PQD** | Regularly |
|  | **Deadline for submission of PQD Applications (the “Applications Deadline”)** | **09/05/2022** **11:00 hrs** (local  Luxembourg time)  The deadline is extended until  **13/05/2022** **14:00 hrs** (local  Luxembourg time) |
|  | **Target date of notification of the ESM’s decision on pre-qualification to unsuccessful Candidates and dispatch of the RFP to the pre-qualified Candidates** | **30/05/2022 (local Luxembourg time)** |

## ESM “Sole Contact” Details

Commercial Legal and Procurement

European Stability Mechanism

6a, Circuit de la Foire Internationale

L-1347 Luxembourg

Email: [procurement@esm.europa.eu](mailto:procurement@esm.europa.eu)

Attention: **Asta Gerhardt**

Unless notified otherwise, the person indicated above shall be the Candidates’ single point of communication with ESM for the duration of this procurement process.

The ESM shall not be bound by and the Candidates agree not to rely upon any written or verbal statements or representations of any other persons, whether employed by ESM or not.

## Clarification Matters

The process for clarifications pertaining to the contract notice and this PQD shall be as follows:

1. Queries can be raised to the Sole Contact as identified in this PQD.
2. Queries can be raised on any matter in the contract notice or this PQD, including the Annexes. However, the ESM reserves the right not to answer any particular query.
3. The ESM will endeavour to respond to all queries and issue responses in a timely and professional manner. The ESM reserves the right not to answer any queries received after the deadline for submission of the queries.
4. Subject to point e) below, responses to the queries will be uploaded on the ESM website if they are of relevance to all of Candidates.
5. If the ESM receives a query from a Candidate which, in the sole discretion of the ESM, constitutes a query relevant to that Candidate only, the ESM will provide response to that Candidate only.

## Application Structure and Response Instructions

When preparing Applications, Candidates should observe the following:

* All documents must be submitted in English.
* Note limitations on any page/word limits specified. Any response exceeding the specified limits may be disregarded beyond that limit.
* Answers should be as concise as possible, complete and comprehensive.
* The ESM does not wish to receive any marketing or other promotional materials.
* Responses to the eligibility, exclusion and/or selection criteria will be evaluated independently and cross-references between response elements are not permitted.
* The Candidate should clearly identify in the Application any requirements specified in this PQD that the Candidate cannot satisfy.

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| **Application Structure** | | | |
| **#** | **Section** | **Template and instructions** | **Document format** |
|  | Cover Certification Form | Candidates are requested to provide a cover certification form dated and duly signed by an authorised representative on the Candidate’ s company letterhead (no. 3.1 of Annex 2) | Fully scanned copy with signature in PDF |
|  | Declarations | Candidates are requested to submit completed, dated and duly signed declarations (nos. 1.1 and 1.2 of Annex 2 and Annex 3) | Fully scanned copy with signature in PDF |
|  | General Response | Candidates are requested to respond to the questions posed in this PQD as instructed (see Annex 2 Section 2. Selection Criteria) | PDF |
|  | Attachments | Candidates are requested to include any attachments, as requested | PDF |

## Coordinates and Guidelines for Submission of Applications

Applications shall be submitted no later than the Applications Deadline specified in the paragraph 2.3 of the Procurement Process Steps and Timeline table and must be submitted only **via e- mail** to:

Email: [**procurement@esm.europa.eu**](mailto:procurement@esm.europa.eu)

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Attention: **The Procurement Team**

Only Applications received through these means will be accepted.

All digital copies of Applications shall be submitted in compliance with the following guidelines:

1. One file per section as described above in the “Application Structure” table.
2. Any supporting or additional files must be clearly named.
3. All files should be named clearly with a sequential number and a relevant file name, e.g.

“Annex 2: 1.1 – Declaration on the eligibility, exclusion criteria, economic, financial and operational capacity and the absence of conflict of interest”

“Annex 2: 1.2 – Non-Collusion Declaration”

“Annex 2: 3.1 – Cover Certification Form”

1. All files must be provided in a standard non-editable format, such as PDF.

## Eligibility, Exclusion and Selection Criteria

In order to be eligible to participate in this procurement process, Candidates must be either natural persons or legal persons and state that they are not in one of the exclusion situations listed in the declarations nos. 1.1 and 1.2 included in Annex 2.

If such circumstances arise in the course of the procurement process, the Candidate concerned must inform the ESM thereof without undue delay. Candidates may submit evidence to demonstrate their eligibility despite the existence of grounds for exclusion. ESM may, in its sole discretion, decide whether such evidence is satisfactory.

Candidates must comply with all eligibility and exclusion criteria to be assessed further.

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| **ELIGIBILITY AND EXCLUSION CRITERIA – elements of the evaluation** |  |
| Duly executed declarations as requested in Annex 2 nos. 1.1 and 1.2 | Pass / Fail |

In order to assess a Candidate’s capacity to perform the contract, ESM will apply the following selection criteria (full information can be found in **Annex 2 Section 2. Selection Criteria**).

In the event that the Candidate submits an Application together with a third party/-ies and/or with sub-contractor(s), the combined capacities of the Candidate and all such third party/-ies and/or subcontractor(s)will be assessed for the purpose of meeting the selection criteria.

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| **SELECTION CRITERIA – elements of the evaluation** |  |
| Economic and financial standing | Pass / Fail |
| Technical, Functional and professional ability to meet the requirements set out under Annex 1 of this PQD | Pass / Fail |
| Authorisation and suitability to carry out the relevant professional activity | Pass / Fail |

Candidates must achieve a rating of “Pass” for all the “Pass / Fail” criteria to be considered successful at Stage 1 (pre-qualified Candidates).

# Terms and Conditions of this PQD

## Rights of ESM

By submitting an Application, the Candidates confirm that they have taken note and accepted all terms and conditions of this PQD.

The ESM reserves the right, at its sole discretion and in exceptional circumstances, to accept the Applications received after the closing deadline.

After the ESM opens the Applications, it may request Candidates to submit, supplement, clarify or complete information or documentation which is or appears missing, incomplete, inconsistent or erroneous within an appropriate time limit. The ESM reserves the right to reject from further consideration any such Applications.

The ESM reserves the right to request that Candidates provide documentary evidence in support of the statements made in their Applications.

Any effort by the Candidate to influence the ESM in the process of examination, evaluation and comparison of Applications, or in the decision regarding the pre-qualification process may result in the rejection of the Application.

The ESM may decide, at its sole discretion while complying with the general principles set forth in the ESM Procurement Policy, to cancel this procurement process in whole or in part at any time before the contract is awarded as a result of this procurement process. The cancellation does not give rise to any form of compensation for Candidates.

The ESM will ensure that the information provided by Candidates is treated and stored in accordance with the principles of confidentiality and integrity.

The ESM reserves the right to disclose the contents of Applications to its third party advisors (if applicable) who are bound by the same confidentiality and integrity obligations as the ESM.

If the ESM discovers, before the expiry of the deadline for submissions of Applications, a lack of precision, an omission or any other type of error in this PQD, it will rectify the error and inform all Candidates in writing.

## Cost of Participating in the Procurement Process

All costs relating to the participation in this procurement process, including in particular any costs in relation to the preparation of Applications and of any other documents requested by the ESM and any subsequent follow-up shall be borne exclusively by the Candidate.

## Trade Name, Logo and Marks

The ESM logo, covers, page headers, custom graphics, icons, and other design elements and words or symbols used to identify the description of the procurement requirement are either trademarks, trade names or service marks of the ESM and its licensors, or are the property of their respective owners. These marks may not be copied, imitated or used, in whole or in part, without the explicit prior written consent of ESM.

## Confidentiality

If the Candidate considers that any part of its Application or other documents/information submitted to the ESM include Confidential Information within the meaning of this section the Candidate must clearly mark such parts of the Application or other documents/information as ‘confidential’.

Candidates are advised that their participation in this procurement process constitutes Confidential Information except for the announcement by the ESM of the successful Candidate on the ESM website in accordance with Article 9.17 (3) of the Procurement Policy.

Except if required in a judicial or administrative proceeding, or if it is otherwise required to be disclosed by any law or regulation, or where information is already in the public domain, the ESM will: (a) not disclose the Confidential Information; (b) take all reasonable measures to preserve the confidentiality and avoid disclosure, dissemination or unauthorised use of Confidential Information; and (c) not use such Confidential Information for any purpose other than as is necessary in connection with this procurement process. Confidential Information does not include information which (a) was known to the ESM prior to receiving the information from the Candidate; (b) becomes rightfully known to the ESM from a third-party source not known to the ESM (after diligent inquiry) to be under an obligation to the Candidate to maintain confidentiality; (c) is or becomes publicly available through no fault of or failure to act by the ESM; or (d) has been developed independently by the ESM or authorised to be disclosed by the Candidate. Confidential Information may only be shared with third parties (e.g. contractors) that have a need to know the Confidential Information in relation to this procurement process and provided that such third parties comply with the confidentiality obligations provided in this section.

In addition, if the Candidate has signed an ESM confidentiality undertaking the Candidate agrees to comply with all obligations set forth in such confidentiality undertaking. If there is a conflict between such confidentiality undertaking and this procurement procedure, the confidentiality undertaking will prevail.

## Involvement of/Reliance on Third Parties

If the Candidate intends to involve a third party in the supply of the services offered to the ESM the Candidate has to ensure that any such third party is bound by the requirements set forth in this PQD.

If a Candidate submits its Application as part of a consortium with a third party/third parties, such Candidate must provide as part of its Proposal:

1. a clear description of the proposed consortium, its organisational hierarchy and structure, the names of all consortium members and the roles, activities and responsibilities of the consortium leader and each consortium member;
2. a document authorising the consortium leader to act on behalf of the consortium member(s) (e.g. power of attorney);
3. a written undertaking from the consortium member(s) confirming that it/they will place, at the consortium leader’s disposal, the resources necessary for the performance of the Contract. The written undertaking must be signed by an authorised representative of each such consortium member; and

information on whether the consortium will form a legal entity and if yes, details of the actual or proposed percentage shareholding within such legal entity and other official documents confirming existence of such legal entity. If not, full details of the proposed consortium arrangement including submission of an executed consortium agreement.

If a contract is awarded to a consortium, all consortium members will be jointly and severally liable towards ESM for all obligations arising of or resulting from the Contract.

If a Candidate considers any changes in the consortium structure it must immediately notify the ESM in writing. The composition of a consortium (including the roles, activities and responsibilities of the consortium leader and each consortium member) cannot be modified or members of the consortium cannot be exchanged, whether during the course of this procurement process or during the term of the Contract, without the prior written consent of ESM.

If a Candidate intends to sub-contract some of the services offered to the ESM to a third party, the Candidate must provide as part of its Application:

1. a clear description of the proposed subcontracting arrangement, in particular which tasks the Candidate intends to subcontract and their volume or proportion, the name(s) of the proposed subcontractor(s) and its/their roles, activities and responsibilities; and
2. a document signed by a subcontractor stating its intention to collaborate with the Candidate should the Candidate be awarded a Contract.

If a Candidate subcontracts some of the services under the contract to subcontractors, it will nevertheless remain fully liable towards the ESM for the performance of such services and responsible for the contract as a whole. The ESM will have no direct legal commitments with the subcontractor(s).

Where the information provided to the ESM indicates that subcontractor(s) is/are to play a significant role in delivering the services offered to the ESM, any changes to the proposed subcontractors must be notified immediately to the ESM. Candidates cannot exchange or replace the subcontractors or modify the nature of the subcontracting arrangement (including the subcontracted tasks, their volume or proportion), whether during the course of this procurement procedure or during the term of the Contract, without the prior written consent of the ESM.

Moreover, any additional subcontractor(s) which was/were not assessed by the ESM during this procurement procedure may only be appointed if the ESM’s has given its prior written consent.

## Notification of the ESM’s decision

The ESM will notify in writing its decision to advance or not advance the Candidate’s Applications. The Candidates whose Applications did not advance can request, in accordance with the ESM Procurement Policy and timelines set within and in the ESM notification, a de-brief addressing the reasons for not advancing their Application. The de-brief will be limited to the reasons related to the unsuccessful Candidate’s Application and will not cover any information about other Candidates’ Applications.

Annex 1 - Terms of Reference and requirements

1. **Background and objective**

This business case originated from two divisions of the Secretary General (“SG”) department: Corporate Governance & Internal Policies (“CGIP”) and Policy Strategy & Institutional Relations (“PSIR”).

Both teams are looking for a Stakeholders Relationship Management software (the “SRM Tool” or more generally the “tool”) to meet the business needs of both divisions, focused on managing the ESM relationship with their shareholders and institutional partners.

The CG team is managing **relationships with ESM’s 19 shareholders**, i.e. ESM Members, as well as the countries and institutions participating in the ESM governing bodies as observers. This activity involves recording, accessing and analysing the history with each ESM Member on a number of topics, map positions of the Members on each topic, and follow-up the bilateral discussion with the Members.

In addition, under the responsibility of (mainly) the PSIR team, the ESM **partners with a wide range of institutional stakeholders** (European institutions, International Financial Institutions like the IMF, public offices outside the euro area, academia and think tanks) to provide financial assistance, complement its capacities, reinforce its role as a trusted advisor, or ensure awareness and alignment of best practices. Such partnerships allow the ESM to fulfil its mandate and leverage its limited resources to attain a level of impact that cannot be achieved when acting alone and are expected to continue to increase in the future.

The interactions with these two groups: ESM shareholders and ESM institutional partners, are crucial to the functioning and success of the institution and are currently **managed with traditional means**, i.e. Excel spreadsheets, e-mails, SharePoint workspaces, Outlook contact lists. These means allow keeping track of the records, and prevent the teams in charge to be fully efficient in fulfilling their objectives. Scattered data is unstructured, and usually available in Back to the Office reports, Meeting Minutes, or e-mails. Retrieving data on ESM’s relationship with partners in a fast and structured way is currently not possible. It requires filtering SharePoint folders or going back to individual outlook inboxes/archives. This means that information is dispersed in silos throughout the institution, with each Division in relation with Member States or institutional partners managing pieces of information that are relevant to them on their own (no centralised database is available).

To solve these issues and to manage the relationships with shareholders and institutional partners efficiently and in a smooth and auditable way, **CGIP and PSIR are looking to purchase and implement a digital SRM Tool that allows to keep track of the data in a structured and easily accessible way.**

In addition, for CGIP the SRM Tool would come as a complement to the existing Board Portal (currently being migrated to the new SharePoint). The Board Portal is the interface with the external parties (e.g. the Governors and Directors), whereas the SRM would be a tool intended to be used internally by the ESM staff.

**2. General Description of the Services**

1. **Functional Requirements: CGIP**

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| No | Description | Support document | Mandatory / Desirable |
| A.1 | The tool should be capable of supporting the CGIP team in the management of stakeholders relationships, in particular:   * 1. The tool allows the creation and management of two types of stakeholders: individuals and entities (see support document for required fields);   2. The tool is flexible enough to allow frequent modification of stakeholders data (for example, following elections);   3. The tool supports the recording, visualization and analysis of all interactions with stakeholders, independent from the channel (email, phone call, bilateral meeting, Board meeting, etc.) and with a time stamp (see excel document for required fields) in a user-friendly manner (e.g. not too many clicks);   4. The tool provides an easily accessible 360 degrees view[[1]](#footnote-2) on the relationship with a stakeholder, including the history of all interactions;   5. The tool supports the mapping of stakeholders with specific topics and the tracking of the evolution of a stakeholder's position on a topic over time. |  | Mandatory |
| A.2 | The tool needs to allow the generation of reports based on stakeholder related data. For example, the tool allows the creation of heatmaps on specific topics (see example of heatmap / balance scorecards). |  | Mandatory |
| A.3 | The tool needs to be capable of supporting CGIP in the organization of events with its stakeholders, for example by:   1. Supporting the creation and sending of automatic communications using templates to all or part of the stakeholders based on mailing lists ; 2. Allowing the creation of advanced communication campaigns such as newsletters, announcements and through different channels (easy to utilize for final user/no-code); 3. Registration of users based on feedback from the invites. |  | Mandatory (a)  Desirable (b)  Desirable (c) |
| A.4 | The tool needs to be capable of supporting the CGIP team in the preparation or documentation of bilateral and Board meetings, in particular:   1. The tool supports the creation of Word or similar formatted documents based on templates where fields are populated by retrieving metadata (see template examples:Facebook[[2]](#footnote-3), Board Meeting Minutes, Briefing Bilateral Meeting etc.); 2. Free-text fields should also be available for the creation of documents; 3. The tool should allow the recording and storage of related meeting documentation (both options: as attachments in the tool and/or as links to the ESM SharePoint); 4. Titles of documents should be automatically generated; 5. Facebook can be generated per Governing body per defined timeframe. |  | Mandatory |
| A.5 | The tool needs to support the automatic storing of emails based on forwarding from the ESM staff accounts. Keywords should be automatically tagged (example: country name, name of individual, etc.) and the list of keywords can be modified by the ESM staff member. |  | Mandatory |
| A.6 | The tool needs to be able to keep record of and provide historical view on records. For example:   1. biographies and photos should be kept as records in the system; 2. Start date and end date of a position / role should be available as well (approximately 50-60 point of contacts); 3. Positions of people at a time should be captured and extractable at request. |  | Mandatory |
| A.7 | The tool needs to allow the user to centralize and visualize the masterdata in a visually appealing way to enable apart from others, reporting to the management, in particular: *Visualize all interactions with stakeholders: email, phone call, social network, meetings, notes, etc*. |  | Mandatory |
| A.8 | The tool needs to provide the possibility to upload pictures, tag them (to link to entities, events, etc). |  | Mandatory |
| A.9 | The ESM website (for example website updates of bios and photos shall be synchronized with the tool via RESTful service (GET, json or xml) and directly update structured data/unstructured data and dynamic data from the website in the tool; frequency to be defined). |  | Desirable |

1. **Functional Requirements: PSIR**

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| No | Description | Support document | | Mandatory / Desirable |
| B.1 | Below requirements outline the tool functionalities that are required by PSIR division. They envision different landing pages (denoted here as “levels”) and clickable buttons for the tool and their content. More details and related data model can be found in the supporting document for each of the below requirement. | *The design and style in the support document (B.1) are simply to allow for a graphical representation of the functionalities* ***and do not necessarily indicate how the end product should look like*.** | | Mandatory |
| B.2 | The SRM Tool database needs to allow PSIR user to keep records of ESM institutional partners (defined as institutions that the ESM works with), contacts at these institutions and all interactions (further called ‘activities’) across time that the ESM has with them. |  | | Mandatory |
| B.3 | The tool needs to be flexible and allow easy modifications of existing information (e.g. because a contact person changed jobs) as well as adding / modifying the different attributes / fields that are required to be filled for each partner, contact point, etc. |  | | Mandatory |
| B.4 | Level 1 of the tool needs to allow launching the application by e.g. clicking on an icon for “Stakeholders Relationship Management Tool” |  | | Mandatory |
| B.5 | Level 2 of the tool needs to segregate between CGIP (shareholders relations) or PSIR (institutional partners) tool platforms and provides users with the possibility of entering and modifying the respective part (CGIP or PSIR) of it. |  | | Mandatory |
| B.6 | At Level 3, PSIR user needs to have 4 functionalities as per below and a SEARCH BY METADATA field where, for instance, the user can type a name and the tool returns a list of all the interactions with that person carried out during a prespecified period. |  | | Mandatory |
|  | | | | |
| B.7 | “Select a partner” functionality (drop-down) is described below:   1. ‘Partner’ is defined as an institution that the ESM works with; 2. By clicking on “select partner”, it can choose the profile of an institution that it wants to view and / or edit by accessing a drop-down menu. A list of partners to be included in the drop-down menu is in Annex 1 of support document (B.1); 3. Selection by typing keywords should be also possible (in addition to the drop-down menu); 4. Search partner by selecting a Goal (Annex 2), Target group (Annex 3) and Formalisation level (Annex 4) – each as a drop-down field should be also possible. | Annex 1, 2, 3, 4 of support document (B.1) | Mandatory | |
| B.8 | “Create a new partner profile” functionality allows to add a new institution as a partner to the database by creating its profile, where by clicking on ‘create a new partner profile’, the user is taken to the page where profile data has to be filled in. Data for drop-down menu is in annexes and below:   * + Name of the institution [fill in];   + Address [fill in];   + Add contacts [allows to enter people to ‘contacts list’ from here];   + Level of formalisation [select from drop down menu];   + Target group [select from drop down menu];   + Partnership goals [select from drop down menu];   + Save/modify/delete buttons should be available. | Annex 1, 2, 3, 4 of support document (B.1) | Mandatory | |
| B.9 | “Add a new activity” functionality allows to assign a new activity (e.g. any interaction we might have with any given partner) to the partner (and the staff belonging to that partner) in the database. By clicking on ‘create a new activity’, the user is taken to the page where activity related data has to be filled in (data for drop-down menus in annexes):   * + Partner [multiple partners selection possible]; [select from drop down menu (this should link to the list of partners that has been collected in the database so far)];   + Contact person involved[fill in by taking a name from the ‘contacts list’ or by letting the user add a new name to the ‘contacts list’ (see below section in grey)]; [multiple names selection possible, allow the possibility to indicate “main” and all others]   + Partner’s department/division [pre-populated with information taken from the contact person (above); if more than one person and departmens / divisions involved, the system should indicate main in line with main above];   + Activity modality [select from drop down menu, Annex 5];   + Topics covered [fill in free text, max characters with spaces 400];   + The ESM division in charge and contact [select from drop down menu];   + Date/period [fill in using a standardized format];   + Documents [both options: ability to add a link to documents saved on the ESM SharePoint and/ or upload documents in the tool itself];   + Remarks [fill in free text, optional, max characters with spaces 400];   + Save/modify/delete buttons should be available. | Annex 1, 2, 3, 4 of support document (B.1) | Mandatory | |
| B.10 | “Contacts list” functionality enables management of contacts, whereas, a “contact” is understood as a person working for an institutional partner. Contacts list should be Outlook alike, a personal contacts database with powerful search function and contain all contacts from all partners that have been registered up to a given point in time. Additionally,   1. The tool needs to allow adding a new contact to the list (see Supporting document Level 4B for necessary data to fill in); 2. Adding new contact to the list should be only possible after a partner profile has been created (this is to have all people assigned); 3. Once a contact has been selected (either from the contact list or search function), printing an activity report that this person was involved in should be possible (format should be customizable, see also B.11); 4. Search by discussion topic should be possible (ex: one types ‘climate change’ and all persons with whom the ESM discussed this topic are listed); 5. Search by partner should be possible (ex: one typesof EU Institutions and all contacts from the EU Institutions are shown); 6. Search by department/division shall be possible. | Annex 1, 2, 3, 4 of support document (B.1) | Mandatory | |
| B.11 | Profile page of the selected partner (Level 4) shall include below views/fucntionalities:   1. Contacts  * Allows to view all contacts associated with the selected partner; * Allows to add a new selected partner contact.  1. Activities with partner  * Allows to see activities that the ESM has had up to a given moment in timewith the selected partner. The following views should be possible:   + All activities would show them in chronological order (possibility to select newest or oldest on top);   + Select a time period (e.g. from April 2020 to October 2020) to see activities with the specified time frame;   + Search by partner contact (type text);   + Search by activity modality (drop down menu);   + Search by the ESM division in charge or the ESM contact (drop down menu);   + Search by topic discussed.  1. Add a new activity  * Same functionality as B.9.  1. Print activities report  * Allows to print a report with selected data. The following reports should be avaialble:   + All activities with the selected partner so far;   + Activities by year/month;   + Activities by contact at selected partner;   + Activities by the ESM division/contact. * The reports should be customizable depending on the fields that the user wants to include. These fields would be any of the attributes filled in “new activity” or “partner profile”.  1. Level of partnership formalisation  * Allows us to see if the partnership is formalised (see also B.8 for drop down menu). If formalised, it gives direct access to the document (if uploaded in the system) or a link to its location in Sharepoint. | See support material to B.1 | Mandatory | |
| B.12 | L4 interface for adding new contact to the contact list needs to contain the following fields for user to fill in:   * First name * Last name * Partner name (company or institution) [drop down menu from existing list of partners, see Annex 1] * Job title * Department * Division * Email * Phone office * Mobile * Status of relationship [free text up to 200 characters including spaces] | See support material to B.1 | Mandatory | |
| B.13 | Previous jobs/positions incl. dates covered need to be logged and be extractable in a user-friendly manner. PSIR contacts often change jobs either within the same institution or across institutions and remain an important contact point in their new position. The tool should allow tracking this career evolution of each contact (person) so that when e.g. one of the ESM managers meets with that contact (person), this information can easily be tracked (e.g. information on when the ESM was in contact before with this person in his/hers previous professional capacity and retrieve the respective metadata attached to those interactions). | See support material to B.1 | Mandatory | |

1. **Functional Requirements: both divisions**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Description | Support document | Mandatory / Desirable |
| C.1 | The tool needs to be user friendly and have strong searching capabilities. | N/A | Mandatory |
| C.2 | The tool needs to have a possibility to enhance features and increase the list of attributes/fields as needed by business / subject to availability (e.g. social media ID as an attribute of the entities in the contact list). | N/A | Mandatory |
| C.3 | The tool needs to support the customization of fields, for example using filters on fields. | N/A | Mandatory |
| C.4 | The tool needs to include a "tag" functionality which can be used on free-text to match a portion of text with data defined in the database (stakeholders, events, institutions, entities, contacts/people). | N/A | Mandatory |
| C.5 | The tool needs to support the creation of dashboards on any data stored in the tool. | N/A | Mandatory |
| C.6 | The tool needs to contain an easy to modify Help section (e.g. in the form of Wikipedia) as well as the possibility to add explanations of the various fields, which can be accessed by hovering over them. | N/A | Mandatory |
| C.7 | The values need to be easy to update / retire. | N/A | Mandatory |
| C.8 | The tool has to support templates, which are easy to modify (no code). | N/A | Mandatory |
| C.9 | The tool should support to-do lists with tasks, assign or delegate tasks, status of tasks, deadline, etc. | N/A | Desirable |
| C.10 | The "tag" functionality should be associated with a time stamp. | N/A | Desirable |
| C.11 | Workflows, allocation of tasks, automation of tasks, triggers, alerts, etc. | N/A | Desirable |

1. **Technical Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Description | Support document | Mandatory / Desirable |
| D.1 | Application type: Cloud/SaaS based tool. | N/A | Mandatory |
| D.2 | The tool needs to be able to communicate with outside interface (e.g., Office 365 (API), incl. SharePoint, Website). To be specified by the supplier which and how. | N/A | Mandatory |
| D.3 | The tool and its interface need to display state-of-the art ergonomics. | N/A | Mandatory |
| D.4 | Graphic user interface needs to be flexible and modular according to user needs and preferences. | N/A | Mandatory |
| D.5 | The tool needs to allow to create, personalize and manage user accesses/user rights based on user profiles. At a minimum, the tool should allow to distinguish between reading rights and edit rights and segregate data across divisions. | N/A | Mandatory |
| D.6 | Certain specific data records need to only be accessible to specific user profiles or users. | N/A | Mandatory |
| D.7 | The provider should explain how archiving and/or back up works. | N/A | Mandatory |
| D.8 | The tool needs to be able to take over the ESM organizational structure from the Active directory. | N/A | Desirable |
| D.9 | Single sign on is preferred. | N/A | Desirable |
| D.10 | The tool shall enable audit trail. | N/A | Desirable |

1. **License Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Description | Support document | Mandatory / Desirable |
| E.1 | Access to the providers sandbox trial version on-line | N/A | Desirable |

1. **Implementation / Testing Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Description | Support document | Mandatory / Desirable |
| F.1 | The supplier shall dedicate a project manager and subject matter experts for the collaboration with the ESM in this project. | N/A | Mandatory |
| F.2 | Successful provider shall at minimum, as part of the implementation:   * + - provide and agree with the ESM the plan covering all activities until go-live of the tool in production;     - create and get the ESM sign off on the functional and technical specifications (gathered from these requirements and in the course of any additional workshops needed);     - create and get the ESM sign off on the testing documentation and provide sandbox for User acceptance testing ;     - functional testing is to be performed by the supplier     - execute end-user training of the ESM staff. | N/A | Mandatory |
| F.3 | Project completed when the go-live acceptance is signed off by the ESM Product owners; | N/A | Mandatory |
| F.4 | Change management approach shall be part of the implementation. | N/A | Mandatory |
| F.5 | The supplier should implement the user profiles/access rights set up, static data (master data ) set up, required interfaces and configuration of the tool/reporting according to requirements | N/A | Mandatory |

1. **Training Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Description | Support document | Mandatory / Desirable |
| G.1 | Provider shall have an experience in creating end user (master user) documentation and provide it as part of scope at the end of implementation (subject to ESM sign off / acceptance). | N/A | Mandatory |
| G.2 | Training of the ESM end users shall be part of the project scope (deliverable). | N/A | Mandatory |
| G.3 | Training of the ESM super user (“train the trainer”) shall be part of the project scope (deliverable). | N/A | Mandatory |

1. **OTHER**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Description | Support document | Mandatory / Desirable |
| I.1 | Working language for all interactions, tool and produced material needs to be English. | N/A | Mandatory |
| I.2 | High level testing of the tool is required during the selection phase based on the use cases using provider sandbox/licenses/ detailed interactive DEMO. | N/A | Mandatory |
| I.3 | The tool shall be capable of recording social media interactions with the ESM stakeholders. | N/A | Desirable |
| I.4 | The tool should be available on mobile devices and tablets with the same functionalities (IOS, IPad OS, MS Windows). | N/A | Desirable |
| I.5 | A one-way API with the ESM website shall be set up to synchronize biographies and photos. | N/A | Desirable |

The SRM Tool must be, at all times, in accordance with the current state of technology and must be updated, upgraded, enhanced and supplemented as required to ensure that it conforms at all times to best industry practices. The SRM Tool must be also GDPR compliant.

The tool must be user friendly, from both an infrequent user (“**General User(s)**” and “**Contributor(s)**”) and an expert/main user’s (“**Main User(s)**”) perspectives. The ergonomics, screen design and navigation of user interface must be intuitive. Approximately we have 60 user types, of which 10 with full control, 25 with limited edit/contribute rights, 25 with limited edit/contribute rights.

The following high-level use cases shall be covered in the pre-selection phase via interactive DEMO and/or user “touch and feel experience” via provider’s sandbox environment

*Use case 1*

The tool should allow all users with edit rights to create and manage information related to either CGIP or PSIR stakeholders, in particular:

1. create and maintain information on counterparts;
2. create and maintain information on points of contact;
3. create an event (meeting, conference, forum…);
4. upload and download documents related to an event;
5. Access, update or create data on stakeholders;
6. Access, update or create data related to interactions with stakeholders;
7. Upload and download documents related to a stakeholder or a specific interaction.

*Use case 2*

*As* a CGIP Officer, *in order to* keep track of the relationships with the ESM Members, *I need to*

1. identify points of contacts with each ESM Member. These contacts can change often with elections;
2. easily record, access and analyse the history of the conversation with each ESM Member on each topic, including mapping the contacts with the topics. Ideally, only the tool can be used to communicate back and forth;
3. map positions of the Members on each of the topic. These positions will also change with time (elections) and need to be captured/recorded with a timestamp;
4. follow-up easily on the bilateral discussions with the Members through an immediate access to latest developments of the conversation;
5. generate reports by themes/topics or the ESM Member;
6. ensure relevant internal actors have access in read or write mode according to their role in the management of the relationship. An advanced but easy to use access management is needed.

*Use case 3*

*As* a PSIR user, *in order to* manage and strengthen relationships with institutional partners, *I need to (inter alia):*

1. Identify and map different type of partners: the EU institutions and bodies, IOs, IFIs and global policy coordination forums, public sector offices outside of the EU, knowledge-sharing institutions and platforms;
2. identify points of contacts with each partner;
3. record the goals of the partnership, modalities of cooperation, joint activities and projects, and level of formalisation, including supporting documents;
4. generate reports by partner (or contact person /division within a given institution) overviewing activities;
5. ensure relevant internal actors have access in read or write mode according to their role in the management of the relationship.

*Use case 4*

*As a* contributor to the relationship with the ESM Member or institutional partner (team assistant, member of another team than CGIP or PSIR), *in order to* contribute to the relationship, *I need to* (depending on my role in the relationship and access rights):

* 1. create and maintain information on counterpart;
  2. create and maintain information on points of contact;
  3. create an event (meeting, conference, forum, etc.);
  4. upload and download documents related to an event.

*Use case 5*

*As a member of the management (Head of Division, Head of Department etc.),* *in order to* be briefed on the status of the relationship with the ESM Member or institutional partner I will

1. have a possibility to access a high-level summary of the joint activities with a given partner (incl. supplementary information as applicable such as topics being discussed, main takeaways, etc.).
2. the tool will generate the creation of high-level summaries (based on defined attributes) of interactions with stakeholders reports/briefings generated by stakeholder and/or by topic on the basis of the data collected in the tool.
3. **Language**

The ESM’s official working language is English. The SRM Tool must be available in English. All business exchanges and all administrative matters with the selected provider, including but not limited to the contract, any orders issued under the contract, invoicing, account management, analysis, reporting and other documentation must also be in English.

1. **Service Level Agreement**

*The proposed SRM Tool must be supported with a binding SLA for ongoing maintenance and technical support for the entire Contract term (including extensions, if any). The offered SLA must be, at a minimum, the manufacturer’s standard SLA offered to other clients and must include at least the following elements outlined below (including the service credits specified).*

* *Availability of the SRM Tool and corresponding service credits. If the availability of the SRM Tool drops below the given percentage the ESM may terminate the Contract on notice in writing to the Service Provider. Without prejudice to the right for the ESM to terminate the Contract, service credits shall accrue each time the availability of the SRM Tool drops below 99.5%, measured in monthly periods.*
* *The proposed SRM Tool must be available and fully functional 24 hours a day, 7 days a week, unless otherwise agreed, excluding scheduled maintenance windows which can only occur on specific days to be agreed in advance with the ESM.*
* *Technical support availability on request, directly from the Service Provider or its partners.*
* *Incidents management with categorisation of incidents by severity, impact on operations (with short explanation what it means in practical terms), response times and resolution times.*
* *A suitable method of measurement (i.e. tracking issue system) ensuring an audit trail on each call or email received from the ESM.*

*Upon ESM’s request, monthly reports in a format agreed with the ESM will need to be provided on  
the availability of the SRM Tool, requests received, and incidents raised and resolved.  
The SLA will form an integral part of the Contract* **and will be subject to further negotiation and approval.**

## Selection Criteria

As part of their Application, Candidates are requested to address each item/question below and supply the requested evidence in the correspondingly named and numbered way.

**Please note that for the purpose of the evaluation of the Applications the ESM will assess the responses provided to the items set out below in this Section 2.**

1. **Economic and financial standing**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Item No** |  | **SELECTION CRITERIA** | **EVIDENCE / RESPONSE REQUIREMENTS** |
| **Economic and Financial Standing** | **1** | **Pass/Fail** | Minimum of €580,000 turnover per annum generated from the provision of services similar to the services set out in Annex 1 to this PQD. | **Evidence**   * A signed self-attestation from the candidate confirming the ability to fulfil the requirements set out under this item. No specific template requested by the ESM. |

1. **Technical or professional ability**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Item No** |  | **SELECTION CRITERIA** | **RESPONSE REQUIREMENTS** |
| Technical or Professional Ability | **1** | **Pass/Fail** | The candidate must prove experience in the field of the deployment of their Stakeholder Relationship Management Tool & support services across a range of existing clients (to include both public & private sector). | **Description:**  At least five years of relevant experience similar to the services set out in Annex 1 to this PQD; and, at least three similar (in scope and complexity) projects completed in the last three years preceding the submission.  **Evidence**   * A signed self-attestation from the candidate confirming the ability to fulfil the requirements set out under this item. No specific template requested by the ESM. * At least three similar (in scope and complexity) projects completed in the last three years preceding the submission. |
| **2** | **Pass/Fail** | The candidate must be able to provide a Team of subject matter experts/consultants. | **Description:**  Team experience will be assessed at a consolidated level.  **Evidence:**   * A signed self-attestation from the candidate confirming the ability to fulfil the requirements set out under this item. No specific template requested by ESM. * Detailed CVs of the Subject Matter Expert Team members proposed. |
| **3** | **Pass/Fail** | The candidate must prove experience in onboarding the users after the technical implementation and provide consistent documentation on the tool. | **Description:**  Proof of providing user onboarding, training and documentation within the scope of implemented projects of a similar scope  **Evidence:**  A signed self-attestation from the candidate confirming the ability to fulfil the requirements set out under this item. No specific template requested by the ESM. |
| **5** | **Pass/Fail** | The use cases and timeline shall be demonstrated to the ESM as part of the selection process via an interactive DEMO and/or user “touch and feel experience” via provider’s sandbox environment. | **Evidence:**   * A signed self-attestation from the candidate confirming the ability to fulfil this requirement set out under this item. No specific template requested by the ESM. |
|  | **6** | **Pass/Fail** | The Candidate must confirm their ability to deliver mandatory service elements as described in Terms of Reference, as set out in Annex 1 to this PQD. | **Evidence:**   * A signed self-attestation from the candidate confirming the ability to fulfil this requirement set out under this item. No specific template requested by the ESM.   If the Service Provider cannot meet any of the requirements identified as ‘[Mandatory]’ in the Terms of Reference, they must clearly state which mandatory requirement(s) they cannot meet and if they can provide an alternative solution. Otherwise the requirement is considered as not met (failed). |

1. **Authorisation and suitability to carry out the relevant professional activity**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Item No** |  | **SELECTION CRITERIA** | **RESPONSE REQUIREMENTS** |
| **Authorisation and Suitability to Carry out the Relevant Professional Activity** | **1** | **Pass/Fail** | The candidate must prove that they have legal capacity to perform the Contract and the regulatory capacity to pursue the professional activity necessary to carry out the services subject to this procurement process. | **Evidence:**  Certificate of incorporation from the country of registration. |

**Annex 3: Other Required Information and Documents**

Candidates are requested to complete, date and duly sign by an authorised representative the below Cover Certification Form.

*3.1. Cover certification form*

*3.2. Consortium declaration*

*3.3. Subcontractor commitment letter*

*Note: See the separate document with the above declarations*

1. 360 degree view – history of interactions with a stakeholder and topics in which the stakeholder was mapped in [↑](#footnote-ref-2)
2. Facebook includes the need to have the pictures of people (is a type of report). [↑](#footnote-ref-3)