

Introduction

Thank you for your interest in this call for consultation and your participation.

The European Committee for Standardization (CEN) www.cen.eu and the European Committee for Electrotechnical Standardization (CENELEC) www.cenelec.eu are non-profit organizations headquartered in Brussels whose members are national standardization bodies¹. CEN, CENELEC and their members provide a platform open to stakeholders concerned to form technical committees on specific technical areas that develop voluntary standardisation documents which are made publicly available. A typical application of standardisation is to support the market introduction of innovative products and services by specifying requirements with respect to e.g. their quality, safety, interoperability or regulatory compliance in standardisation documents. For more detail on the role of CEN-CENELEC and standardisation in research and innovation see www.cencenelec.eu/research

Both organizations, CEN and CENELEC, are supported by a common CEN-CENELEC Management Centre (CCMC) in Brussels.

This consultation will be subcontracted by CEN but the market research will cover both, the scope of CEN and CENELEC.

¹ For a list of the CEN members see <https://standards.cen.eu/dyn/www/f?p=CENWEB:5> For a list of the CENELEC members see <https://www.cenelec.eu/dyn/www/f?p=web:5>

Consultation to Select Communication Consulting Services for the SESEC Project

Launch: 01 July 2019

Deadline for tenders: 15 July 2019, EOD

1 Contracting party

The European Committee for Standardization (CEN) and the European Committee for Electrotechnical Standardization (CENELEC) are non-profit organizations set up under Belgian law. According to EC Regulation 1025/2012 they are recognized European organizations for the planning, drafting and adoption of European Standards in all areas of economic activity including electro technology but excluding telecommunications. More information on CEN and CENELEC can be obtained at www.cen.eu and www.cenelec.eu, respectively. Both organizations

The present contract will be subcontracted by CEN.

Contact in CEN:

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2 The project SESEC IV

The SESEC refers to the Seconded European Standardization Expert in China Project. It is currently in its fourth phase, SESEC IV. It is a project co-funded by the European Commission, EFTA, CEN, CENELEC and ETSI. CEN is the project management partner.

The main objectives of SESEC IV are:

- "bridge building" with existing and new Chinese Standards Developing Organizations;
- close monitoring of the development of Chinese standardization reform, especially market-driven standards, in parallel to a close follow-up of Chinese standardization initiatives;
- providing tangible value to industry stakeholders; and
- support to EU standardization-related policies and the activities of project partners in China.

The project webpage can be found here: www.sesec.eu

3 Context of the services requested

Standardization is taking an unprecedented central place in Chinese policies in having a bigger influence at global stage as well as supporting and pushing forward its domestic industrial development. A reform of the Chinese standardization system is underway, so are a number of standardization initiatives aiming at supporting China's race to become the world's top supplier of new and high technology.

All these initiatives have an impact on European businesses, who are already operating in/exporting to China and who want to invest in/export to China. It is important that the SESEC project could help the partners and European stakeholders in identifying relevant partners,

setting up cooperation partnerships with the right focus and bringing in regulatory and standards related intelligence in identified priority sectors (IoT, AI, Cybersecurity, Medical Devices, Energy Efficiency and Intelligence Transport Systems) to enable a better understanding on Chinese standardization initiatives amongst the European communities.

4 Objectives of the services to be delivered

This call for tender aims to improve the visibility of the SESEC IV project deliverables mainly in the following aspects:

- Propose ideas to improve the presentation and user-friendliness of the SESEC website and with the CEN Project Manager's approval implement the agreed ideas in coordination with the website hosting company of the project;
- Improve the visual representation of project deliverables, which are bi-monthly newsletters, webinars, special and periodical reports;
- Capacity building (can be remote) for Beijing-based project team on communication skills, in particular related to deliverable drafting (for Newsletters and reports) and delivery (for presentations and webinars)

5 Tasks and deliverables

a. The following tasks will need to be carried out:

- 1) Studying the existing project website, and develop proposals to 1) improve its presentation and user-friendliness; 2) add a smart repository function.

Requirements of the smart repository function:

A central information repository for efficient information and knowledge management would be established, possibly integrating the SESEC website with interactive functions, various databases (e.g. activities and contacts) and difference access rights for different stakeholders to different deliverables, and enable key word search and interactive functions.

- 2) Develop proposals to improve the presentation and reader-attractiveness of project deliverables, including both visual aspects and linguistic aspects.
- 3) Communication skills capacity building - Providing guidance, training (if necessary) and support to the Beijing-based project team in the development of two newsletters (bi-monthly newsletters, examples can be found on project website) to make them more friendly and attractive for readers

b. Delivery dates:

- Website and deliverable improvement proposals (visual and presentation aspects) by 06 September EOD.
- Capacity building from September to December 2019

c. Period of the contract:

- The contract shall commence on 2019-08-01,² and end on 2019-12-31.
- Costs incurred before or after this period shall not be eligible for funding.

6 Eligibility Criteria

² Starting date is subject to the European Commission's approval of the consultation process and its outcome. The contract duration will be adjusted accordingly.

The applicants shall comply with the following requirements:

- adequate technical background and experience in designing visual presentations for websites and publications;
- proficiency in English;
- adequate experiences in providing communication consulting services, ideally to Asian (or Chinese) clients;
- ideally located or have an office in Belgium (where CEN is) or Beijing (where the project team is);
- Should your organization/individuals be in a potential situation of direct/indirect conflict of interest (e.g. reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest) by entering this tendering procedure, please inform us as such conflict of interest might lead to a withdrawn of your proposal. Thank you.(FPA 2014, Articles I.9.7 and II.4)

7 Proposals

Proposals shall be sent by email only to the CEN CENELEC Management Centre (zchen@cencenelec.eu) as soon as possible, **to be received at the latest by 2019-07-15**. Tenders received after this date will not be taken into consideration for the selection.

All documents shall be sent electronically to zchen@cencenelec.eu The proposal shall be in English and must contain:

- A preliminary proposal on improving the visual presentation of project website and deliverables.
- A preliminary proposal on capacity building on communication for the project team.
- A preliminary schedule of the overall process and potential meetings (and if necessary delivery dates for interim results).
- Evidence of professional experience, to be supported by references and samples of the portfolio.
- Any further documents to prove the qualification.
- Price (including potential travel costs).

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

8 Selection procedure

The selection and appointment of subcontracting party will be conducted by a selection panel composed of CCMC and the Project Expert.

The contract with the selected party will be signed by CEN.

9 Contact person

Any requests for additional information on contractual aspects should be addressed to Mrs Zhuohua CHEN, zchen@cencenelec.eu.