



**Call for Tender
for a Market Research Study on Standardisation in EU Framework Programmes (Horizon 2020
and FP7)**

***Hold in the context of the Grant Agreement CEN/2017-09
'Bridge the Gap between the Research, Innovation and Standardisation Community' -
BRIDGIT 2***

**Deadline for submissions:
March 25, 2018 at 17:00**

Introduction

Thank you for your interest in this call for tender 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 tender will be subcontracted by CEN but the market study 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>

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1 Contractual Matters

1.1. Subcontracting party

CEN - The European Committee for Standardization
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1.2 Legal basis

The present call for tender is financed by the "Bridge the Gap between the Research, Innovation and Standardisation Community (BRIDGIT 2)" specific agreement SA/CEN/2017-09 BRIDGIT 2, signed between EC/EFTA and CEN.

The financial support from the European Commission and EFTA is based on the Framework Partnership Agreement (FPA) 2014, legally based on the Regulation (EU) N° 1025/2012. Unless specified otherwise, and on condition of approval by EC and EFTA, costs of external subcontractors are funded at 100 %, with approx. 90,6 % being borne by EC and 9,4 % by EFTA.

Please direct all questions relating to the legal aspects of the tender procedure to the contact at the subcontracting party provided above under section 1.1.

1.3 Duration and procedure of the public call for tender

Launch: **2018-02-16**

Deadline for tenders: **2018-03-25**

Tenders shall be sent as soon as possible by email to the subcontracting party at the address provided above under section 1.1 to be received at the latest by 2018-03-25 at 17:00. Tenders received after this date will not be taken into account for the selection.

It will be possible to ask for further clarifications on this tender by email to a.altenpohl@austrian-standards.at until 2018-03-20. All clarification will be provided by email and will be made available to all tenderers.

There will be no compensation of costs incurred to draw up the tender. The selection of the subcontractor will be conducted by a selection panel composed of representatives of CCMC and of several CEN and CENELEC Members. A representative of the European Commission may also be included in the selection panel. Tenderers will be notified by email on the decision taken with regard to their tender by April 30, 2018.

1.4 Form and content of the tender

All correspondence must be in writing and in the English language. The tender has to contain a fixed offer price that includes all costs with 2 subtotals showing total field costs and the total of all other costs.

It will not be possible to modify offers after the submission in relation to the technical and financial proposals to ensure equal treatment to all tenders, except any refinements following the kick off workshop mentioned under sections 4.2 and 4.3. The offer made in the tender must be binding until May 31, 2018.

The following documents/information must be part of the tender:

- Bid, stating the fixed total price and broken down into total field costs and total other costs
- Concept of the research
- CVs of key personnel
- Expected findings
- Look and feel of deliverables
- Description of at least one project of reference
- Time schedule for the tasks to be carried out
- Any further documents to prove the criteria stated under 1.5 Eligibility Criteria and 1.6 Award Criteria

Incomplete tenders may be excluded from the selection procedure.

1.5 Eligibility criteria

Tenderers may form consortia for the purpose of this tender.

The tenderers shall demonstrate that they meet the following minimum criteria to be eligible for participation in the selection procedure described under 1.6 and shall submit suitable evidence thereon

- Minimum turnover of 1 mio EUR
- 5 years of experience in market research and with interview methodologies
- Experience of key personnel in relevant scientific research projects
- Experience in standardisation procedures and/or standardisation products

1.6 Selection Criteria

All proposals submitted in time that meet the above eligibility criteria will be ranked by a selection panel as follows:

- Concept of the study: up to 40 points
- Offer price excluding field costs: up to 30 points
- Technical capacity to carry out the study such as e.g. qualification of key personnel, IT and other infrastructure, quality management system, etc: up to 20 points
- Economic/financial stability and overall size of resources: up to 10 points

The winner will be the proposal with the highest number of points that is below the internal budget threshold (best value for money). When preparing the tender, the tenderer should consider to allocate no more than 10 consultant days for the development of the concept.

1.7 Payment arrangements

The payment of the market research will be divided into the following three parts:

- 20 % of the total will be paid after the receipt of the report on the kick-off workshop;
- 50% of the total will be paid after the oral presentation of the findings of the study;
- 30% of the total will be paid after the receipt of all deliverables foreseen under Section 4.3 by the agreed contractual delivery date (in principle end October 2018) and upon approval of the report by the European Commission.

2 Context of the market research study

Horizon 2020 is the eighth framework programme (FP) of the European Union funding research and innovation and is implemented by the European Commission with a budget of nearly 80 Billion EUR running from 2014 to 2020 <https://ec.europa.eu/programmes/horizon2020/>. Horizon 2020 was preceded by FP7 and will be followed by FP9, which has been/will be funding research and innovation projects in a comparable setting.

The EU framework programmes provide grants to research and innovation projects through open and competitive calls for proposals to address specific research topics. The research and innovation projects typically take the form of Consortia with a Coordinator and several Partner entities (such as research organisations, industry, consulting firms) from different European countries. CEN and CENELEC Members are generally eligible as Partners or Coordinators of FP projects.

To date around 2000 research and innovation projects received funding under Horizon 2020 that address Horizon 2020 topics which specifically mention standardisation in the description of the research topic by asking the project for example to standardise certain processes or outcomes; or to contribute to or build on existing standardisation in the area; or to closely cooperate with standardisation bodies on the topic, etc. CEN and CENELEC Members were/are Partners or Coordinators in around 40 research and innovation projects funded under Horizon 2020 and a further 30 research and innovation projects that were funded under FP7.

In addition to direct participation as Partners or Coordinators in around 70 FP research and innovation projects, CEN and CENELEC Members have been and are involved indirectly in 30 additional FP research and innovation projects. Such indirect involvement includes for example

- Subcontracting of specific standardisation tasks from the research and innovation projects
- Membership on advisory boards to research and innovation projects
- Granting "liaison" (e.g. observer) status to research and innovation projects in related CEN and CENELEC technical committees
- Other

In total, CEN and CENELEC Members have been involved in around 100 FP projects, taking direct and indirect participation into consideration.

Many of the research and innovation projects with direct or indirect involvement of CEN and CENELEC Members have resulted in classical CEN or CENELEC standardisation documents² such as European Standards (EN), Technical Specifications (TS), Technical Reports (TR) or CEN and CENELEC Workshop Agreements (CWA).

Others typical activities and standardization deliverables of research and innovation projects with direct and indirect involvement of CEN and CENELEC Members are

² <https://boss.cen.eu/reference%20material/Guidancedoc/Pages/Del.aspx>

- giving an overview of the existing standardisation documents in the CEN/CENELEC/ISO/IEC system and providing access to them
- advising on how existing standardisation documents could be further developed and/or used for the benefit of the project
- identifying relevant technical committees and other related standardisation bodies in the CEN/CENELEC/ISO/IEC system and arranging for a form of participation in them

However, the vast majority of research and innovation projects in response to research topics with a reference to standardisation activity are carried out without the direct or indirect involvement of CEN and CENELEC Members. Typically, these do not result in a standardisation document or in a participation in a CEN and CENELEC entity such as a Technical Committee or a CEN or CENELEC Workshop. It is not well understood what these non-CEN and CENELEC standardisation activities and outcomes consist of, and how they compare to typical outcomes and activities provided by CEN and CENELEC Members. However, a stronger involvement in research and innovation projects with important standardisation components is seen as a strategic priority by many CEN and CENELEC Members, and this market research is meant to support such a stronger involvement.

3 Objectives of the market research study

CEN and CENELEC Members have been involved directly and indirectly in a large enough number of framework program projects to now be able to systematically gather and evaluate the evidence on the experience, in order to identify key success factors and best practices to improve the capacity of CEN and CENELEC Members to address standardisation needs under EU framework projects going forward.

The main research tool to gather the relevant evidence will be interviews with (preferably) all the research and innovation projects with direct or indirect participation of CEN and CENELEC Members, and also with a sample of research and innovation projects with important standardisation components that were/are carried out without any participation of CEN and CENELEC Members.

The list of projects with involvement of CEN and CENELEC Members and their type of involvement and any resulting standardisation deliverables will be made available to the subcontractor. In addition, a screening of Horizon 2020 projects with important standardisation components that were or are carried out without the involvement of CEN and CENELEC Members will also be made available.

Specifically, the objective of the market study is threefold:

1. To create transparency on standardization in research and innovation projects with and without the participation of CEN and CENELEC Members with respect to :
 - a. needs of research and innovation projects related to standardization, - their type and relative importance (share of total)
 - b. standardization activities carried out, - their type and relative importance
 - c. standardization outcomes or deliverables, - their type and relative importance
 - d. standardizers – their type (e.g. CEN and CENELEC Members vs other types) and their relative importance
 - e. links/types of participation between standardisers and research and innovation projects – their type and relative importance

2. To evaluate the experience and arrive at key success factors and best practices for CEN and CENELEC Members from past and ongoing standardization work in research and innovation projects with respect to the whole life cycle of the project:
 - a. How to select FP projects and how to be invited by FP consortia to join the project ?
 - b. How to write the components of research and innovation proposals relating to standardisation that are compelling ?
 - c. How to plan and deliver standardisation activities in the course of the project that meet the needs of the research and innovation project ?
 - d. How to follow up on the standardisation outcomes of the research and innovation project to ensure that they will have impact ?

3. To demonstrate positive results and impact from standardization carried out in research and innovation project to provide compelling arguments for research and innovation projects to engage with standardization and specifically with CEN and CENELEC Members as their standardizer of choice, e.g. :
 - Benefits deriving from involving a professional standardiser in a research and innovation project
 - Advantages from participation in standardization technical committees
 - Impact achieved by standardization deliverables that were produced
 - Other

4 Tasks of the subcontractor

4.1 General

The main task of the subcontractor is to develop a concept for a study and to plan, implement and carry out the study to gather and analyse the facts on standardisation in FP research and innovation projects to address the objectives stated in the section above.

The activity must include interviews with all/nearly all of the around 100 FP projects (the list of the respective projects will be made available to the subcontractor) with direct and indirect participation of CEN and CENELEC Members as well as with a representative sample of FP projects with important standardisation components that are or were carried out without the participation of a CEN and CENELEC Member (the list of the respective projects will be made available to the subcontractor). Further sources of information beyond interviews may be suggested by the subcontracting party.

4.2 Concept and Plan

We expect the development of the concept to require no more than 10 consultant days. The concept should provide details on e.g.:

- how a maximum positive response rate from relevant research and innovation projects can be achieved with respect to the interviews ?
- the number and type of interview to be carried out, e.g. online interviews with follow up by in depth interviews or the setup of focus groups, etc) to gather the required evidence

- the profiles of the interviewers involved
- which interviewees (e.g. coordinator, partner, EC project officer, CEN and CENELEC Member, EC evaluator, ...) are targeted to understand specific success factors and best practices
- possible indicators to measure and demonstrate "impact" or "benefits" of standardisation and standardisation deliverables
- how to determine the needs of research and innovation projects with respect to standardisation ?
- how to determine best practices and key success factors ?
- Other

A time schedule must be provided for the work to be carried out with milestones and specific activities and should foresee the work to be completed by the end of October 2018.

The selected subcontractor shall participate in a kick-off workshop with representatives from CCMC and CEN and CENELEC Members to discuss and refine the proposed concept and plan.

4.3 Deliverables

Deliverables must include:

- A report on the kick off workshop which includes the finalised concept and plan
- The summarized raw data from the interviews (of those interviews that the interviewee has granted permission to do so), e.g. tables showing the value of responses given by individual respondents without disclosing their identity and illustrative quotes where relevant
- An oral presentation of the findings of the study to CEN and CENELEC Members and representatives of CCMC with questions and answers by the end of September 2018
- A comprehensive final report summarizing the findings including a clear list of insights and recommendations relating to e.g.
 - Perceived strengths of CEN and CENELEC Members vs other standardisers
 - Criteria by which research and innovation consortia choose their standardisers
 - Unmet needs of research and innovation projects that could be addressed by Members
 - Key success factors and best practices for standardisation through the lifecycle of the research and innovation projects
 - Compelling evidence on the positive impact of standardisation in research and innovation projects
 - Other
- An executive summary of the comprehensive final report
- 2 partial subversions of the final report, one targeted at research and innovation projects with standardisation components and one targeted at CEN and CENELEC Members

Further deliverables and their content can be suggested by the tenderer
