



**This presentation material does not contain sufficient information to be used, in any way, in the context of the Invitation-to-Tender AO 6052.**

**The only documents relevant to AO 6052 are those published in EMITS.**

**Please ensure that your Outline Proposal is compliant with ITT AO 6052.**

**This presentation was produced just to help to understand the context of the AO and, in a simplified manner, some of the Rules and Procedures associated with ESA procurements.**



**Invitation to Tender (ITT) AO/1-6052/09/NL/CBI**

**Announcement of Opportunity (AO)**

**Call for Outline Proposals under the  
Czech Industry Incentive Scheme**



Without an EMITS registration there is NO access to:

- 1) Invitation-To-Tender (ITT) package
- 2) reference documentation linked to the ITT

Without EMITS registration (ESA Bidder Code) there is no contract.



1. The ITT package
  - a) Content
  - b) Linked detailed Information
  - c) Reference documentation
2. The Tendering Period
3. The Tender Evaluation
4. The Negotiation
5. Basic Step-by-Step Recipe
6. What to submit?
7. When will I know?
8. Questions
9. Other



- **Cover letter**
  - In EMITS: “Letter of Invitation”, file: AO6052-li00pe.pdf
- **Appendix 1 – Reference Documentation**
  - In EMITS: “Statement of work”, file: AO6052-ws00pe.pdf
- **Appendix 2 – Draft Contract**
  - In EMITS: “Contract Conditions”, file: AO6052-cc00pe.pdf
- **Appendix 3 – Special Conditions of Tender**
  - In EMITS: “tender Conditions”, file: AO6052-tc00pe.pdf
- **Clarifications (can be several)**
  - In EMITS: typically “Clarification....”, file: typically clXXpe.pdf



- **Technology Research Programme Workplan 2005-2007**
  - Link in Section 7. c) of the Cover letter, file:AO6052-TEC-SB\_7935\_TRP2005-2007.pdf
- **Technology Research Programme Workplan 2008-2010**
  - Link in Section 7. c) of the Cover letter, file: AO6052-TEC-SB\_7934\_TRP2008-2010.pdf
- **Cosmic Vision 2015-2025 Technology Plan**
  - Link in Section 7. c) of the Cover letter, file: AO6052-TEC-SB\_7936\_CTP2008-2010.pdf
- **General Support Technology Programme 4 Workplan**
  - Link in Section 7. c) of the Cover letter, file: AO6052-GSTP-4-Workplan.pdf
- **General Support Technology Programme 5 Workplan**
  - Link in Section 7. c) of the Cover letter, file: AO6052-GSTP5\_Element1\_i20095e.pdf
- **European GNSS Evolution Programme, 2007-2009**
  - Link in Section 7. c) of the Cover letter, file: AO6052-EGEP-workplan-2007-2009-v02.pdf
- **Proposal Template**
  - Link at the end of Appendix 3 – Special Conditions of Tender, file:AO6052-AnnexB-STC-ProposalTemplateCzechAOFinal.doc



- General Clauses and Conditions (GCC) for ESA Contracts
- General Conditions of Tender for ESA Contracts
- PSS Forms for cost proposal submission
  - For this Call for Outline proposals you will need at least PSS A1, A2 and A8.

**These Reference Documents can be obtained in EMITS  
with a GUEST login (no login)**



Responsible Contracts Officer: C. Binedell (RES-PTS)  
Fax: +31 71 565 5773  
E-mail: [Carla.Binedell@esa.int](mailto:Carla.Binedell@esa.int)

Subject: Announcement of Opportunity AO/1-6052/09/NL/CBI

**ANNOUNCEMENT OF OPPORTUNITY  
CALL FOR OUTLINE PROPOSALS UNDER THE CZECH REPUBLIC  
INDUSTRY  
INCENTIVE SCHEME**

Item No. in ESA List of Intended Invitations to Tender: 09.135.02  
Budget output: 0734

Dear Sirs,

The European Space Agency (ESA) hereby invites you to submit an outline proposal in the frame of the Announcement of Opportunity for Outline Proposals under the Czech Republic's Industry Incentive Scheme.

The Announcement of Opportunity has been published on EMITS on 16<sup>th</sup> March 2009.  
(<http://emits.esa.int/>).



In ESA, the Cover Letter contains always a number of **essential features** characterising the specific activity covered by the ITT e.g.

- The name of the responsible contracts officer (C. Binedell)
- It contains all programmatic and cost constraints (see following slides)
- How to obtain clarifications
- The formal conditions of submission, i.e. the exact duration of the tendering period and the exact date (15 May 2009) and time (13:00 hours) by which proposals must be physically in the hands of the ESTEC's Central Mail Registry. **Please use a courier service and send to the Contracts Officer (Carla Binedell) the proof (tracking number).**



### APPENDIX 1 to AO/1-6052/09/NL/CBI

#### REFERENCE DOCUMENTATION

#### ESA Programmes with Czech participation

##### 1. The European Space Agency (ESA)

The European Space Agency, created in 1975 as result of the fusion of the satellite and launchers organisations ESRO and ELDO, works as an intergovernmental organisation with the mission to provide and promote the exploitation of space science, space research and technology development and the deployment of space applications. The activities of the Agency are financed via its eighteen Member States (Luxembourg and Greece joined ESA in 2005 and the Czech Republic at the end of 2008) and Canada as associate Member State. ESA activities are also financed by third parties for specific programmes, e.g. EUMETSAT.

Government of the Agency is done through the ESA Council and its Committees on Industrial Policy (IPC), Science (SPC), Administration and Finance (AFC) and International Relations (IRC). Further to these Committees, ad-hoc Programme or Participant's Boards steer ESA's activities in different ESA optional programmes (JCB-Joint Communication Board, PB-Earth Observation, PB-Launchers, PB-Human Spaceflight, Microgravity and Exploration and PB-Navigation).

##### 1.1 Space Technology - Background

The ESA Ministerial Council meeting held in Berlin in 2005 approved programmes and activities amounting to nearly 8.1 € billion for the period 2006 -2010. The approximately 3 € billion ESA's budget for 2008 is split into 10 major lines either under



This document contains information on:

- Summary description of all Optional ESA Programmes with Czech participation
- What are the Technological Readiness Levels (TRL) used in ESA as well as,
- A description of ESA Programmes with a strong technology R&D component



Contract No. xxxxx/09/NL/CBI

with

[Contractor]

[title of Contract]



The draft contract, based on the current revision of the **General Clauses and Conditions (GCC) for ESA contracts** is specifically tailored to the needs of the activity covered by the ITT. The draft contract reflects the intended “rules of the game”: full compliance is expected.

- Part I. All clauses shall apply unless stated otherwise in the contract
- Part II of the GCC, concerned with Intellectual Property Rights, Option A shall apply
- The clauses with an "Option" will be finalised at the negotiation stage
- the Draft Contract is tailored for straightforward contracts, should the activity be more complex the Contract will be adapted.
- The Annexes form an integral part of the contract



### APPENDIX 3 TO AO/1-6052/09/NL/CBI

#### ANNOUNCEMENT OF OPPORTUNITY: CALL FOR OUTLINE PROPOSALS UNDER THE CZECH REPUBLIC INDUSTRY INCENTIVE SCHEME

#### SPECIAL CONDITIONS OF TENDER

##### 1. INTRODUCTION

For the purposes of this Announcement of Opportunity, the Agency's "General Conditions of Tender for ESA Contracts", available on EMITS under "Reference Documents" ► "Administrative Documents" and referred to as the General Conditions of Tender, shall apply as specified, amended or supplemented by these Special Tender Conditions. In the event of conflict between the General and the Special Conditions, the Special Conditions shall prevail.

##### 2. LENGTH OF THE OUTLINE PROPOSAL

The outline proposal shall be concisely written using the proposal template provided in Annex B – Proposal Template, including its cover letter. Non submission of the signed cover letter may lead to a rejection of the proposal for evaluation. The total number of pages (including the cover page) shall not exceed 25 pages, the minimum font size to be used is Arial 10, single spacing.

##### 3. NUMBER OF PROPOSALS FOR SUBMISSION PER BIDDER

The number of proposals per bidder is restricted to 5 (five) independent and unrelated proposals, should this number be exceeded a justification shall be provided. Failure to





Together with the **General Conditions of Tender** (covering the more generic and formal aspects), the **Special Conditions of Tender** can be regarded as the Agency's "detailed instructions" i.e.:

- Length Of The Outline Proposal
  - 25 pages
- Number Of Proposals Per Bidder
  - 5 independent and unrelated proposals
- Period Of Validity Of Proposal
  - 8 months
- Contents Of The Cover Letter And Outline Proposal
- Description Of The Process Of Evaluation And Selection
- Expression of Intent
  - **Send it please!!**



The **General Conditions of Tender** (available on EMITS) shall apply to all Invitations to Tender except for where they are modified or amended by the **Special Conditions of Tender**.

- **Annex A:** Expression of Intent is to be sent to the Contracts Officer.
- **Annex B:** Template Proposal - Your outline proposal is to be submitted on this template
  - The requested PSS forms (A1, A2 and A8) and instructions on how to complete them are available on EMITS.





- **Annex B: Template Proposal**

- Part A - Cover Letter
  - MUST be signed
- Part B – Technical and Application Proposal
- Part C – Financial, Management and Administrative
  - The PSS forms MUST be submitted by both the bidder (contractor) and his sub-contractors (one set each). Please note that all PSS forms are to be signed.



- During the tendering period all questions must be submitted in writing to the Contracts Officer (Carla.Binedell@esa.int).
- Those Questions and Answers that are of relevance to all Bidders, will be published on EMITS as a clarification for the benefit of all bidders.
- Bidders are not entitled to contact ESA staff about the outcome of the evaluation of the AO after the closing date (13:00, 15<sup>th</sup> May 2009).
- At the end of the tendering period there is a formal opening (Tender Opening Board) of the outline proposals that have arrived at the Central Mail Registry. The compliant proposals will be accepted for evaluation by the Tender Evaluation Board (TEB). Non-compliant proposals will be rejected and not evaluated.
- Note that ESA will **NOT** send an acknowledgement of receipt regarding your outline proposal.
- Be sure that your proposal arrives in time (before 13:00 on the 15<sup>th</sup> May 2009) and send by email a scan of your courier receipt to the Contracts Officer.



The technical evaluation is performed by the Tender Evaluation Board (TEB):

- TEB is composed of technical ESA staff that are experts in the specific area of the proposal
- Statement of Non-Disclosure and Non-Interest Form signed by all TEB members
- All outline proposals reviewed technically by the TEB
- The TEB will assess the proposals and mark them
- TEB report with technical evaluation, ranking of proposals and recommendations is submitted to ESA-Czech Task Force
- Outline proposals that may be implemented without a request for a full proposal will be identified.



**See Section 6.B of Special Conditions of tender.**

ESA's Tender Evaluation Board (TEB) will evaluate the outline proposals using the following criteria:

- 1 CLARITY AND CREDIBILITY OF THE TECHNICAL OBJECTIVES; BACKGROUND AND EXPERIENCE RELATED TO THE PARTICULAR FIELD CONCERNED OF THE COMPANY(IES) AND KEY PERSONNEL; ADEQUACY OF PROPOSED FACILITIES; ADEQUACY OF THE PROPOSED TECHNICAL STEPS TO ACHIEVE THE OBJECTIVES.
- 2 CURRENT AND TARGETED MATURITY STATUS OF THE DEVELOPMENT; PROSPECTS FOR USE IN ESA PROGRAMMES THAT CZECH REPUBLIC PARTICIPATES; CONSISTENCY WITH PROGRAMMATIC OBJECTIVES.
- 3 CREDIBILITY OF THE COST ESTIMATION AND THE PROPOSED SCHEDULE. ADEQUACY OF MANAGEMENT APPROACH.
- 4 COMPLIANCE WITH THE ADMINISTRATIVE TENDER CONDITIONS OF THE CALL FOR OUTLINE PROPOSALS AND ACCEPTANCE OF THE DRAFT CONTRACT.



The Task Force performs the programmatic evaluation

1. Takes into account the TEB report containing the technical evaluation, marks, ranking and recommendations
2. Considers programmatic priorities and national interests
3. Recommends activities for implementation

Task Force meeting for the programmatic evaluation is currently planned for end-June/July or mid-September (if many proposals are received).



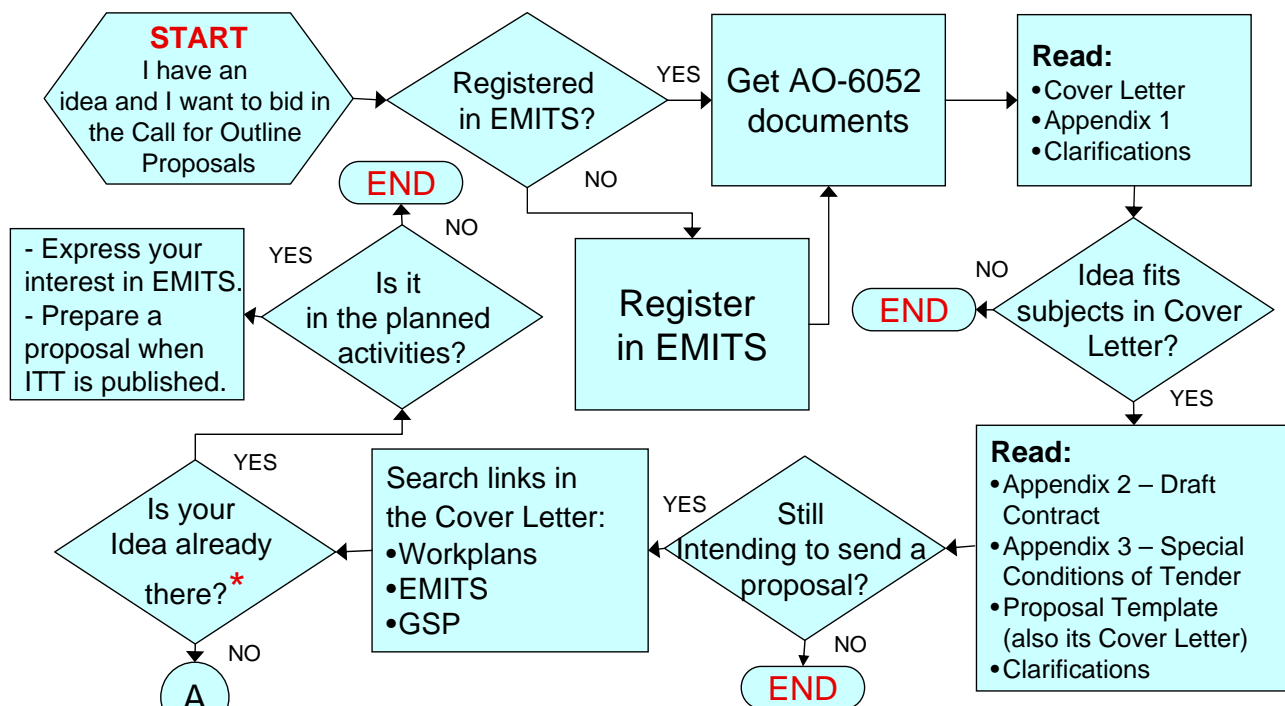
On the basis of the TEB evaluation and the Task Force there are the following possibilities for a positive outcome:

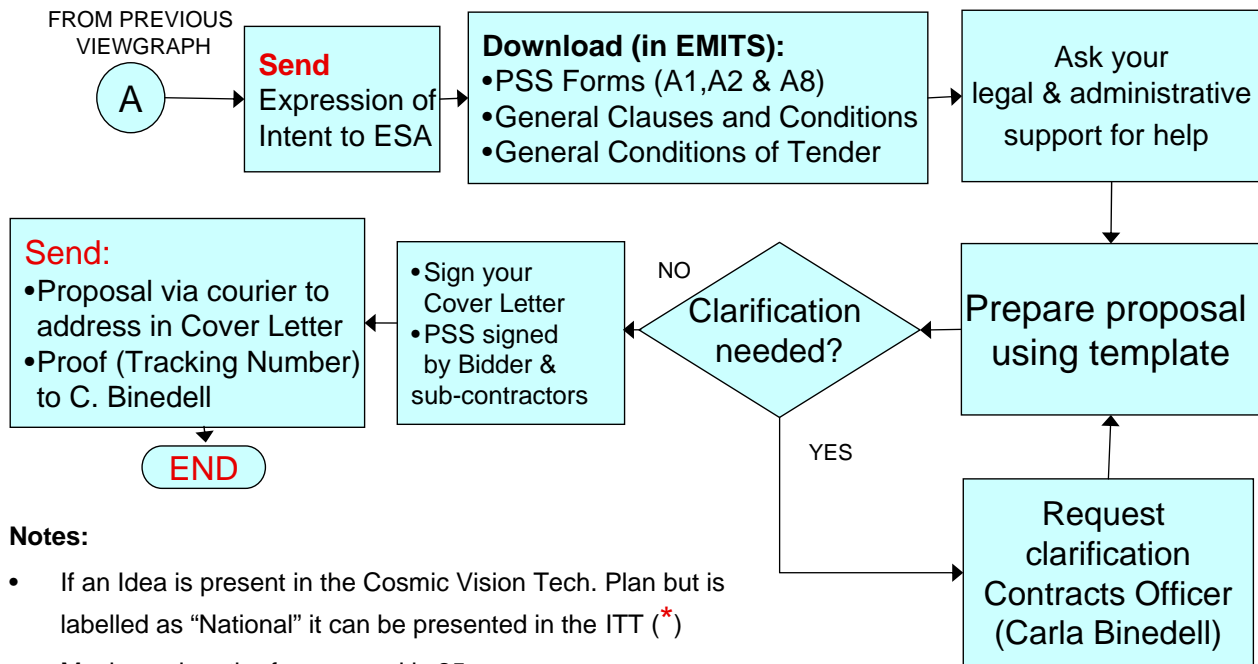
1. The Bidder is invited to a negotiation meeting on the basis of the submitted Outline Proposal
2. The Bidder is requested to submit a full proposal (structure and content of full proposal will be specified by ESA)
3. A restricted competitive invitation to tender (ITT) in the case of very similar selected Outline Proposals



In the case of a negative outcome see Section 6.F of Special Conditions of Tender:

- F. The contact person of the Prime Contractor mentioned in the proposal (see point 5 in the cover letter of Annex B- Proposal Template), will be informed in writing of the result of the AO after a decision has been taken. Upon receiving notice that his proposal has been unsuccessful, a bidder may request the nominated ESA Contracts Officer to advise him of the reasons why the proposal has not been retained in a telephonic debriefing. Any information will be limited to the bidder's own proposal. The decision on the result of the AO will be without appeal, and the Agency will not enter into correspondence on the reasons for the decision.





### Notes:

- If an Idea is present in the Cosmic Vision Tech. Plan but is labelled as "National" it can be presented in the ITT (\*)
- Maximum length of a proposal is 25 pages
- Maximum of 5 independent and unrelated proposals unless justified.

## 6. What to Submit? Who can be involved?



From Cover Letter:

- The present Announcement of Opportunity (AO) is addressed only to Czech companies (including SME) or academia and research organisations.** The present AO is part of the Czech Republic's Industry Incentive Scheme aiming at supporting the participation of Czech Republic into the European Space Agency activities.

Recipients of the present AO are therefore requested to note that the Agency can only consider proposals from companies or organisations residing in Czech Republic. Consortia including companies & organisations within other ESA Member States may be authorised if duly justified. Tasks assigned to non-Czech entities shall in any case not constitute the core activities of the proposed study or development.



### Tips:

- If your company/institute has no expertise in space activities a non-Czech partner maybe part of the team but you have to ensure that you are doing the core activities (as prime or sub-contractor as appropriate).
- if test or qualification facilities are necessary and these are not available in the Czech Republic or the know-how to do it, you may have a non-Czech partner (as prime or sub-contractor as appropriate).



From Cover Letter:

2. The subject of the present AO is exclusively for:
  - a) Flight Hardware activities with preference for those related to platform technologies and sensors or to generic technologies with potential for re-use
  - b) Research and development activities (including feasibility studies) leading to products (hardware or software), services, technology demonstrations or to generic technologies with potential for re-use and
  - c) preparatory activities (e.g. studies, user requirements or market surveys) to support Czech competitiveness in ESA programmes (optional and mandatory) that Czech Republic subscribes

**Note:** Education and awareness activities shall not be considered in the present call.



#### Tips:

- a) gyros, torkers, satellite structural elements, space (micro-) electronics, harnesses, part of a scientific instrument, etc. ... anything that flies....  
*In this case careful phasing should be done if appropriate.*  
*If you are an university or research institute you may be the lead in the first phase of the activity but ensure that you have a Czech industrial partner that can produce/manufacture ("industrialise") the product. Following phases must be lead by industry.*
- b) Any study that may lead to a product as in a) or to a software product. Services and technology demonstrations. Feasibility studies to start the evaluation of a potential attractive device or (sub-) system.  
*Involvement of industry may also apply as above*
- c) Any study that may support Czech competitiveness in an area of potential interest bringing future contracts to the Czech Republic.



From Cover Letter:

- 4. **Bidders are invited to submit Outline Proposals quoting for a) flight hardware activities a price not higher than Euro 1.000.000, for b) research and development activities a price not higher than 200.000 and c) preparatory activities, not higher than Euro 100.000.**

**The finally selected activities, after successful negotiation, will result in firm fixed price contracts 100% funded by ESA. The Agency reserves the right to conduct a pre-award audit, if deemed necessary.**





From Cover Letter:

**7. The technical content of the Outline Proposals shall take into account the following:**

**a) The technical subject shall have potential for further development in:**

- ESA activities or programmes or
- addressing specific niche markets (no competitive products available elsewhere in Europe or when a second source would be an asset) or
- enabling Czech industry/institutes to enter general ESA procurement or else fostering the creation of strong and long-term relations between Czech firms and well-established European space firms.



### Tips:

- If it is a single-shot activity => forget it!
- It must have a good chance of being used in a ESA programme.
- If what you propose does not exist in Europe (in the world it would be fantastic) and it has a use in ESA space activities then ... very good chances.
- to have an activity with another European player where a customer-supplier relationship is established through the development of a product... that would be very good.



From Cover Letter:

**b) The technical subject shall take into account the priorities of the ESA-Czech Republic Task Force:**

- proposals that could lead to products relevant to the activities of ESA's mandatory programme will be of special interest. For information, the mandatory programme is composed of Space Science (that, in principle, funds the spacecraft, its launch and operation and ground-segment and does not fund scientific instruments) and the General Budget (refer to Appendix 1 to the AO)
- in addition, proposals preparing the participation of the Czech Republic in optional programmes will be considered. Priority will be given to programmes that the Czech Republic currently subscribes to, namely: GSTP, ARTES 1, ARTES 3-4, ARTES 10, ARTES 20, EOEP, GMES-SC, MTG, FLPP(SDT), ELIPS, ETHE, EGEP and PRODEX.

See Cover Letter for programme acronyms



### Tips:

- Priority is given to the mandatory programme.
- Scientific instruments (or parts) are not funded by the Space Science Programme, however a development may allow the creation of space hardware expertise. This is true if done in an industrial setting to retain the expertise created. Other examples, not directly related to Space Science, could be specialised equipment for the ground-segment or space-segment.
- If the Czech Republic already participates in a optional programme, where it may have difficulty with winning bids, then it makes sense to support preparatory activities that then are taken over, in later phases, by the optional programme itself.



From Cover Letter:

- c) Bidders should avoid duplication of ongoing and intended activities with ESA ongoing and intended programmes. For detailed information concerning the Agency's programmes, bidders are advised to consult:

Namely: GSP, TRP, GSTP, CTP, EGEP, EMITS (see Cover Letter for links)

- d) The technical subject should be independent from previous activities: The Outline Proposal shall not be seen as a Rider/CCN (Contract-Change-Notice) to a past or present ESA contract unless it refers to a logical continuation of an activity funded under PECS.



### Expected schedule:

ESA-Czech Task Force Meeting

- End-June/July 2009 or mid-September (if high number of proposals)

Communications to Bidders

- 4 to 6 weeks after Task Force meeting

First contracts based on Outline Proposal

- 4 to 6 weeks after Task Force meeting



### Questions:

Questions?



### Course material

[http://www.esa.int/SPECIALS/Events\\_Training/index.html](http://www.esa.int/SPECIALS/Events_Training/index.html)

e.g.:

- Quality assurance
- Software engineering
- Writing a Good Proposal
- Etc...

### SME dedicated site

<http://www.esa.int/SPECIALS/SME/index.html>

### ECSS (European Cooperative Space Standards)

<http://www.ecss.nl>

### ESID (European Space Industry Directory)

<http://www.esidirectory.org>