

# 3rd Call for Outline Proposals under the Plan for European Cooperating States (PECS) in Cyprus

- Overview Calls 1 and 2
- Announcement of a top down study
- The 3<sup>rd</sup> Call

4 April 2019



# Plan for European Cooperating States



Cyprus signed the ECS Agreement on 6 July 2016 and PECS Charter on 5 July 2017. So far, 16 PECS contracts were approved by the Task Force.

The current ECS Agreement with Cyprus will last until July 2022. It aims at supporting Cypriot entities for future involvement in ESA programmes and activities and to prepare the ECS participants in the most efficient manner for future association to ESA or for accession to ESA convention.

This is achieved by:

- Familiarizing entities with ESA practices and standards
- Developing competitive capabilities, products & services with respect to European industry
- Developing cooperation between ECS scientific users and industry, and European partners
- Educational initiatives

The Cyprus PECS programme awards contracts to Cypriot entities via Calls for proposals, which is the object of this presentation.





# Overview of Cyprus PECS Open Calls



## 1<sup>st</sup> PECS Call

28 proposals were received, 7 were approved

Success Rate: **~25%**

Scores range: 48 – 69, **Average: 53.7**

## 2<sup>nd</sup> PECS Call

21 proposals were received, 9 were approved

Success Rate: **~43%**

Scores range: 47.5 – 69.5, **Average: 57.8**

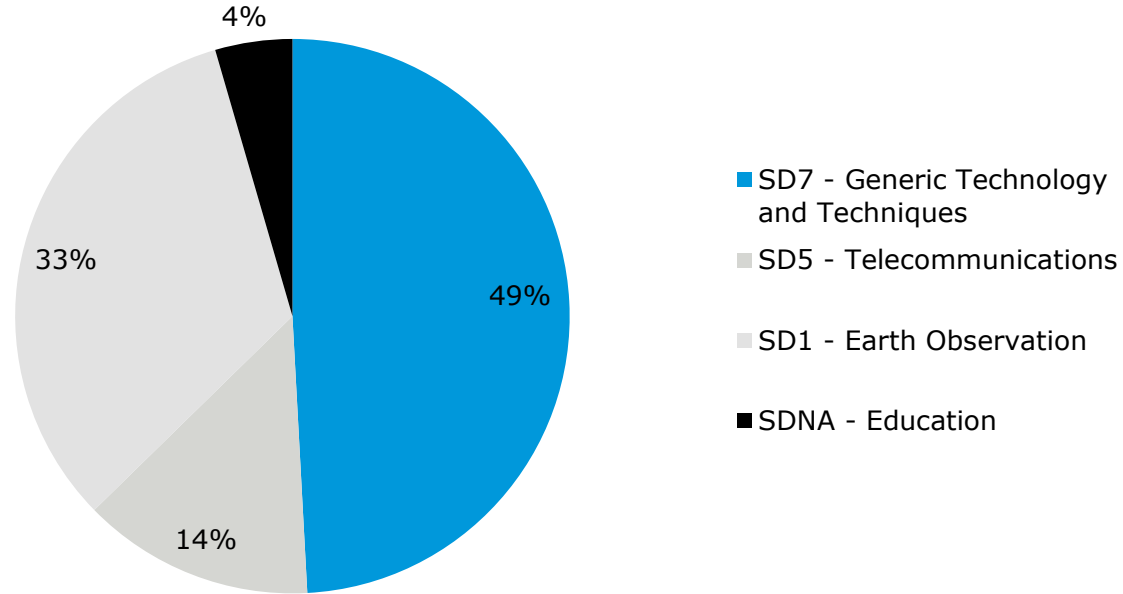




# Cyprus PECS Fields of Activity



## Commitments per Service Domain



# Feasibility Study of Cyprus Space Sector Development - Overview

4 April 2019

# Objectives and Work Overview (1/2)



**The objective is to assess the development potential of Cyprus' industrial capabilities with potential in the space sector, its technologies and readiness to collaborate with the European Space Agency.**

- Review and evaluate Cyprus' capabilities and potential in the space sector
- Produce a full list of entities with potential to enter the space market
- Evaluate the long term potential of each entity/technology
- Suggest (reasoned) areas to focus development efforts
- Recommendations for the development of Cyprus space policy

*It is a 'top down' activity (i.e. you will respond to a Statement of Work rather than define your own objectives)*



# Objectives and Work Overview (2/2)



## **Task 1:** Mapping of Cyprus Industrial Sector with Potential in the Space Sector

- Survey of all industry and academia that could work with ESA/ benefit from work in space

## **Task 2:** Potential Development Scenarios

- Identify the key areas with most potential for return on investment/ long term sustainability
- Propose high level development strategies for these to maximise the benefit of involvement in space

## **Task 3:** Roadmap of Cyprus Space Sector Development

- Propose roadmap maximising return on investment and suggesting the areas to focus on

## **Task 4:** Space Policy Recommendations

- Develop justified recommendations and options as inputs to a Cyprus space policy (including consideration of ESA programmes, third party programs, EU, commercial and national funding)



# Practical Information



- 9 months, 75 k€
- Will be issued on EMITS on: 12 April 2019
- Deadline for proposals expected: 27 May 2019
- Start of work expected: July/August 2019
- Documents on EMITS will include:
  - Statement of Work – sets the objectives and scope of the work
  - Cover Letter, Proposal Template, Contract Conditions (in similar manner to open call)





# 3rd Call for Outline Proposals under the Plan for European Cooperating States (PECS) in Cyprus

## AO/1-9785/19/NL/MH

4 April 2019

# DISCLAIMER



**This presentation material does not contain sufficient information to be used, in any way, in the context of the ITT (Invitation-to-Tender) AO/1-9785/19/NL/MH.**

**This presentation is just to help understand, in a simplified manner, some of the Rules and Procedures associated with ESA procurements and in particular of this ITT.**

**Please ensure that your Outline Proposal is compliant with the requirements contained in the ITT AO/1-9785/19/NL/MH documentation.**



# Summary of presentation



1. ESA Tools - Basics of ESA Procurement
2. ITT Package for Permanently Open Call for Outline Proposals
  - a) Cover Letter
  - b) Draft Contract
  - c) Tendering Conditions
  - d) Proposal Template
3. The Tender Evaluation
4. The Negotiation Period
5. Debriefing
6. Schedule
7. Questions
8. Proposal Template (and hints and tips)
9. Face to Face (1-on-1) Meeting Agenda



# 1. BASICS OF ESA PROCUREMENT

## ESA electronic procurement tools



Main ESA Corporate Applications which are supporting the procurement process:

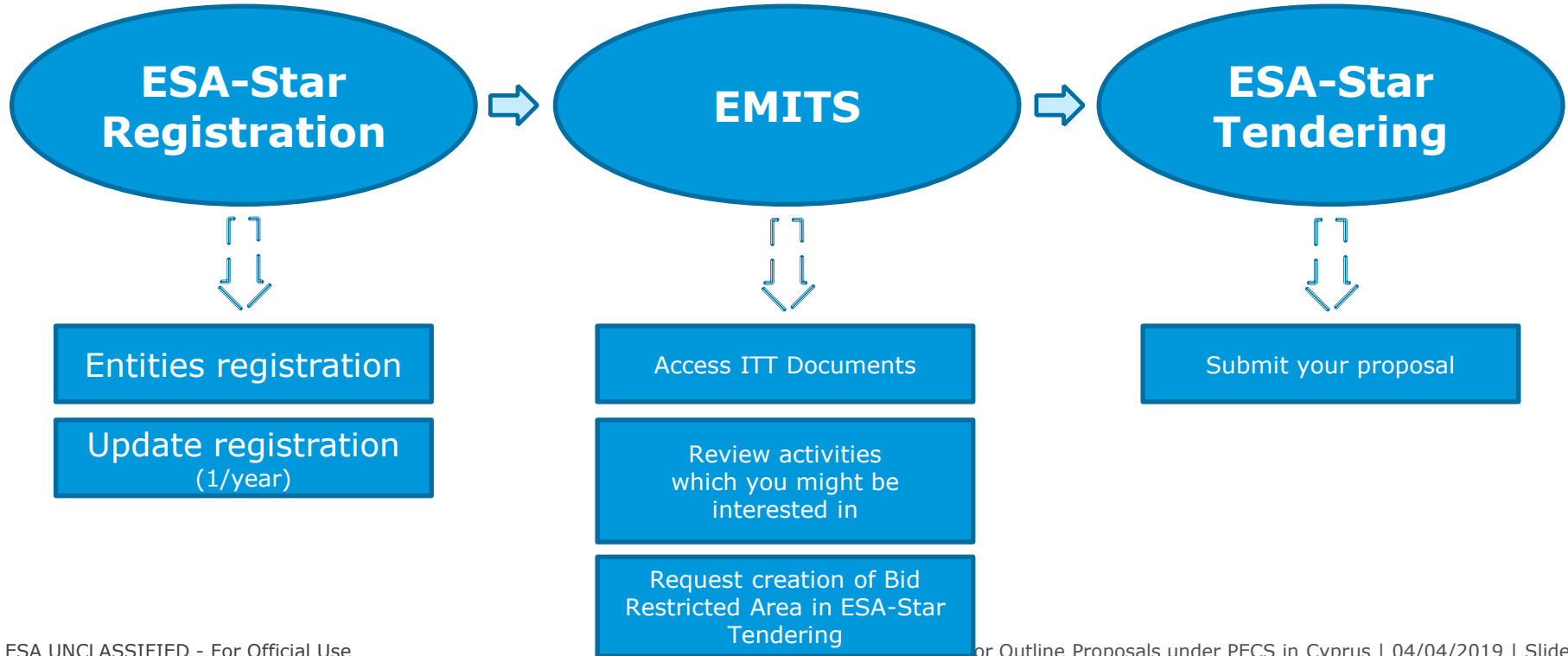
- **ESA-STAR**: ESA's online System for **Tendering** and **Registration** – is the electronic Tendering interface for ESA and its external partners.
- **EMITS** : ESA's web-based system for publishing Invitation-to-Tenders (ITT).
- **ESA-P**: ESA's portal for the supplier once a Contract is signed with ESA. It covers all financial aspects (invoicing/payments) => **access ONLY when you have a contract with ESA.**

Attention: You may refer to the **CY3\_Briefing\_Handbook Basics of ESA Procurement\_04apr2019.pdf** provided for additional information.



# 1. BASICS OF ESA PROCUREMENT

## ESA electronic procurement tools

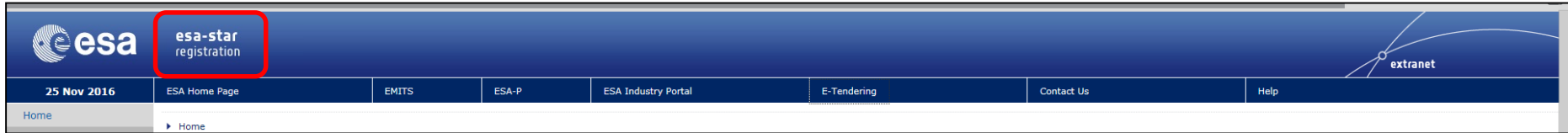


# 1. BASICS OF ESA PROCUREMENT

## ESA - STAR Registration



ESA-STAR Registration (<https://esastar-emr.sso.esa.int/>)



Registration on **ESA-STAR** is a pre-requisite for all entities wishing to do business with ESA.

Without an **ESA-STAR** registration (ESA Entity Code) there is **NO** access to the ITT documents in **EMITS**.

User ID and password will be given to you after the **ESA-STAR** registration is validated by ESA.



# 1. BASICS OF ESA PROCUREMENT

## EMITS - Electronic Mail Invitation to Tender System



<https://emits.sso.esa.int/>

ESA's web-based system for publishing Invitation-to-Tenders (ITT). It includes:

- A list of intended ITTs for Open Competitions: potential Tenderers may declare their interest and see which companies did the same.
- Many technical, administrative and contractual standards and documents (e.g. PSS-A forms, ESA GCC, engineering standards etc).
- Open Competitive ITTs, Direct Negotiation and Restricted Competition
- Competitive ITTs published by other entities under ESA Best Practices scheme
- NEWS – Consultations to industry, Announcements, etc.
- Companies can see the tender documents in case :
  - Participating country in open competition,
  - Direct negotiation with the company,
  - For restricted tenders, if they are a company addressed by ESA.

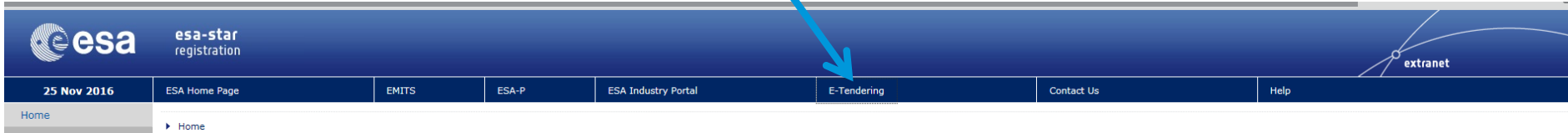


# 1. BASICS OF ESA PROCUREMENT

## ESA – STAR Tendering



ESA-STAR Tendering (<https://esastar.sso.esa.int/>)



Once you are registered in **ESA-STAR Registration**, you can access **EMITS**.

When you find an ITT in **EMITS** for which you want to bid, you need **ESA-STAR Tendering**

In **EMITS** you request the system to create a dedicated work area (the Bidder's Restricted Area in ESA-STAR) where you can:

1. submit clarification and extension requests up to the deadlines set by ESA.
2. upload and submit offers to ESA.
3. recall your proposal at any time before the closing date.

Video: [http://www.esa.int/spaceinvideos/Videos/2016/03/Bidder\\_Restricted\\_Area\\_creation\\_and\\_structure](http://www.esa.int/spaceinvideos/Videos/2016/03/Bidder_Restricted_Area_creation_and_structure)





# 1. BASICS OF ESA PROCUREMENT

## ESA-P - ESA Portal for suppliers



**You won't need to access ESA-P until you have a contract with ESA**

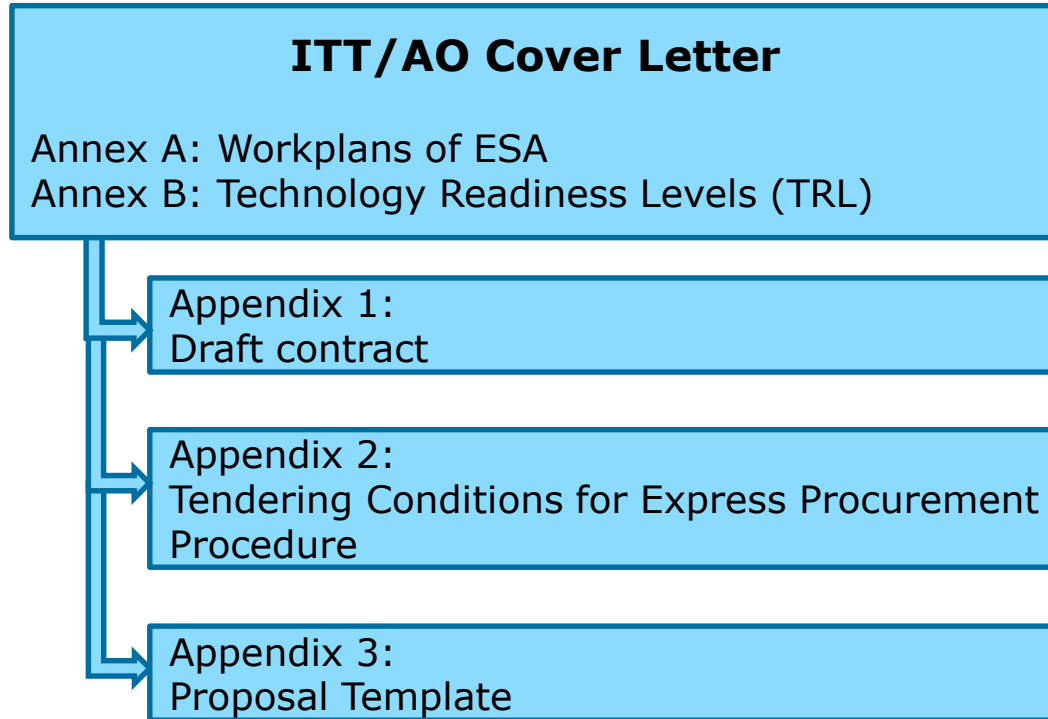
1. All financial aspects (i.e advance payments and invoicing/payments) are dealt with using ESA-P, ESA's financial tool based on SAP
2. You can request a username and password to our helpdesk:  
[IDHelp@esa.int](mailto:IDHelp@esa.int) or +39 06 941 80700, option 2
3. Tutorials on how to use ESA-P are available on the supplier's portal:  
[http://esa-p-help.sso.esa.int/QUICK\\_GUIDE\\_How\\_to\\_SUBMIT\\_a\\_MAC\\_or\\_INV\\_or\\_ADV.pdf](http://esa-p-help.sso.esa.int/QUICK_GUIDE_How_to_SUBMIT_a_MAC_or_INV_or_ADV.pdf)



# Invitation to Tender (ITT) AO/1-9785/19/NL/MH

## Invitation to Tender for the Third Call for Outline Proposals under the Plan for European Cooperating States (PECS) in Cyprus

## 2. ITT Package



# 2. ITT Package – Cover Letter



ESA UNCLASSIFIED ITT - For Internal Use - Limited Distribution



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estec

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and Technology Centre  
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2201 AZ Noordwijk  
The Netherlands  
T +31 (0)71 565 6565  
F +31 (0)71 565 6040  
[www.esa.int](http://www.esa.int)

Responsible Contracts Officer  
Mr Marnix Houten (IPL-PTS)  
Tel. +31 71 565 8230  
Fax +31 71 565 5773  
E-mail: [marnix.houten@esa.int](mailto:marnix.houten@esa.int)

**Subject:** Invitation to Tender for the Third Call for Outline Proposals under the Plan for European Cooperating States (PECS) in Cyprus.

**REF.:** AO/1-9785/19/NL/MH

Activity No. 10000xxxxx in the “esa-star” system

**ITEM No.:** 19.179.02 in the list of ESA intended Invitations to Tender

**BUDGET LINE:** E/0908-12 - PECS CYPRUS

**CATEGORY:** ESA EXPRESS PROCUREMENT (EXPRO+) / OPEN-COMPETITIVE

Dear Sir or Madam,

The European Space Agency (“the Agency”) and the Ministry of Transport, Communications and Works of the Republic of Cyprus hereby invite you to submit an outline proposal, in the frame of the Third Call for Outline Proposals under the Plan for European Cooperating States (PECS).

This Invitation to Tender (ITT) has been established and will be processed following the approach, tailored to low- to medium-value procurement actions, called “EXPRESS PROCUREMENT Plus – EXPRO+” and a competitive evaluation procedure will be used.

Your tender is required to conform to the conditions specified in this letter and in the applicable appendices.

Your tender shall be submitted **exclusively in electronic format via the “esa-star” system** [see: <https://esastar.sso.esa.int/> ]. The EXPRO/Tender Conditions contain further information on “esa-star” and its operation.



## 2. ITT Package – Cover Letter



The Cover Letter contains a number of **essential features** regarding the ITT e.g.

- The name of the responsible Contracts Officer (M. Houten)
- Submission **deadlines** for evaluation
- All **programmatic** and **price** constraints
- Description of the process of evaluation and selection
- Evaluation criteria
- Instructions and restrictions for proposals submission



## 2. ITT Package – Cover Letter



**The ITT/AO is expected to be published on the  
17<sup>th</sup> of April 2019**

The Cover Letter indicates the formal conditions of submission, i.e. the **exact duration of the tendering period and the exact date (18<sup>th</sup> of June 2019) and time (13:00 hours CET)** by which proposals must be submitted.

**Attention: It is highly recommended to submit early to ensure any issues encountered can be resolved and your work successfully submitted before the deadline.**



## 2. ITT Package – Cover Letter

### What to submit?



#### See section 1 of the COVER LETTER:

- 1. The present ITT is addressed only to legal entities (including SME) or academic and research organizations in Cyprus.** Potential Tenderers are therefore requested to note that the Agency can only consider Proposals from companies or organizations residing in Cyprus, which operate in accordance with the laws of the Republic of Cyprus. However, consortia including companies & organizations within other ESA Member States may be accepted if duly justified. Tasks assigned to **non-Cypriot entities** shall in any case **not constitute the core** activities of the proposed study or development and shall **not exceed 20%** of the total price. This limit does not apply to procurement of equipment required to carry out the work when duly justified.



## 2. ITT Package – Cover Letter

### What to submit?



#### Tips – when to include a sub-contractor:

- ✓ If your company/institute has no expertise in space activities an European partner may be part of the team (as sub-contractor) but you have to ensure that you are doing the core activities.  
Example: one of the Large-Space-Integrators, defining requirements and/or specifications or performing tests and/or qualification.
- ✓ If test or qualification facilities are necessary and these are not available in the country or the know-how to do it, you may have an European partner within the ESA Member States (as sub-contractor or service provider).
- ✓ Be sure to **explain** clearly what the sub-contractor is doing and **why they are needed**.
- ✓ **Including a potential end customer (e.g. for requirement definition or final testing support) is considered very good**





## 2. ITT Package – Cover Letter What to submit?



See section 2 of the COVER LETTER:

2. The total budget earmarked for this ITT is :  
**1,400,000 Euro (One million and Four Hundred Thousand Euro).**



## 2. ITT Package – Cover Letter

### What type of activities?



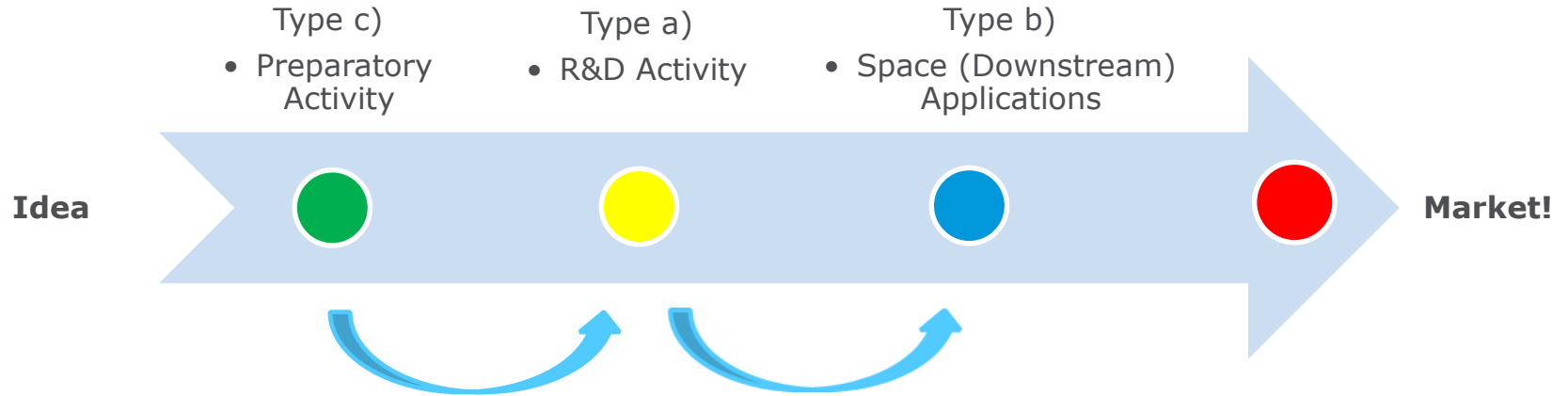
The subject of this ITT is exclusively for the following activity types:

- a. Research and Development Activities**
- b. Space Applications**
- c. Preparatory Activities**
- d. Awareness and Education Activities**



## 2. ITT Package – Cover Letter

### What type of activities? Expected flow



## 2. ITT Package – Cover Letter

### What type of activities?



- c) Preparatory activities:** Paper studies and simple breadboard activities (e.g. feasibility studies, market surveys, user requirements and breadboard demonstrators) aimed at supporting national competitiveness related to ESA programs to which Cyprus may subscribe in the future or the initial steps of a product development for Space with potential for use on ESA missions.
- **No TRL requirements**
  - **Up to 100 k€**
  - **May be led by any legal entity depending on the specific context while ESA mission related services must be led by industry.**

**Startup/Spinoff  
Friendly!**



## 2. ITT Package – Cover Letter

### What type of activities?



- a) **Research and Development activities** (including *technology demonstrations, industrial processes and their qualification/certification*) leading to products (hardware or software) or to generic technologies with potential for re-use.
- **The start TRL shall be at least 2**
  - **Up to 250 k€**
  - **should be led by industry if the target TRL is higher than 3.** For target TRL 3, or lower, the proposal may be led by industry or academic/research organisation.



## 2. ITT Package – Cover Letter

### What type of activities?



- b) Space applications, products and services** making use of ESA/European space infrastructure that is already existing or scheduled for operation in the near term.
- **The start TRL shall be at least 4**
  - **Up to 225 k€**
  - **Should preferably be led by industry** but in any case the **consortia making a proposal must include partners** who have the capability to develop the application, product or service to the point where it can be brought to the market and become part of an ongoing, sustainable business.



## 2. ITT Package – Cover Letter

### What type of activities?



#### d) Awareness and education activities:

- i. to develop **university courses** and curricula about space technology and its practical application;
- ii. to raise awareness about space technologies and their practical application (including demonstration activities in **secondary education** institutions and science centres);
- iii. to increase young people's motivation to choose space related education and industry as a career.
  - **Up to 50 k€**
  - **May be led by either industry, universities/research organizations or other national entities** depending on the context.



### ANNEX B of the Cover letter

- **Technology Readiness Levels (TRL)**
  - Outline Proposal requires that you identify the start and target TRL of the proposed activity.
  - Contains information to help you identify the start and target TRL.
  - TRL is given for Software, Applications and Services as well as Commonly Used Engineering Terms.



# 2. ITT Package – Cover Letter: Annex B - TRL

## ANNEX B

ESA has adopted the Technology Readiness Level (TRL) scale as a way to measure the maturity of a technology. It has now become a well-established standard. Indicate the TRL of the technology to be developed under the Contract using the classification given below (for additional information on definitions, please refer to footnote 4).

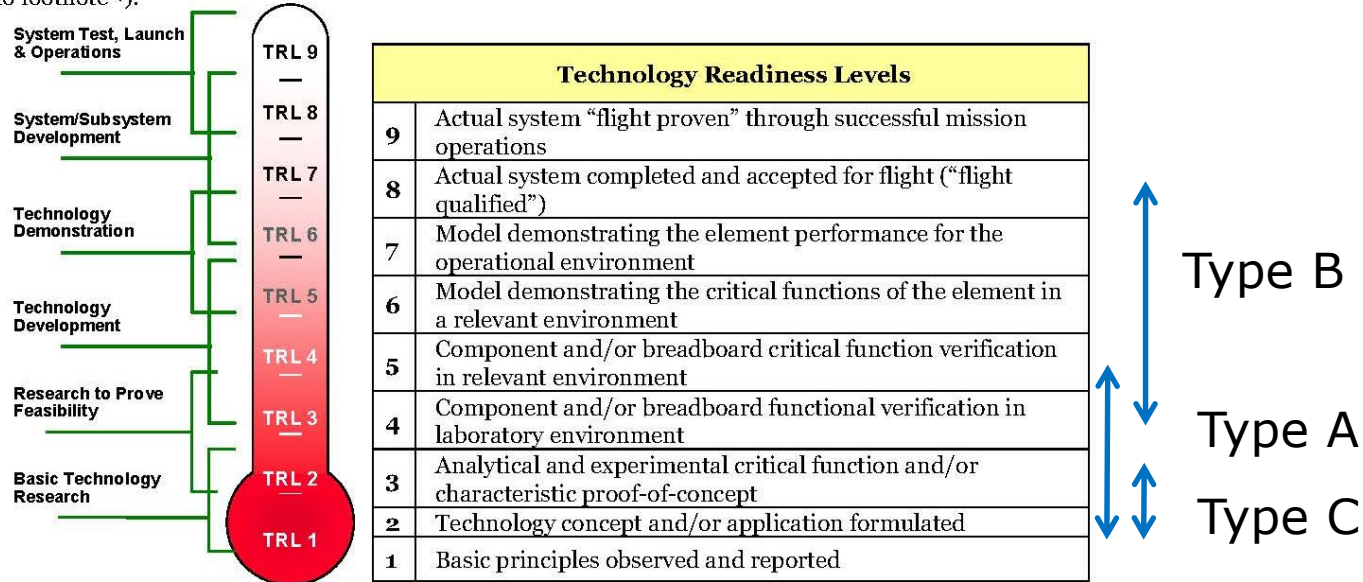


Figure 1 – Technology Readiness Levels adopted in ESA

Regarding the maturity status of software the same number of TRL are indicatively used. A short description using software engineering terms is shown in Figure 2.

## 2. ITT Package – Cover Letter

### What content?



#### 6. The proposed activity shall have potential for further use or development in ESA activities:

##### a) The proposed activity shall address **AT LEAST** one of the following:

- foster the development of space-related capabilities, especially in industry, in preparation for a potential future accession of the Republic of Cyprus to the ESA Convention;
- address specific niche markets (no competitive products available elsewhere in Europe or when a second source would be an asset);
- foster the creation of strong and long-term relations between national firms and well-established space firms in ESA Members States;
- foster the creation of strong and long-term relations between national firms and national universities and research institutions.



## 2. ITT Package – Cover Letter

### What content?



#### See section 6 of the COVER LETTER:

- c) Tenderers shall avoid duplication of ongoing and intended activities in ESA activities. Such duplication may lead to rejection of the proposal. Duplication of activities carried out in EU (or Public) programmes may also lead to rejection. The documents in Annex A hereto provide visibility of the workplans of ESA. However, complementarity to these activities is allowed.
- Such duplication will lead to rejection of the Outline Proposal.

**Programmatic Alignment:** Search the workplans (documents) and the websites supplied (ANNEX A of the COVER LETTER) to be sure that your idea/proposal is not already covered. If it is, your proposal will be rejected.



## 2. ITT Package – Cover Letter Workplans



### ANNEX A of the Cover letter

- Links to workplans for all relevant ESA programmes
  - Discovery, Preparation, Technology Development (DPTD)
    - Discovery and Preparation Programme
    - Technology Development Element (TDE)
  - Science Core Technology Programme (CTP)
  - European Exploration Envelope Programme (E3P)
  - General Support Technology Programme
  - Earth Observation
  - Global Navigation Satellite System
  - Advanced Research in Telecommunication Systems (ARTES)
  - Space Situational Awareness
- **Intended** Invitations-to-Tender (EMITS) covering all ESA Programmes
- Currently **Open** Invitations to Tender (EMITS) covering all ESA Programmes

**A potential Tenderer must check if the activity s/he plans to present is already in ESA plans and Intended Invitations to Tender (ITT).**



## 2. ITT Package – Cover Letter

### Compliance and number of proposals



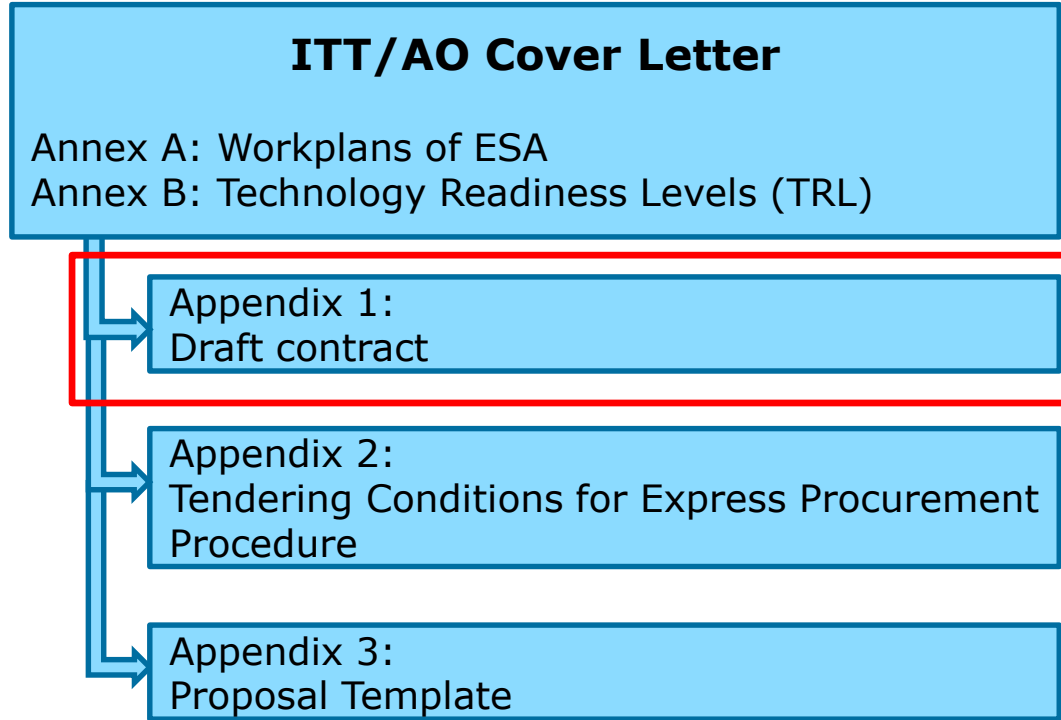
#### Number of proposals for submission per Tenderer

The number of proposals per Tenderer (as prime contractor) **is restricted to a maximum of 2 (two)** independent and unrelated proposals.

- You are required to clearly state that you **accept all terms and conditions of the Draft Contract** (see point 10 of the Cover Letter of the Proposal Template);
- Your tender is **valid during a period of fourteen (14) months** from the date of tender submission.
- **The total number of pages for the proposal shall not exceed 25.** These 25 pages excludes the Cover Letter, the PSS forms and Annexes (if any).



## 2. ITT Package – Appendix 1: Draft Contract



# 2. ITT Package – Appendix 1: Draft Contract



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**ESA Contract No. 4000xxxxxx/19/NL/MH**

**with**

**[Contractor]**

**[Title of Contract]**

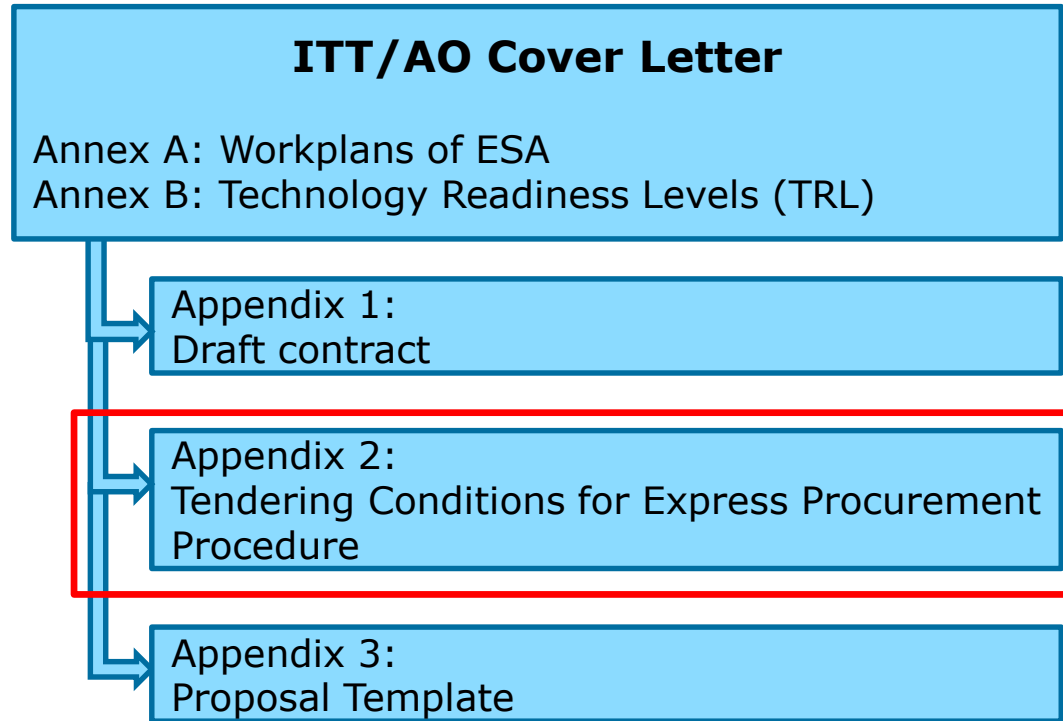


### Full compliance to terms and conditions are expected

- The draft Contract, is based on the EXPRO (+) Contract and the “relevant” parts of the ESA General Clauses & Conditions ( ESA GC & C) are embedded in the Contract with some adaptations.
- 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 (e.g. flight hardware activities) the Contract will be adapted accordingly.
- The Annexes form an integral part of the Contract.



## 2. ITT Package – Appendix 2: Tendering Conditions



# 2. ITT Package – Appendix 2 : Tendering Conditions



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Appendix 2 to ESA AO/1-9785/19/NL/MH  
Tendering Conditions (EXPRO/TC)  
Page | 1

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**EUROPEAN SPACE AGENCY – ESA**  
**EXPRESS PROCUREMENT PROCEDURE – “EXPRO” / “EXPRO+”**  
**TENDERING CONDITIONS (“EXPRO/TC”)**

**NOTE**

For the purposes of “EXPRO” and “EXPRO+” categories of Requests for Proposal (RFP) and Invitations to Tender (ITT) aimed, respectively, at the placing of contracts for low- to medium-value procurements through a simplified tendering procedure, the Agency’s ESA Procurement Regulations (ESA/REG/001, rev. 4) shall be the applicable regulatory framework, as specified, amended or supplemented by these EXPRO TENDERING CONDITIONS (“EXPRO/TC”). The list of adopted waivers from the ESA Procurement Regulations can be found in Annex I hereto.



## 2. ITT Package – Appendix 2: Tendering Conditions

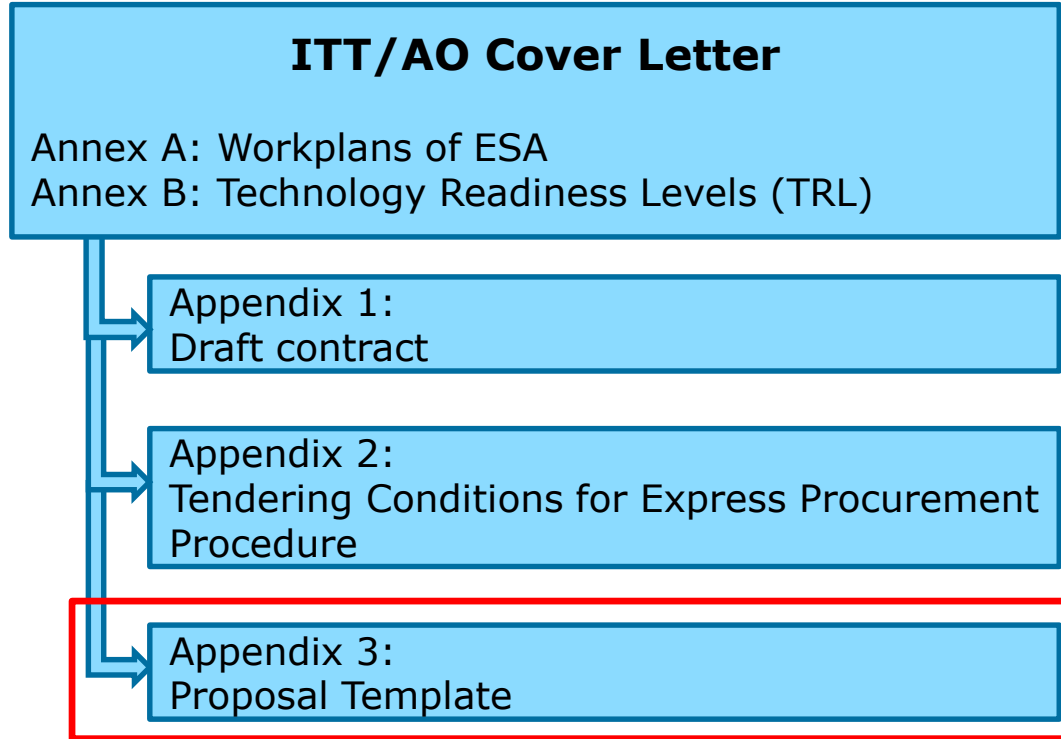


- The **EXPRO (+) Tendering Conditions** (“EXPRO/TC”) apply instead of the ESA General Conditions of Tender.
- What type of Information will you find ?
  - Formal conditions for tendering (eligibility, negotiation, retention etc.)
  - Compliance and Key Acceptance Factors
  - Communication with ESA
  - Proposal submission conditions
  - General considerations regarding ESA-STAR
- The **Proposal Template** support the compliance with the Special Conditions of Tender.

**NOTE: Annex II to the Tendering Conditions contain important practical information for submitting proposals to ESA-STAR.**



## 2. ITT Package – Appendix 3: Proposal Template



# 2. ITT Package – Appendix 3: Proposal Template



Appendix 3 to  
ESA AO/1-9785/19/NL/MH  
Proposal Template  
Page 1 of 5

## ESA TENDERING STANDARDS FOR “EXPRESS PROCUREMENT” (“EXPRO+”)

### COVER LETTER

**[N.B. Please use this template to prepare your proposal. Once the proposal is complete and internally validated, please remove all captions in red colour, delete all ESA headers/footers, add your own logos, headers/footers prior to finalising your proposal for submission to ESA.]**

**When submitting to “esa-star” system, separate the Cover Letter from the Detailed Proposal Template according to the required proposal elements]**

### COVER LETTER

Title of the proposal: ..... *(Tenderer to insert title of the proposal)*  
The proposal is a resubmission: **YES or NO**  
If YES, enter title of initial proposal: .....

From: ..... *(Tenderer to insert name of the company/institute submitting the tender)*

Date: ..... *(Tenderer to fill in the date of the proposal)*

To: The EUROPEAN SPACE AGENCY (ESA)  
The European Space Research and Technology Centre (ESTEC),  
Keplerlaan 1,  
2201 AZ Noordwijk,  
The Netherlands

**Att.: Mr Marnix Houten (IPL-PTS)**

Subject: **ESA AO/1-9785/19/NL/MH  
Invitation to Tender for the Third Call for Outline Proposals under the Plan for  
European Cooperating States (PECS) in Cyprus**

Category: ESA Express Procurement Plus – EXPRO+

Our ref.: Proposal No. .... *(Tenderer to insert its proposal reference number)*

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## 2. ITT Package – Appendix 3: Proposal Template



Structure of the Proposal Template:

- ❑ **Cover Letter**
- ❑ **Part 1** – Technical and Application Part
- ❑ **Part 2** – Management Part
- ❑ **Part 3** – Financial Part
  - ✓ The PSS forms **MUST** be submitted by both the Tenderer (contractor) and his sub-contractors (one set each).
  - ✓ Please note that all PSS forms **MUST** be signed.
- ❑ **Part 4** – Contract Conditions Part



### IMPORTANT INFORMATION

- ❑ All **red font** paragraphs of the template are for your information Only.  
The red font must be deleted.
- ❑ **NO CHANGE** in the structure, title headings, margins, font are allowed.
- ❑ When submitting to ESA-STAR, two document shall be submitted:
  - The signed Cover Letter
  - One single file collating the signed Cover Letter, the proposal, the signed PSS forms and Annexes, if any
- ❑ The total number of pages for the proposal shall not exceed 25 pages.  
These 25 p. exclude the Cover Letter, the PSS forms and Annexes(if any)

### 3. The Tender Evaluation Board (TEB)



- After the announced submission deadlines, there is a formal opening (Tender Opening Board) of the outline proposals that have been submitted. The compliant proposals will be accepted for evaluation by the **Tender Evaluation Board (TEB)**. Non-compliant proposals will be rejected and not evaluated.
- TEB is composed of ESA staff supported also by ESA experts in the specific area of the proposal.
- Statement of Non-Disclosure and Non-Interest Form signed by all TEB members.
- The TEB members independently assess proposals, then the board convenes to discuss comments and mark the proposals. A TEB report is written containing all details of the collective evaluation.
- A summary of the TEB report with the technical evaluation, ranking of proposals and recommendations is submitted to the delegation. **No detailed financial information (e.g. hourly rates) will be disclosed.**





# 3. The Tender Evaluation Evaluation Criteria



No.	Evaluation Criterion	Weighting Factors %
1	Clarity of the technical objectives and definition of the requirements for the proposed work. Quality of engineering approach and discussion of problem areas. Quality and suitability of proposed programme of work. Background and experience of the entity/entities related to the particular field concerned, including adequacy of proposed facilities. Adequacy of the key personnel for the execution of the work.	40 %
2	Prospects for use in ESA programmes including long term benefit for Cyprus. Consistency with programmatic objectives as described in the Cover Letter. Adequacy of the current and targeted maturity status of the development.	20 %
3	Adequacy of management approach. Credibility of the cost estimation and the proposed schedule.	30 %
4	Compliance with the administrative tender conditions (including Intellectual Property Rights) of the call for outline proposals and acceptance of the draft contract.	10%



# 3. The Tender Evaluation Evaluation Criteria



**Taking into account the Weighting Factors, the importance of the Criteria in descending order is:**

- Criterion 1 – Technical
- Criterion 3 – Management and cost
- Criterion 2 – Programmatic
- Criterion 4 – Legal and administrative

ESA Marking:

- 100 Perfect
- 90 Excellent
- 75 Very good
- 60 Good
- 50 Fair
- 40 Barely acceptable
- <40 Below acceptability

**Please note that only proposals with an overall mark above 50 will be submitted to the Ministry of Transport, Communications and Works of the Republic of Cyprus for programmatic review and possible recommendation for implementation**



# 3. The Tender Evaluation Programmatic Review



ESA with the Ministry of Transport, Communications and Works of the Republic of Cyprus performs the programmatic evaluation of the proposals, **with an overall mark higher than 50:**

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 (subject to final approval by ESA programme boards);
4. This meeting is planned for September 2019.



## 4. The Negotiation Period



### See section 11.e) of the COVER LETTER :

- e) For recommended proposals, the Agency will either
- i) **start the negotiation process** to place a contract with the Tenderer on the basis of the submitted Outline Proposal and the comments from the TEB; or
  - ii) issue a request for a full proposal; or
  - iii) decide to issue a competitive invitation to tender restricted to the Tenderers positively evaluated if two or more proposals on the same subject were positively evaluated.

*i) is by far the most common*



## 5. Debriefing – unsuccessful proposals

**See section 11.f) of the COVER LETTER :**

- f) The contact person of the Prime Contractor mentioned in the proposal (see point 7 in the Cover Letter of the Proposal Template) will be informed in writing of the result of the ITT after a decision has been taken. If the proposal has been unsuccessful, the Tenderer may request the nominated the Agency's Contracts Officer to advise him of the reasons why the proposal has not been retained in a verbal debriefing. Any information will be limited to the Tenderer's own proposal.

**Important: ask for a debriefing!**

**It is the best way of learning why your proposal was not recommended and what you need to improve!**

**Suggestion: even if your proposal was recommended, ask for a debriefing during the negotiation.**

# 6. The Evaluation Process

## Expected schedule



### **Publication in EMITS**

- 17 April 2019

### **Deadline for Submission of Outline Proposals**

- 18 June 2019

### **Tender Evaluation Board (TEB)**

- 11 September 2019

### **First communications to Bidders**

- October 2019

- negative outcomes will be communicated first

- positive outcomes will be conditional to approval by ESA Delegate Bodies

### **First contracts based on Outline Proposal**

- Approximately February 2020



## 7. Questions?



For questions related to specific projects or issues use the one-on-one sessions. In the one-on-one sessions please do not ask general questions – they are very limited in time.



For issues **DIRECTLY** related to this Call contact (**PECS Contract Officer**):

Email: [Marnix.Houten@esa.int](mailto:Marnix.Houten@esa.int)

Phone: +31 71 565 8834

For issues **NOT** related to this Call, feel free to contact:

Email: [Stephen.Airey@esa.int](mailto:Stephen.Airey@esa.int)

Phone: +31 71 565 5295

With (**PECS Support Engineer**) in CC:

Email: [Kay.Van.Der.Made@esa.int](mailto:Kay.Van.Der.Made@esa.int)

Phone: +31 71 565 8780



# COFFEE BREAK?

(Coming next: Proposal Template Hints and Tips)



# 8. Proposal Template (and hints and tips)



During this presentation we will draw your attention to **common mistakes** and oversights in proposals. It is not a prescriptive 'do it like this' list and the material must be sensibly applied to your particular case.

There is no substitute for **a good idea**.

This presentation will only help you to present your idea in a way it can be **understood by reviewers**.

Please ensure that your Outline Proposal is compliant with the ITT conditions of tender and cover letter – each ITT can be different. Do not use a previous template from any other ITT.

## **REMEMBER:**

**ESA is only allowed to evaluate what is in the 25 pages of the proposal** – do not assume that the reviewers have “your common knowledge” or that “it is commonly known”. We cannot evaluate intentions, “read in-between-the-lines” or guess what you mean. We are only allowed, outside of the proposal, to consult EMITS or other ESA internal information.

**The TEB members have to read typically 20+ proposals in total per TEB** – the easier you make it for them to read and understand, the better.



# Proposal Template: Common Mistakes



VERY BRIEF summary of SOME of the most common mistakes seen:

## Criteria 1

1. Objectives difficult to understand or not clearly stated.
2. Poor or missing technical requirements (e.g. not covering the key points, not quantified or verifiable, not matching market need)
3. Poor or missing engineering approach (e.g. Baseline concept not described, missing reviews or checks, lack of key testing or validation)
4. Poor or inadequate programme of work (e.g. missing customer involvement, missing design or development steps) and inconsistency between text, flowchart, WPD and GANTT.
5. Missing experience or facilities – No information on relevant work done by the company, no or poor relevant CVs for the key personnel, no (or poor information) on facilities and/or having no plan to acquire it
6. Poor WPD (e.g. insufficient detail to understand the full scope of the work, no clear responsibilities, inputs and outputs of each WPD)
7. Poor WBS (e.g. spaghetti WBS and flowchart, too many/few WPD, WP not with tasks for more than one entity)

## Criteria 2

1. Not meeting the programmatic constraints of the cover letter (e.g. not related to ESA needs or programmes, not space related, not credible start or target TRL, no clear benefit for the country, no user involvement in services and applications proposals)



# Proposal Template: Common Mistakes



VERY BRIEF summary of SOME of the most common mistakes seen:

## Criteria 3

1. Poor management plan (e.g. missing how you will monitor the timely implementation of the activity, sub-contractor control or including a steering group or management 'team' instead of a Project Manager)
2. Poor planning (e.g. insufficient detail, no dependencies, too much in parallel, not matching scope of WPD)
3. Non-credible costing (e.g. hours not corresponding to described scope work in WPD, procurement of inappropriate items, excessive travel costs, price = max available envelope, procured items not detailed or justified)
4. Poor definition of deliverables (e.g. missing deliverables, not covering the full scope of work, deliverables not matching WPD outputs)
5. High/very low management hours.
6. Inconsistency between PSS forms and proposal (costed travels not in meeting plan, facilities/service costed for but not mentioned in proposal)

## Criteria 4

1. Some of the documents not signed or missing (e.g. Cover Letter, PSS Forms)
2. Non compliance with tender conditions (e.g. Introducing changes to the Proposal Template or exceeding the maximum number of pages)
3. Disagreeing with the Draft Contract (that you accepted by signing the Cover Letter)
4. Leaving incomplete part of the essential information (e.g. milestone payments, deliverables, leaving empty the IPR section, management plan section or any other section – please fill it: if it is the case say that it does not apply and why)



# 8. Proposal Template

## Cover letter

### Contains details on:

- **Title**
- The team submitting the proposal
- **Cost** of the proposal
- What **type** of activity (a, b, c or d)
- **Duration** of the proposal
- Who is the point of contact
- Acceptance of contract conditions
- Statement concerning export restrictions
- Statement on free competition
- Legal representative
- Validity of the proposal
- etc.

**The cover letter MUST be signed**



Photo credit: A. Kuipers ISS Nightpod camera 2012

**REMEMBER: By signing the cover letter you are accepting the contract conditions – so do not, in the proposal, state that you want to modify them.**

# 8. Proposal Template

## Cover letter



### Hints and tips: The Title

Each call may have many proposals. To aid reviewers, pay attention to the title of your proposal. It should prepare them for what they are about to read and clearly identify your proposal:

- Keep it short
- Keep it clear
- Make it descriptive and relevant
- Do not waste time to think up overly long titles or try to force acronyms for the project.

### Examples

- Simple and concise – but OK: *"Increasing coffee sales by responding to customer demands"*
- Overly long and unnecessarily complex: *"Investigating and testing various methods of maximising financial revenue and fiscal returns resulting from bean derived hot beverages sales in a customer focused environment using direct market feedback and other methods."*
- Trying too hard for an acronym: *"Cash maximising Objectives for increased Financial and Fiscal returns in a European Environment for HOt Beverages Sales (COFFEE HOBS)"*



# 8. Proposal Template

## Part 1 – Technical and Application Part



### 1.0 INTRODUCTION AND SCOPE

[Present the scope and justification of the need/opportunity for the proposed activity]

### 1.1 TECHNICAL OBJECTIVES:

[Outline the main technical and programmatic objective(s) and end goal(s) of the proposal. Indicate how it will be determined if the activity object of the proposal has effectively achieved its goals]

### 1.2 REQUIREMENTS:

[Identify and discuss the technical requirements to be able to achieve the specific Technical Objectives as outlined in section 1.1 above. When appropriate the requirements shall be associated to a quantitative value. The verification approach for each requirement shall be identified. Provide a justification / reasoning for such requirements]

### 1.3 TECHNOLOGY READINESS LEVEL:

[Identify with justification the current level of maturity of the technology (TRL) and the level of technical maturity to be reached at the end of the activity (TRL). Please refer to Annex B to the ITT Cover Letter for the description of TRLs. Please note that regarding the type of activity proposed, Type a and b must be compatible with the start and end TRL expected. Please note that for education, awareness and earth observation related activities, TRLs do not apply]]

**Attention: It is highly recommended to refer to the [CY3\\_PECS\\_PROPOSAL SUBMISSION HIGH LEVEL CHECKLIST\\_04apr2019.pdf](#) provided when filling in the proposal template.**



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: The Objectives

The Objective is what you hope to achieve with the proposal (i.e. the end goal) and the key constraints or conditions under which that should be met. This is sometimes called the mission goal in texts. In theory, everything you propose to do should be derivable from this statement.

1. Objectives should:
  1. Be **short** (1 to 3 sentences)
  2. Be **clear and verifiable**
  3. Contain the **core essence** of what should be achieved
2. Objectives should not:
  1. Describe the work to be done, the work flow or how to do it
  2. Describe the nice to have/ options
  3. Be overly long and descriptive

*"...this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to Earth" – **this was the objective stated for a 24 Billion dollar project.***

In '**Application**' part of the proposal you should justify **WHY** this is a good objective and how it fits the programmatic constraints!



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: The Requirements

For proposals, requirements are the key measurable features that the product or the work must meet in order to be declared successful. They should take into account what the end user needs/ considers important.

#### Requirements are:

- Clear, verifiable, quantitative and measurable.
- Requirements tell you what needs to be achieved / realized
- Requirements are what we all use to measure if the objectives were achieved

Note: Ideally requirements will also be justified in the proposal.

#### Requirements are not:

- The facilities, tools, experience or personnel that you need to perform the work.

If you are not in a position to properly define a full set of clear, well formulated requirements then consider to either look at a preparatory activity or include an activity focused on requirement definition and include a work package to this end.

Examples... (next slide)





# 8. Proposal Template

## Part 1 – Technical and Application Part

### Hints and tips: The Requirements

Example (in a cafeteria):

#### Well formulated requirements:

- The coffee shall be served at a temperature between 85 and 90°C.
- The coffee shall be delivered to the customer within 4 minutes of being ordered.
- The coffee shall be dispensed in 200ml +/- 10ml servings.
- The customer shall receive a biscuit with each coffee, included in the price of the coffee

#### Poorly formulated requirements:

- The coffee has to be a good temperature
- The coffee must be served quickly
- The coffee shall have big serving sizes
- We want people to have biscuits with their coffee

#### Not a requirement at all in this sense:

- We need to buy a kettle and coffee cups
- We need to hire someone to make the coffee
- We should do a trade off on what biscuits to give
- We shall get a coffee sellers license



Photo: Samantha Cristoforetti waiting for her ISSpresso 2015

# 8. Proposal Template

## Part 1 – Technical and Application Part



### 1.4 ENGINEERING APPROACH

#### 1.4.1 State of the Art

[Present and discuss the state of the art. In this section, an overview of other solutions to address the objectives of the proposal are to be described. The objective of this section is for the bidder to demonstrate that they are aware of the field where they intent to contribute, and knowledgeable of the State of the Art].

#### 1.4.2 Technical Steps

[Present and discuss in detail the scientific/technical steps to achieve the objectives outlined under section 1.1. Note: the steps shall be consistent with those reflected in the Work Logic Diagram in section 1.7.1]

#### 1.4.3 Implementation aspects

[Present a first iteration of the baseline design or concept and discuss the trade-offs that need to be taken into account. In this section, the bidder is to show the overall logic of the work being proposed including any key review(s) and decision points. Discuss how the work performed will be validated (e.g. test plan and test approach) and how achievement of the objectives will be proven/ demonstrated]

***This is expected to be the core/bulk of the proposal***



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Engineering Approach - - Technical Steps and Implementation Aspects

1. What is your proposed technical solution/ baseline?
  - a. Provide sufficient detail for it to be understood by someone else (e.g. what technique, what waveband, what key technology?)
  
2. What alternatives exist?
  - a. Brief overview of “State of the Art”
  - b. Explain why you chose your proposed baseline instead of others, what benefit does it have over the others?
  - c. What evidence is there that it will work?



# 8. Proposal Template

## Part 1 – Technical and Application Part

### Hints and tips: Engineering Approach - - Technical Steps and Implementation Aspects

#### Coffee Shop Examples

State of the art example.

*The current state of the art in coffee production is the Caffeine Blaster 100 as used by Star Coffee – the market leader in this area. The Caffeine Blaster 100 can prepare 10 different types of coffee and can prepare 2 cups simultaneously.*

*The Caffeine Blaster 200 is currently in development and scheduled to be released in 6 months. The CB200 can prepare 12 different coffee types and 4 simultaneous beverages. Other coffee production machines are the protected property of the provider (e.g. Lotsa Coffee) and not for sale to competitors.*



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Engineering Approach - - Technical Steps and Implementation Aspects

Strongly linked to the **Proposed Work Logic** – in fact, this is the text description and justification of the flow chart and to the Work Breakdown Structure (WBS).

1. What are the **key stages/ steps** in the work/activity?
2. What is the **goal/ purpose** of each step?
3. What will be done in each step?
4. How will each step be assessed, controlled, **reviewed** or validated?
5. How does each step relate to the others?
6. If there are subcontractors: **How** is the work broken up between companies? **Why?**
7. What are the **key trade offs**? What are the key decision points?



# 8. Proposal Template

## Part 1 – Technical and Application Part

### Hints and tips: Engineering Approach - - Technical Steps and Implementation Aspects

#### Coffee Shop Examples

Technical solution/ baseline example (very brief)

*In order to achieve the objectives, we will develop our Coffee Master 2000 hot beverage production unit. The Coffee Master 2000 will be based on our Patent # 1234 which uses high pressure steam, partial pre-preparation, automatic end user programmable software adaptation settings to enable the optimal and rapid production of more than 100 types and variations of hot beverage. It is capable of producing 6 beverages simultaneously with 1 operator. A breadboard has already been built and demonstrated the proof of concept of Patent # 1234. A functional diagram of the CM2000 is given in Fig 1.*



# 8. Proposal Template

## Part 1 – Technical and Application Part



### 1.5 TECHNICAL FEASIBILITY, PROBLEM AREAS AND DEVELOPMENT RISK :

[Provide evidence as to the feasibility of achieving the requirements and objectives identified in sections 1.1 and 1.2.

Identify, present and discuss the main technical problem areas and key development risks that may be expected during the execution of the activity in order to reach the proposed TRL level.

Propose mitigation and preventative actions to reduce the likelihood and potential impact of such risks/problems and discuss credible alternative design or implementation solutions to avoid identified potential technical problems that could become showstoppers]

### 1.6 APPLICATION OF TECHNOLOGY DEVELOPMENT

[Present the justification and reasoning for the objectives and evidence to show that such objectives meet the criteria of the call as outlined in the Cover Letter of the ITT under point 6. In addition: In the case of applications/services show the interest/involvement of potential users/ customers. For products show the potential market.

The bidder should provide an overview about the expected benefits of the proposed activity to your company/institution.

If the application is pertinent to an ESA Programme(s) please identify which programme would be relevant to your proposal; indicate the structuring effect of the proposed activity, in terms of possible continuation in ESA programmes, the relevant time frame, targeted missions, and cooperation potential]



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Problem areas and Risks

The problem areas and risks discussions are intended to cover TECHNICAL and PROGRAMMATIC problem areas and risks that may arise DURING the work and cannot be pre-emptively resolved prior to the start of work.

Correct identification of risks **shows you understand the work** you are proposing.

Discussion of risks and problems should include a mitigation plan:

- What is the potential impact and what actions will you take to minimize the risk of it becoming a reality?
- What will you do if it does become a reality?
- Provide details to show those mitigating actions are credible and feasible.





# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Problem areas and Risks

#### Good Example:

“The procured coffee machine breaks down during service”

Mitigation options that will be investigated:

- a) procure a spare machine,
- b) procuring a ready source of spares
- c) ensuring a rapid call out repair service

Prevention actions:

- a) ensure regular servicing and inspection with company X who have X years experience in this
- b) Pre-procure and keep on stock the top parts most at risk of failure

#### Bad Examples:

“We don’t have someone to make the coffee and are not sure to be able to hire someone.”

“We might not be able to afford a coffee machine.”



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Application of Technology Development

This is very strongly linked to the objectives and the requirements (in particular the user requirements).

1. Who will use the technology developed?
2. What will they use it for?
3. Why is it needed?
4. What are the competing technologies/ methods?
5. Why could this be better?
6. Is there a valid business case for continuing after this activity?
7. Does it match the programmatic constraints of the call? (BE EXPLICIT WRT COVER LETTER)

If you don't know the answers to all these and can't convince us then why should we finance the development? Think about a preparatory activity.



# 8. Proposal Template

## Part 1 – Technical and Application Part



### 1.7 TECHNICAL IMPLEMENTATION / PROGRAMME OF WORK

#### 1.7.1 Proposed Work Logic

[Insert a flow chart showing the logical flow of work from step to step, with reviews, dependencies and iteration loops (as required). Note that this shall be consistent with section 1.4, the WBS and the schedule]

#### 1.7.2 Contents of the proposed work

##### 1.7.2.1 Work Breakdown Structure (WBS)

[For the total scope of the activity; clearly showing each foreseen Work Package (WP) with its title and the name of the responsible company/institute. Ensure work packages are split adequately such that sub-contracted work has its own work packages. Main contractor project management activities shall be identified in the WBS]



# 8. Proposal Template

## Part 1 – Technical and Application Part



### 1.7 TECHNICAL IMPLEMENTATION / PROGRAMME OF WORK

#### 1.7.2.2 Work Package Description (WPD)

[Individual WPD shall be established per work package identified in the WBS, describing the following:

- responsible company
- beginning and end date of each work package (e.g.: To+1, etc)
- person responsible for the work package
- description of the activities in the work package, sufficient to understand clearly the scope and depth of the work being performed.
- inputs to the work package
- outputs of the work package
- the outputs to the work packages are to be identified (e.g. TN1 etc.) and shall be included in the List of Deliverables.

With respect to the standard requirements for management, reporting, meetings and deliverables (Appendix 1 to the Draft Contract), please include a dedicated work package for Management and Reporting. All management tasks, such as meetings, progress reports and final documentation shall be carried out under this work package.

For reference see ESA PSS-A20 form, available at <http://emits.sso.esa.int/> under Reference Documentation / Administrative Documents / PSS Forms / Issue 5.]



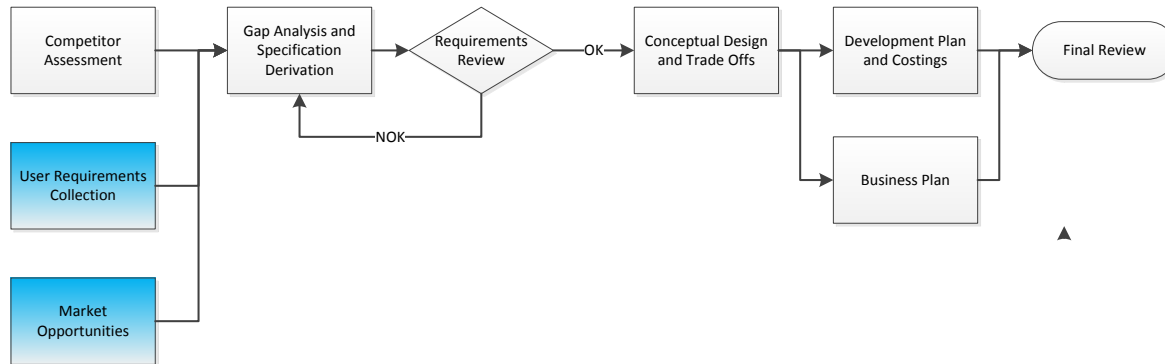
# 8. Proposal Template

## Part 1 – Technical and Application Part

### Hints and tips: Flowchart

The Flowchart is intended to show the order in which the work needs to be performed (i.e. the logic) and the checks and balances put in place, i.e. work flow, dependencies, reviews (internal/external)

Should relate directly to the Work Breakdown Structure (WBS), Milestones and GANTT chart.



# 8. Proposal Template

## Part 1 – Technical and Application Part

### Hints and tips: WBS

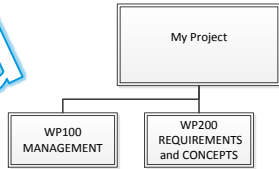
WBS is a management tool to assist the effective definition, monitoring, payment and running of the activity.

Guidelines

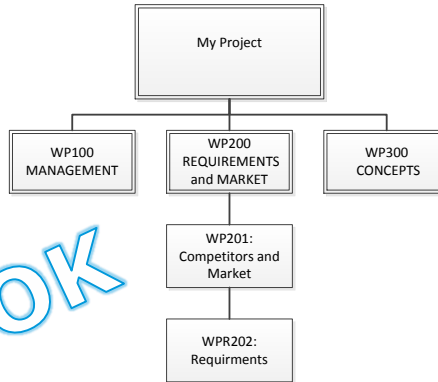
1. Logically structure the main Work Packages following the main tasks of the work flow (preferably 'gated' by reviews)
2. Include WP for management
3. Ensure each company has separate (sub)work packages
4. Ensure all tasks in one work package 'belong together'

Examples – BAD, OK, GOOD

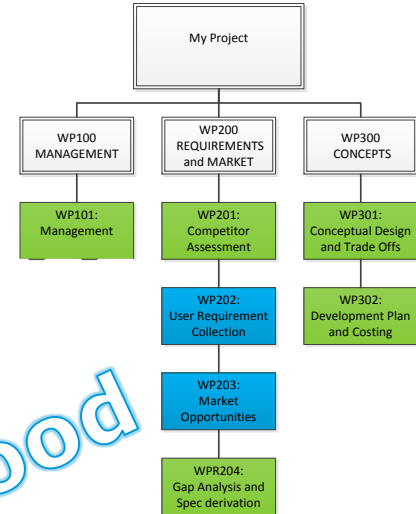
Bad



OK



Good



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Work Package Descriptions

1. Essential Data:
  - a. Work Package (WP) Title, WP Manager, Company
  - b. Start and end dates (T0+) and/or EVENT (PDR, CDR)
  - c. Inputs
  - d. Description of work (e.g.: tasks and sub-task)
  - e. Outputs (each WP will result in a number of technical documents, for example output of WP1 (task 1.1 and task 1.2), there will be TN1.1 and TN1.2)
2. TIPS:
  - a. WP Manager should be responsible for the work (e.g. have suitable experience)
  - b. Duration (Start: T0 + 1, End: T0 +5).
  - c. Describe work (bullets) at sufficient detail to understand level of analysis performed, work flow within the WP, reviews to be held etc. Avoid generic ambiguous high level descriptions (e.g. 'Perform design')
  - d. Outputs are all deliverables produced, ensure consistency with Deliverables list and deliverable identifiers.



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Work Package Descriptions – Examples

WP 1100

**WP Title: Management Phase 1**  
Company: My Big Coffee Co.  
WP Manager: C.Puccinno

Start Event: Kick Off Meeting (KOM)                      Planned Date: T0  
End Event: Final Presentation                                  Planned Date: T0+14M

Inputs: Proposal, KOM Minutes

Tasks:

- Organization of meetings and reviews
- Weekly team meetings
- Monthly progress meetings with sub-contractors
- Produce Progress Reports for ESA
- Schedule update using Microsoft Project
- Identify schedule slippage and instigate mitigation actions
- Quality control of deliverables prior to delivery
- Monitoring and control of actions and action item list
- Evaluation of risks and management of mitigating actions
- Cost monitoring and CCN handling (as required)
- Production of Final Technical Data Package
- Final Presentation

Outputs: Progress reports (D1.1), Final Report (D1.2), Contract Closure Documentation (D1.3)

**Good**

WP 1100

**WP Title: Management**  
WP Manager: A.Nonymous

Start Event: Start of project                                      Planned Date: 1<sup>st</sup> April 2017  
End Event: End of project    Planned Date: 25<sup>th</sup> Dec 2018

Inputs: None

Tasks:

- Manage the project
- Control the team
- Write reports
- Produce final documents
- Support some technical work
- Participate in meetings

Outputs: Management documentation, final deliverables

**Bad**





# 8. Proposal Template

## Part 1 – Technical and Application Part



### 1.8 BACKGROUND OF THE COMPANY(IES)

[Present an overview of the company addressing the number of personnel; the year in which the company was established; location of sites; and Briefly describe the directly relevant experience for the Contractor and Sub-contractor(s), if any, for the performance of such a work (the Tenderer may submit additional information on the general background of the entities beyond the 25 pages with Annexes)]

### 1.9 FACILITIES

[Identify the facilities (including s/w tools) required to perform the proposed work. Submit a brief description of the intended facilities to be used, making it clear how the rights to use those facilities has been secured for this activity (e.g. own facilities, to be bought, to be constructed, sub-contracted, rented...). (the Tenderer may submit additional information on the entities facilities beyond the 25 pages with Annexes)].



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Background and Experience

We are only interested in DIRECTLY RELEVANT background and experience.

Silly Example:

1. **Directly relevant** experience for a Coffee maker: Having made coffee before for themselves or having made multiple types of coffee in a café.
2. Partially relevant experience for a Coffee maker: Having made other (non-coffee) hot beverages, having worked in a café where coffee was made, but not actually making the coffee.
3. Non-relevant experience for a Coffee maker: Cleaning the café, playing football, driving a car.

Do not waste space in the proposal with non-relevant experience.

Relevant patents, papers or publications could be included in Annex(es) (not counted for the page limit).

If the people or bidding team is missing key background, experience or knowledge – **identify this yourself and explain how you will get it.**



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Facilities

Facilities are the things needed **in order to complete the work proposed**. You need to identify ***what you need*** for the proposed work and ***whether you have it***, or ***how you gain access*** to it.

1. Example Facilities
  1. Test equipment
  2. Specialist design and analysis software
  3. Specialist computing facilities
  4. Specialist manufacturing facilities
  
2. Examples of things **NOT** considered Facilities:
  1. Your building and address
  2. Your car park
  3. Your desks and office furniture
  4. Standard computers, office s/w and printers



# 8. Proposal Template

## Part 1 – Technical and Application Part



### Hints and tips: Facilities

#### Coffee Shop Example – ‘Bad’

Sooper Dooper Coffee Co. has a shop with chairs and tables, we have toilets for customers, a cash desk, brush and several mops. We will need to buy more coffee cups and change the cash desk software.

#### Coffee Shop Example – ‘Good’

Sooper Dooper Coffee Co. has a coffee shop and all facilities and infrastructure to supports its nominal operation. For this activity, use of some specific facilities will be needed:

- Coffee consistency analyser (WP3): Will be procured under this activity as it is needed continuously.
- High pressure burst tester (WP2): Will be rented from ‘Pressure test Co.’ as required, it is only expected to be needed once.
- Super Nozzle Cleaner (WP4): Will be designed and manufactured as part of this activity
- Coffee CAD Development Software (WP2): We already have 2 full licences.



# 8. Proposal Template

## Part 2 – Management Part



### 2.1 TEAM ORGANISATION AND PERSONNEL

#### 2.1.1 Proposed team

##### 2.1.1.1 Overall team composition, key personnel

[Provide an organigram that describes the overall team composition, including participants from all Sub-contractors, if any, and including all key (i.e. having a major role within the team and/or being responsible for one or more WPs, see note here-under) and non-key personnel. The organigram shall clearly show reporting lines, the tasks, position, authority and name of the persons proposed for the work, and in particular the study/project manager and the contracts officer.

Provide details and justification regarding the role and responsibilities of the subcontractor(s), if any as well as the role and responsibilities of each Key personnel]

**NOTE:** A “key person” is a person, who substantially contributes, in terms of effort and knowledge, to the work carried out under a Contract and who is explicitly nominated to perform such duties. Key persons are individuals with a certain degree of seniority whose knowledge, reputation, and/or skills in the relevant areas or disciplines are critical to achieving the objectives of the Contract.



# 8. Proposal Template

## Part 2 – Management Part



2.1.1.2 Reporting lines within the team

.....

2.1.1.3 Time dedication of key personnel

[For each key personnel identified in 2.1.1.1 above, provide a time percentage dedication per year]

Key Personnel	Total Hours dedicated to the Project	Total Working Hours during Project Timeframe	% of Total Working Hours dedicated to the Project
[Function] [Name]....	X	Y	$(X/Y)*100$
[Function] [Name]....			
[Function] [Name]....			
...			
TOTAL			

2.2 CURRICULA VITAE

[Concise CVs including the directly relevant information for the proposed activity for all key personnel and showing that all major elements of expertise needed are present in the team]



# 8. Proposal Template

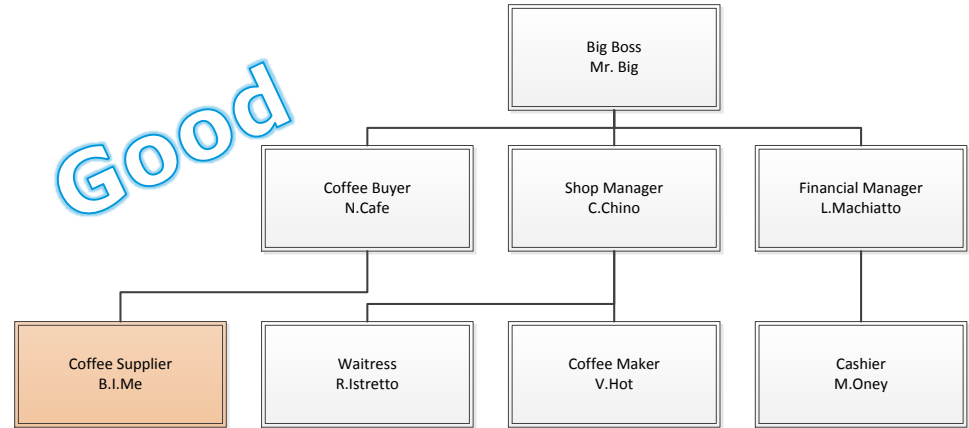
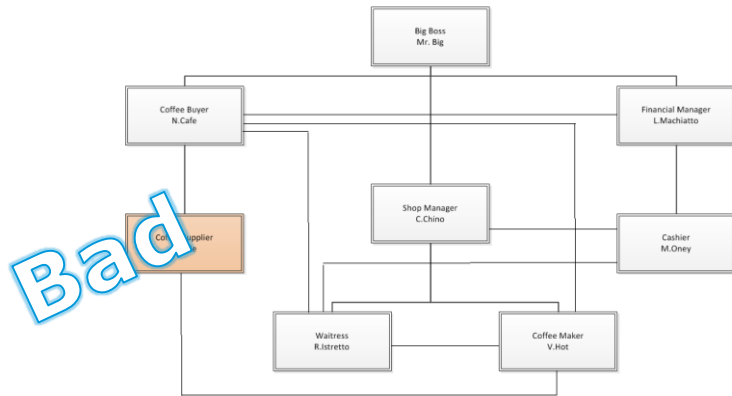
## Part 2 – Management Part

### Hints and tips: Overall Team Organisation and Personnel

Provide an organigramme for the Project Team, this is intended to show the reporting lines and responsibility/delegation. It does not show who talks to whom on a daily basis.

- Each sub-contractor should have 1 formal contact point
- NO steering committees in ESA contracts – Project Manager (in discussion with ESA) is responsible for the direction, quality of work, decisions and timeliness.

Examples: Bad and Good



# 8. Proposal Template

## Part 2 – Management Part



### Hints and tips: Time Dedication of Key Personnel

A Key Personnel is someone playing a leading role in the activity OR providing irreplaceable experience and expertise.

1. Anyone contributing < <10% of their time is being used very inefficiently and is by definition not playing a leading role. (Unless due to unique expertise)
2. If someone is claimed to be a key personnel because they have irreplaceable experience and expertise – explain the role they play, what this is and how it will be exploited.
3. High numbers of claimed key Personnel does not make the proposal any better. Demonstrated good and effective use of people with the right background and with clear roles is better.
4. The percentage of the working time that each key personnel will dedicate to each Work-package (WP) shall be given. For the management task, if the consortium is not large, the percentage should not be higher than ~10%.





# 8. Proposal Template

## Part 2 – Management Part



### 2.3 MANAGEMENT PLAN

[Present your management plan, policies and procedures for this activity including a discussion of the management control organisation (reporting, monitoring, scheduling), the procedure that will be used to exercise control over the project and the proposed subcontracting control (if any), and means for settling disagreements should be described. Include also quality control aspects such as document management and approval, action item tracking, configuration control.... Indicate the authority of the project manager to timely obtain the needed project resources]



# 8. Proposal Template

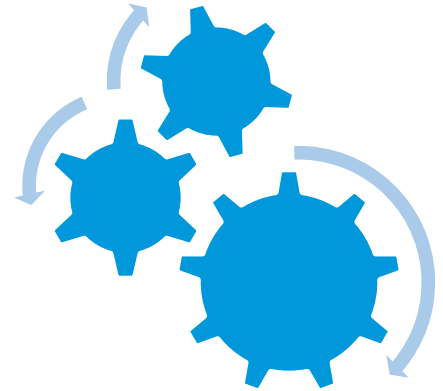
## Part 2 – Management Part

### Hints and tips: Management Plan

Role of the management plan in the proposal is to give confidence that the activity will be kept on track, on schedule and on cost to lead to a successful conclusion, with every aspect under control and traceable for the entire duration.

Things to cover in a management plan:

- a) Team organisation - including roles and responsibilities of key personnel and sub-contractors.
- b) How is technical progress monitored and controlled? (e.g. Progress reports and meetings)
- b) How are tasks given to people?
- c) How is schedule and cost controlled?
- d) How are actions traced?
- e) How are risks identified, traced, managed and controlled?
- f) What configuration and version control is done?
- g) How is the project status communicated to ESA and how often?



# 8. Proposal Template

## Part 2 – Management Part



### 2.4 PLANNING

#### 2.4.1. Gantt chart

[Insert a Gantt chart schedule for the proposed activity, from the start of the activity until the end of the Contract. The Gantt Chart is to include all proposed Work Packages (WP), meetings, milestones, dependencies and highlight the critical path. The schedule from the start of the activity until the end of the contract shall, in principle, not exceed two (2) years unless duly justified. If the scope of the activity is software development then this must be delivered and the standard 6 months warranty period should be reflected in the Gantt chart. This might lead to a total period exceeding 2 years.]

#### 2.4.2 Proposed Schedule

[Provide a synthetic summary of the schedule including duration, planning assumptions (e.g. envisaged start date, holidays etc.) and identifying and explaining key planning drivers and dependencies]

#### 2.4.3 Meeting and Travel Plan

[Complete the table below showing all planned meetings and travels required in the execution of the work. This should be consistent with the cost given in PSS A2, Exhibit B and shall include not only meetings with the Agency but also meetings with sub-contractors involving travel, field trips, travels to test houses etc.]



# 8. Proposal Template

## Part 2 – Management Part



### Hints and tips: Planning – GANTT Chart

The GANTT chart shows you can organise your work, provides a tool to monitor the work, to communicate key dates and to ***show what drives the schedule***.

It shows you understand the work involved in what you are proposing.

Some tips for GANTT charts:

1. It should link clearly to WBS and Flow Chart
2. It should show milestones, reviews and **key** deliverables
3. It should show the **key** dependencies between tasks
4. Include to a 'sensible' level (not too much, not too little) – ask can you monitor progress?

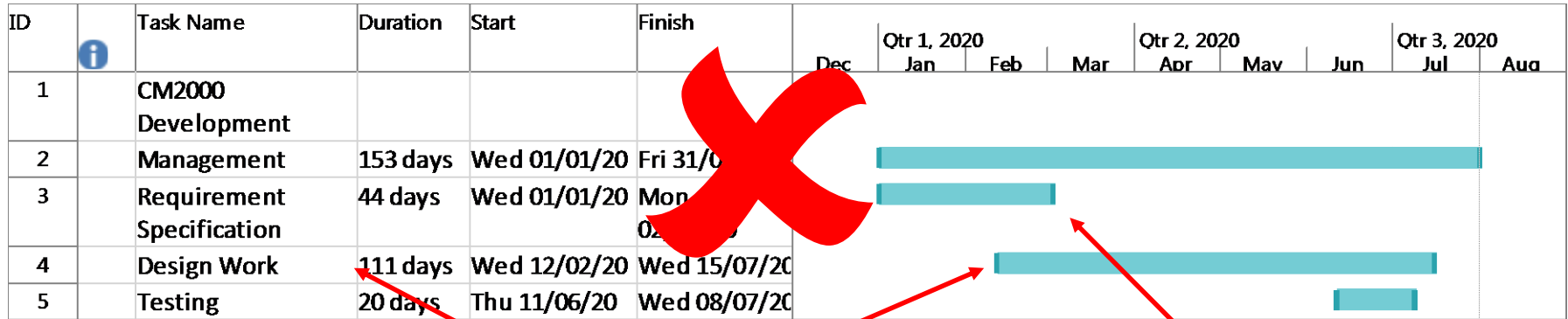


# 8. Proposal Template

## Part 2 – Management Part

### Hints and tips: Planning – GANTT Chart (examples)

#### Bad GANTT chart



Names not matching WBS titles

Insufficient granularity (not matching WBS)

No dependencies or critical path shown  
 No discrimination between entities  
 No meetings/ key points

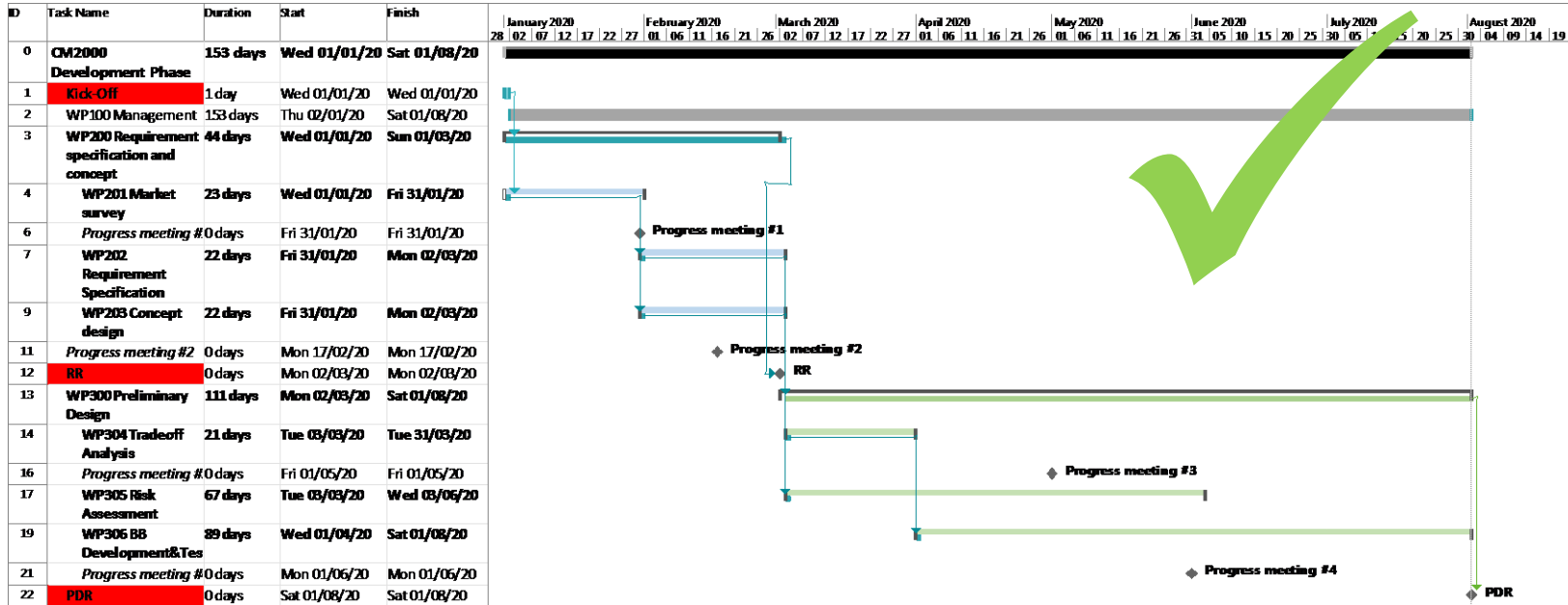
# 8. Proposal Template

## Part 2 – Management Part



### Hints and tips: Planning – GANTT Chart (examples)

#### Good GANTT chart



# 8. Proposal Template

## Part 2 – Management Part



### Hints and tips: Meeting and Travel Plan

What to include:

- All meetings with ESA (e.g. progress meetings – note these may be via telecon)
- All reviews, both internal and with ESA (e.g. Requirements Reviews, Design Review, Test Readiness...)
- All meetings with sub-contractors or potential customers (e.g. progress meetings, working meetings, requirement definition meetings)
- All travels to facilities (e.g. Test houses, Ground truth measurement areas)
- Final Presentation (at ESA premises)

Other information to include

- Location (should be most relevant location – can be telecon too!)
- Purpose of meeting (should be clear and obvious)
- Number of attendees

What **NOT** to include

- Any meeting or travel not **DIRECTLY** needed for progression of the activity (e.g. conferences, promotional activities...)
- Ad-hoc meetings to resolve problems (e.g. supply problems)



# 8. Proposal Template

## Part 2 – Management Part



### 2.5 DELIVERABLE ITEMS

[A list of foreseen deliverables shall be included. The List of Deliverable Items shall be grouped in Documentation, Hardware and Software and shall include sufficient explanation to unambiguously represent the scope of the deliverable.

For Documentation, the proposal shall indicate, a) list of technical notes b) list of the final deliverables as defined in the Table here-below.

For Software, the proposal shall indicate, if applicable, a) whether the software will be delivered in object and/or source code, b) the format of delivery, c) if any licenses/Third Party licences will be delivered to ESA]

Note that the TDP, FR, FP and CCD are mandatory deliverables for all activities

#### 2.5.1 Documentation

[For each of the deliverable documents proposed by the Tenderer, a description, in the form of a bullet list of the main contents shall be added. This shall be sufficient to understand the contents, scope and depth of the envisaged document or report]

**Note: The outputs to the Work Package Descriptions shall be included in the List of Deliverables**





# 8. Proposal Template

## Part 2 – Management Part



### Hints and tips: Deliverables

- Deliverables / Technical notes are everything that is delivered to ESA as part of the contract. Deliverables can be Documents, Hardware or Software
- All deliverables should be uniquely specified (e.g.: TN1, TN2.1, TN2.2, etc)
- It is good practice to also include a description or short contents list to clarify the scope.

ID	Title	Review	Type	Description
TN1	Trade-Off Report	TOR	Doc	ID of key trade offs, trade-off factors, selection and justification
TN2	Design Description	PDR	Doc	Functional design, operational requirements, materials list, s/w description, I
TN3	Design Justification File	PDR	Doc	Thermal analysis, mechanical analysis, modes analysis, reliability analysis
H1	Breadboard	FR	H/W	Full electrical BB in non-representative components.
S1	Prototype S/W V1	FR	S/W	Full source code in Visual C++ and executable for Windows v10.

Title	Date
Design documentation	1 <sup>st</sup> April
Final Documentation	4 <sup>th</sup> July
Hardware	5 <sup>th</sup> November
Breadboard	25 <sup>th</sup> December
Prototype S/W V1	1 <sup>st</sup> Jan 2020

**Examples of good and bad deliverable lists**

Good

Bad



# 8. Proposal Template

## Part 2 – Management Part

### Hints and tips: Standards



ESA implements the European Cooperation for Space Standardization (ECSS) in it's programs. This implementation is **not required** for PECS projects, but it is **recommended** to implement them at least partially to better understand the way ESA programs work and the terminology used and resulting requirements.

ECSS documentation is available for free download from [www.ECSS.nl](http://www.ECSS.nl). Registration on the website is free.

The key document to start with for project management is:

- **ECSS-M-ST-10C Project Planning and Implementation (Chapter 4,5 and Annex A)**



# 8. Proposal Template

## Part 3 – Financial Part



### 3.1 PRICE QUOTATION FOR THE CONTEMPLATED CONTRACT:

[Enter here the total amount quoted as a Firm Fixed Price (FFP), in Euro without cents, delivery duty paid, exclusive of import duties and value added taxes in ESA Member States, etc., in pursuance of the pricing conditions fixed in the “Draft Contract” included in the ITT]

Remarks concerning certain price elements:

#### a) Charging of royalties and license fees:

ESA will only accept to pay royalties or licence fees on the condition that they are:

- clearly identified in the tender, with the financial basis for their calculation, method of application and total amount, and
- demonstrated to be of direct and necessary benefit to the work to be performed (thus not merely the consequence of a general agreement or commitment to a Third Party), and
- applied only to that part of the effort to be performed by a Contractor or Sub-contractor that is directly related to the subject matter of the licence or royalty agreement.



# 8. Proposal Template

## Part 3 – Financial Part



(cont.)

### 3.1 PRICE QUOTATION FOR THE CONTEMPLATED CONTRACT:

Remarks concerning certain price elements:

b) Quotations free of taxes and custom duties:

Prices shall be quoted free of any value added taxes (VAT) and import duties in the Agency's Member States. Please note that subcontractor are not VAT exempt. In this connection you shall pay attention to the provisions stated in Article 3 of the Draft Contract (Appendix 1 to the ITT). In case you consider that you and/or your Sub-contractor(s) will remain subject to payment of taxes or custom duties, you shall indicate separately the applicable rates, the corresponding estimated amounts, and the reason why exemption from such taxes or duties cannot be obtained.

c) Currency and conversion rate:

For any Tenderer or proposed Sub-contractor located in countries outside of the Euro zone, the exchange rate used to quote their prices in Euro shall be indicated by the company (or institute) in its costing form PSS-A2. Any other factors (such as hedging costs, forward buying rates) used for the purpose of the calculations shall also be indicated]



# 8. Proposal Template

## Part 3 – Financial Part



### Hints and tips: Price Quotation

1. The price of the Contract will be a **Firm Fixed Price without VAT**.

The EU provides International Organisations the privilege to be exempted from VAT for intra-community transactions. ESA, as an International Organisation, is classified as non-taxable. ESA applies this privilege by issuing a VAT EXEMPTION CERTIFICATE for its contract. ESA does therefore not have a EU VAT-ID number

**=> The VAT Exemption certificate will be provided with the original contract.**

- ❖ **The Prime Contractor is the only one receiving the VAT EXEMPTION CERTIFICATE** as it is the supplier in direct contractual relationship with ESA. It is the Prime Contractor to invoice ESA directly.
- ❖ Sub-contractors will not receive the VAT EXEMPTION CERTIFICATE as they do not stand in a direct contractual relationship with ESA; they are paid by the Prime.



# 8. Proposal Template

## Part 3 – Financial Part



### Hints and tips: Price Quotation

2. **The price of the proposed activity must be transparent, clear and credible.**
- ✓ **TRANSPARENT:** Where does the money go? (e.g: the cost structure, hardware etc.)
  - ✓ **CLEAR:** Level of details is important => PSS forms
  - ✓ **CREDIBLE:** Are the cost credible to achieve the objectives of the proposed activity ?
- ❑ After the contract is signed by both party, ESA does not require financial reporting on the evolution of the spending.
  - ❑ All financial details are set in the proposal & at negotiation. The proposal and the minutes of meeting will be part of “the rules of the game” together with the Contract for the all duration of the contract.
  - ❑ The financial envelopes given per category in the ITT are **LIMITS**- they are **NOT** goals. Price must be fair and reasonable for the scope of work described in the proposal.



# 8. Proposal Template

## Part 3 – Financial Part



### 3.2 DETAILED PRICE BREAKDOWN

#### 3.2.1 Procedures Specifications and Standards (PSS) costing forms:

[On the basis of the corresponding instructions to each form, complete and insert in Annex to your Proposal the costing form(s) requested below):

- **PSS A1** Company Cost Rates and Overheads
- **PSS A2** Company Price Breakdown Form
- **PSS A2** Exhibit A – Other Cost Element Details (if applicable)
- **PSS A2** Exhibit B – Travel and subsistence plan
- **PSS A8** Manpower & Price Summary per WP

Note that the PSS form templates can be downloaded from EMITS at <http://emits.sso.esa.int/emits/owa/emits.main> under Reference Documentation / Administrative Documents / PSS Forms / Issue 5. Each of the PSS forms must be signed.

The profit shall not exceed eight percent (8%) of the base cost defined in item no. 9 of PSS A2 form, issue 5 ("Company Price Breakdown Form").

In case of participation of Sub-contractor(s) in the contemplated Contract, each Sub-contractor shall fill in the same forms with respect to its share of the activity and the Tenderer shall fill in forms corresponding to its own share and to the total.

Any PSS forms including those concerning your Sub-contractor(s) are to be signed by the authorised representative of the company (or institute) concerned]



# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



### Procedures Specifications and Standards (PSS)

- PSS A1 Company Cost Rates and Overheads
- PSS A2 Company Price Breakdown Form
- PSS A2 Exhibit A – Other Cost Element Details (if applicable)
- PSS A2 Exhibit B – Travel and subsistence plan
- PSS A8 Manpower & Price Summary per WP





# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



**To get PSS Forms**

<http://emits.esa.int>

### ESA PSS-A Forms Templates

defined in the General Conditions of Tender for ESA Contracts ESA/REG/001, rev.3, Annex IV. These tables are used to determine the total price of an industrial proposal.

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PSS	Type of listing	Forms
PSS-A1	COMPANY COST RATES AND OVERHEADS	
PSS-A2 Incl. Exhibit A&B	COMPANY PRICE BREAKDOWN FORM	
PSS-A4	PROJECT MANPOWER AND PRICE BREAKDOWN FORM	
PSS-A6	CONTRACT PRICE SUMMARY FORM	
PSS-A8	PROJECT MANPOWER AND PRICE SUMMARY PER WP	
PSS-A10	COMPANY MANPOWER AND COST PLAN	
PSS-A15	CONTRACT PRICE PROJECTION in THOUSANDS EURO	
PSS-A15.1	COMPANY PRICE PROJECTION VS. PAYMENT PLAN in THOUSANDS EURO	
PSS-A20	WORK PACKAGE DESCRIPTION	
PSS-A40	HIGH-RELIABILITY PARTS PROCUREMENT QUESTIONNAIRE	
PSS-A45	PRODUCT TREE AND HARDWARE BREAKDOWN	

*For projects where the use of ECOS (ESA Costing Software) is required, these forms shall be printed using the ECOS reports.*



# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



### Hints and tips: PSS FORMS

Why do we use PSS Forms ?

- ❑ **Fairness:** PSSs are standard tools used for all ESA activities/ITT. All costs are presented the same way to allow systematic evaluation.
- ❑ **Clarity:** PSSs allow to review clearly where the money is allocated.
- ❑ **Evaluation tool:** e.g number of hours spent per key personnel per Work Package, cost per category, hardware cost...

### Check carefully the Instruction Page

**BE AWARE:** We evaluate into details the cost. We will challenge the number of hours and the cost allocation to verify that the cost are true and credible.



# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



Hints and tips: PSS FORMS

### PSS A1

- ✓ **Present the labour Cost per Category (Project Manager, Mechanical Engineer, Senior scientist, PhD, Engineer ...)**
- ✓ **No Names**
- ✓ **ONE hourly rate for ONE labour cost category**
- ✓ **Fill in the Internal Facilities' part only if cost will be allocated to it.**



# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



### Hints and tips: PSS FORMS

#### PSSA2

- ✓ Full vision of the cost allocated to the activity
- ✓ If applicable, do not forget to include profit and cost of subcontractors
- ✓ **Exhibit A** : Details the cost allocated to hardware, services and miscellaneous
  - TIPS: Cost must be detailed and verifiable against current market price
- ✓ **Exhibit B**: Details the **travel costs**
  - No conference unless strictly linked to the need of the activity. We promote teleconference whenever possible. Not everyone need to come to the Final Presentation.
- ✓ The instruction provides all the definitions related to OTHER DIRECT COST ELEMENTS.





# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



2	Total Internal Special Facilities Cost				B	0.00	0.00	
	<b>OTHER DIRECT COST ELEMENTS</b>	Base amounts in NC	+ OH %	OH amounts in NC				
3.1	Raw materials	5,000		0		5,000.00	5,000.00	
3.2	Mechanical parts					0.00	0.00	
3.3	Semi-finished products					0.00	0.00	
3.4	Electrical & electronic components					0.00	0.00	
3.5	HIREL parts							
	a) procured by company					0.00	0.00	
	b) procured by third party					0.00	0.00	
3.6	External Major Products	30,000		0		30,000.00	30,000.00	
3.7	External Services	10,000		0		10,000.00	10,000.00	
3.8	Transport and Insurances					0.00	0.00	
3.9	Travel and Subsistence	5,000		0		5,000.00	5,000.00	
3.10	Miscellaneous					0.00	0.00	
3	Total Other Direct Cost	50,000.00		0.00		50,000.00	50,000.00	
4	<b>SUB-TOTAL DIRECT COST</b>				(A+B+C)	D	143,500.00	143,500.00
	<b>GENERAL EXPENSES</b>	Cost items to which % applies		Base Amount in NC	OH %			
5	General & Administration Expenses			93,500	8.0%	E	7,480.00	7,480.00
6	Research & Development Expenses					F	0.00	0.00
7	Other					G	0.00	0.00
8	<b>TOTAL COMPANY COST</b>				D+(E+F+G)	H	150,980.00	150,980.00
		Cost items to which % applies		Base Amount in NC	%			
9	PROFIT			0.0	0.0%	I	0.00	0.00
10	COST WITHOUT ADDITIONAL CHARGE					J		0.00
11	FINANCIAL PROVISION FOR ESCALATION					K		0.00
12	<b>TOTAL COMPANY PRICE</b>				(H+I+J+K)	L	150,980.00	150,980.00
13	TOTAL SUB-CONTRACTOR PRICE					M		0.00
14	REDUCTION for COMPANY CONTRIBUTION					N	980.00	980.00
15	<b>TOTAL PRICE FOR ESA</b>				(L+M-N)		150,000.00	150,000.00

**Hints and tips: PSS A2**  
Key review points by  
Technical Experts

Other direct cost elements - % of overall cost reasonable? (details reviewed in Exhibits)

Profit <= 8%?

Total - less than max price?



# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



### Hints and tips: PSS A2 Exhibit A - Key review points by Technical Experts

COMPANY PRICE BREAKDOWN FORM		EXHIBIT "A" TO PSS A2				Issue 5	
RFQ/ITT No.:		Page No.		No. of Pages			
Proposal/Tender No.:		COMPANY NAME:					
National Currency:		Name and Title:					
Contractual Phase		Signature					
<b>Applicable to PSS-A2 elements: 3.1-3.4 - 3.6 - 3.7 - 3.10 - 10</b>							
<b>Project / Work Packages</b>							
Cost El. No.	ITEM DESCRIPTION	Type of Price	Purchase Currency	Purchase Amount	Exchange rate 1 NC =	Amount in NC	
3.1	Coffee beans		Euro	3,000.00	1.00000	3,000.00	
3.1	Tea leaves		Euro	2,000.00	1.00000	2,000.00	
3.6	Coffee brewer 2000		Euro	20,000.00	1.00000	20,000.00	
3.7	2 year service agreement for Coffee Brewer 2000		Euro	10,000.00	1.00000	10,000.00	

### Bought in items

- Justified by scope of work?
- Not representing infrastructure?
- Not representing 'normal work' items?
- Sufficiently identified?
- Reasonable cost?

### External Services

- Clearly described?
- Clearly needed?
- Value for money?



# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



### Hints and tips: PSS A2 Exhibit B - Key review points by Technical Experts

TRAVEL PLAN AND COST DETAIL													EXHIBIT "B" TO PSS-A2		Issue 1
RFQ/ITT No.:						Project:									
Proposal/Tender No.:						Company:									
Contractual Phase						Type of Price:									
Economic Condition:						Exchange (X): 1 EURO =						1	0		
National Currency (NC)*:															
WP Reference Number	WP Title	Purpose/Event	Departure	Destination	Nr. of Trips	Avg. People per Trip	Travel Cost p.p. (NC)	B/E	Avg. Days per Trip	Subsistence Cost p.d. (NC)	A/R	Total Cost (NC)	Total Cost (EURO)		
WP 2	Coffee procurement	Inspection and audit	AMS	Kenya	1	1	1,900	E	10	200	A	3,900	3,900		
WP 4	Management	Final Presentation	AMS	Noordwijk	1	2	50	E	2	250	A	1,100	1,100		
												0	0		
												0	0		
												0	0		
												0	0		
												0	0		

### Meetings:

- Matching meeting plan?
- All clearly justified?

### # People:

- Matched to scope of meeting?

### Travels:

- Flight costs reasonable?
- #days reasonable?
- Subsistence reasonable? (often too low)





# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



### Hints and tips: PSS FORMS

#### PSSA8

- ✓ **Cost and Hours are broken down per Work Package**
- ✓ **We evaluate whether there is too much, not enough hours allocated to each WP**
- ✓ **Consistency of information is important**
- ✓ **Do not forget to sign the PSSA8**
- ✓ **Do not forget the total !**



# 8. Proposal Template

## Part 3 – Financial Part: PSS costing forms



**Hints and tips: PSS A8**  
**Key review points by**  
**Technical Experts**

Hours per work package

- Matching/ reasonable for scope of work described in WP?
- Reasonable spread of hours (i.e. focus at key part)?
- Hours spent on management reasonable?

WP Title WP Number	WP1	WP2	WP3	WP4					Total WBS-Level	
	Shop set up	Coffee procurement	Equipment setup	Management						
Labour Hours per category										
Project manager				175						175
Wailer staff	2,000		1,500							3,500
Coffee buyer		80								80
...										
...										
...										
...										
...										
...										
Total Labour Hours	2,000	80	1,500	175						3,755
1. Total Labour Cost	NC 40,000.00	6,000.00	30,000.00	17,500.00						
2. Internal Special Facilities Cost	NC									
3.1-3.4 Material Costs	NC 5,000.00									
3.5 High Rel Parts Costs	NC									
3.6 External Major Products Cost	NC		30,000.00							
3.7 External Services Cost	NC		10,000.00							
3.8 Transport/Insurance Cost	NC									
3.9 Travel and Subsistence Cost	NC	3,900.00		1,100.00						
3.10 Miscellaneous Cost	NC									
3. Total Other Costs (sum of above 3 x)	NC 5,000.00	3,900.00	40,000.00	1,100.00						50,000.00
4. Sub-Total Direct Cost	NC									
5.- 7. General expenses	NC									
8. Sub-Total Company Cost	NC									
9. Profit Fee	NC 3,200.00	480.00	2,400.00	1,400.00						
10. Cost without additional charge	NC									
11. Financial Provision for escalation	NC									
12. Total Company Price	NC									
	EURO									
13. Total Sub-Contractors Price	NC									
	EURO									
14. Reduction for Company contribution	NC			-980.00						
15. Total Price for ESA	NC 48,200.00	10,380.00	72,400.00	19,020.00						150,000.00
	EURO	48,200.00	10,380.00	72,400.00	19,020.00					



# 8. Proposal Template

## Part 3 – Financial Part



### PLEASE NOTE!

**All fields in National Currency and in EURO must be filled in.**

Please do not forget to fill in the exchange rate.

**For non-profit organizations, no profit can be accepted. For other organisations, the profit shall not exceed 8% of the Total Company Cost** shown on line 8, which excludes the base value of 3.5b. Subcontractor prices are not considered to be own company cost and, being already inclusive of profit, are shown on line 13 of the PSS A2 (Issue 5).

**Final presentation shall take place at the Agency's premises.** The cost of attendance/participation to conferences can only be covered if it is directly pertinent to the work being proposed, and shall be justified.

**Overheads on procurements and labour rates** are intended to cover admin costs and **general office supplies and overheads.**



# 8. Proposal Template

## Part 3 – Financial Part



### 3.2.2 Milestone Payment Plan

Milestone (MS) Description	Schedule Date	Payments from ESA to (Prime) Contractor (in Euro)	Country (ISO code)
Progress (MS 1): Upon successful completion of WP xxx and/or successful [review] and acceptance by the Agency of all related deliverable items [Deliverable reference e.g D.1 or TN1 ..].	To + ... months		
Progress (MS 2): Upon successful completion of WP xxx and/or successful [review] and acceptance by the Agency of all related deliverable items [Deliverable reference e.g D.1 or TN1 ..].	To + ... months		
Final Settlement (MS 3): Upon the Agency's acceptance of all deliverable items due under the Contract and the Contractor's fulfilment of all other contractual obligations including submission of the Contract Closure Documentation	To + ... months	<b><i>(not less than 10% of the total contract price)</i></b>	
<b>TOTAL</b>			



# 8. Proposal Template

## Part 3 – Financial Part



Note: The advance payment constitutes a debt of the Contractor to the Agency until it has been offset against a subsequent milestone. The amount of the advance payment should be offset by the same amount.

Prime (P)	Company Name	ESA Entity Code (at contract signature)	Country (ISO code)	Advance Payment (in Euro)	Offset against	Offset by Euro	Condition for release of the Advance Payment
P				<i>... Amount (not more than <b>35%</b> of the total contract price for SMEs and not more than 10% for non-SMEs)</i>	MS 1	<i>... Amount (same amount as the advance payment)</i>	Upon signature of the Contract by both Parties



# 8. Proposal Template

## Part 3 – Financial Part



[You are requested to indicate below for information purposes only, the Milestone Payment Plan that is envisaged for Sub-contractor(s)]

<b>For Information purposes only : Amounts in Euro for Contractor and Subcontractor(s)</b>						
<b>Milestone (MS) Description</b>	<b>Prime Contractor</b>	<b><i>Insert Country (ISO code)</i></b>	<b>Sub-contractor name</b>	<b><i>Insert Country (ISO code)</i></b>	<b>Sub-contractor name</b>	<b><i>Insert Country (ISO code)</i></b>
MS1						
MS2						
MS3						



# 8. Proposal Template

## Part 3 – Financial Part



### PLEASE NOTE!

- All claims for payment shall be linked to the **achievement of defined schedule milestones**. These milestones are to be in the form of significant events in the programme to be selected on the basis of providing a check point for progress in the work performed. E.G.
  - Successful completion of Reviews
  - Acceptance of deliverables
- **Progress reports are not sufficient to make payments**
- **Advance payments** to be made after contract signature, may be agreed in line with:
  - The Advance payment **constitutes a debt of the Contractor to the Agency** until it has been set-off against a subsequent milestone. The advance payment shall nominally be set-off against the 1st progress payment.
  - Advance payments for SMEs are 35% of the contract price. SMEs are classified according to the criteria of the European Commission (Recommendation 2003/361/EC of 6 May 2003 (OJ L 124, 20.5.2003, p. 36)).
- **The final payment milestone** shall not be less than **10% of the contract price**.



# 8. Proposal Template

## Part 3 – Financial Part



### 3.3 COST TO COMPLETION

[A cost to completion is not required for Education, Awareness or Preparatory Activities. A cost to completion would be positive for all other activities with a completion TRL of 6 or less. This information is provided for information only and is not binding in any way for either party (ESA or Tenderer)]

#### 3.3.1 Further steps/ Activities needed to complete the development

[Identify each of the main development steps / activities that would be needed AFTER COMPLETION OF THIS ACTIVITY to progress the work to higher TRL - if applicable]

#### 3.3.2 Estimated Cost per step

[Provide a rough estimate of the expected cost of each further step or activity that would be needed in order to reach higher TRL (two levels above the final TRL achieved during the proposed work) – if applicable]

<i>Further Activity</i>	<i>Step/</i>	<i>Estimated cost (Euro)</i>	<i>Estimated Start date</i>	<i>Estimated end date</i>





# 8. Proposal Template

## Part 4 – Contract Conditions Part



### 4.1 INTELLECTUAL PROPERTY RIGHTS

#### 4.1.1. Background Intellectual Property

[SELECT **ONE** OF THE TWO OPTIONS]

[OPTION1]

[If you intend to use for this activity, your own or Third Party intellectual property rights (IPR), you have to identify them with their IPR status at the time planned for the execution of the proposed activity and to specify with the name of the owner, that you are entitled to get the appropriate licence within your price quotation for the Contract, for their access and use for the performance of this contract and in accordance with the Draft Contract conditions.

Please, fill in the table below indicating the items covered by Background Intellectual Property (BIP) which are proposed to be used for the present activity].

Exact name of BIPR Item	Owner, Country	Description	Reference: Patent / Issue / Revision / Version/ Licence #	Contract / Funding Details under which the IPR was created	Name of the affected deliverable
					Include reference of the deliverable

[OPTION2]

In line with Article 6.3 of the Draft Contract, no Background Intellectual Property and no Third Party Intellectual Property Rights will be used to achieve the objectives of the work.



# 8. Proposal Template

## Part 4 – Contract Conditions Part



### 4.1 INTELLECTUAL PROPERTY RIGHTS

#### 4.1.2 Foreground Intellectual Property

[Present the expected Foreground Intellectual Property Rights that will be created as a result of the present activity].

#### 4.1.3 Ownership of Foreground Intellectual Property (Article 6.2.1 of the draft Contract)

[SELECT AND PROVIDE DETAILS OF ONE OF THE TWO OPTIONS]

[OPTION 1]

Please confirm that the Foreground Intellectual Property Rights created as a result of the present activity will belong to the Tenderer.

[OPTION 2]

In the case of the participation of Sub-contractor(s), explain the agreement reached between the parties on the ownership of the Intellectual Property and the principles for its exploitation, use and benefits.]

Please confirm that the Agency shall have an irrevocable right to use the information used in that application, for its own requirements on the terms set out in Article 6.2.2 of the draft Contract.



# 8. Proposal Template

## Part 4 – Contract Conditions Part



### Hints and tips: Intellectual Property Rights

1. Background IPR
  - a. Intellectual property existing already BEFORE the ITT.
  - b. That is USED for the work of the ITT
  - c. That had no ESA financial aid to develop.
  - d. Must be listed, must be able to be evidenced (e.g. via patent, notebook or other means)
  - e. Impact on the deliverables must be described
    - Which deliverables is it included in?
    - How does it affect that deliverable and ESA's rights?
2. Foreground IPR
  - a. Intellectual property developed DURING the Activity
  - b. IP shall remain vested in the company
  - c. ESA shall also have rights
  - d. It shall not affect the deliverables/ rights on the deliverables



# 8. Proposal Template

## Part 4 – Contract Conditions Part

**START**  
We have an Idea! We have a recipe for astronaut food!

**Objective:** supply good tasting protein rich cereal bars to space travellers.



Original Recipe – protein rich but tastes awful



Final Recipe – Specific modifications from lessons learned result in a good tasting product

**BACKGROUND IPR**

**FOREGROUND IPR**

'Micro-Ecological Life Support System Alternative' programme (MELISSA)  
Project: spirulina recipe improved after experiments and testing.



# 8. Proposal Template

## Part 4 – Contract Conditions Part



### 4.2 IMPORT AND EXPORT LICENCES

[This section is only to be completed in case of items or services that are subject to envisaged or probable inclusion of import/export restrictions, other than those from the Tenderer's own country, in either the body of the work performed under this activity or in a resulting product or service.]

#### 4.2.1 Import and Export Licences applicable to this Activity

[SELECT **ONE** OF THE TWO OPTIONS]

##### [OPTION1]

The Tenderer declares that no items subject to import or export control will be used in the execution of this activity.

##### [OPTION2]

The Tenderer declares that the following items, subject to import or export control will be used in the execution of this activity:

Item	Control Type and Country of Origin	Deliverable affected	Comment



# 8. Proposal Template

## Part 4 – Contract Conditions Part



(Cont.)

### 4.2 IMPORT AND EXPORT LICENCES

4.2.2 Import and Export Licences applicable to a product or services arising from or resulting from this Activity

**SELECT ONE OF THE TWO OPTIONS**

#### [OPTION1]

The Tenderer declares that any products or services arising from or resulting from this activity will not be subject to import or export control or make use of any import/ export controlled items.

#### [OPTION2]

The Tenderer declares that the following items, subject to import or export control, are expected to be used in an end product or service eventually arising from or resulting from this activity.

Item	Control Type and Country of Origin	Deliverable affected	Comment



# 9. Face to Face (1-on-1) Meeting Agenda



## Meeting room A (Phil)

Meeting	Start time of meeting	Entity name
A1	13:30	European University Cyprus
A2	13:45	EMTECH SPACE P.C (CY) Ltd
A3	14:00	AVANTI Hylas 2 Cyprus Ltd
A4	14:15	University of Cyprus / EMPHASIS Research Centre
A5	14:30	Frederick University
A6	14:45	University of Cyprus - Electromagnetics and Novel Applications Lab (ENAL)
A7	15:00	1010 ASTEROSKOPEION
A8	15:15	IREROBOT LTD
A9	15:30	Logicom Solutions Ltd
A10	15:45	AMDM LTD - Advanced Materials Design & Manufacturing Limited

## Meeting room B (Gertrud)

Meeting	Start time of meeting	Entity name
B1	13:30	Cyprus University of Technology (CUT) / Department of Civil Engineering and Geomatics
B2	13:45	AAISCS Ltd / Laboratory for Human Brain Dynamics
B3	14:00	University of Cyprus
B4	14:15	PASCAL PRIVATE ENGLISH SCHOOL LARNAKA
B5	14:30	Cy.R.I.C Cyprus Research and Innovation Center Ltd
B6	14:45	Geofem Ltd
B7	15:00	ADITESS LTD
B8	15:15	European University Cyprus
B9	15:30	Geomatics Cyprus Ltd
B10	15:45	Cyprus Telecommunication Authority

For EO Apps, feel free to call Zoltan Bartalis:  
+39(0)694180634 BEFORE 17<sup>th</sup> April

