



EUROPEAN UNION AGENCY FOR CYBERSECURITY (ENISA)

ENISA - European Union Agency for Cybersecurity

European Union Agency for Cybersecurity (ENISA)
**Call for tenders ENISA/2024/OP/0006 - Production and
supply of branded promotional material**

Open procedure

TENDER SPECIFICATIONS
[Part 2: Technical specifications]

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1. Introduction

1.1 General

The European Union Agency for Cybersecurity (ENISA) was established by the European Parliament and the Council Regulation (EU) No 2019/881 of 17 April 2019 (OJ L 151/15, 07.06.2019). ENISA is actively contributing to European cybersecurity policy, in order to support Member States and European Union stakeholders to support a response to large-scale cyber incidents that take place across borders in cases where two or more EU Member States have been affected. This work also contributes to the proper functioning of the Digital Single Market.

1.2 Scope

The Agency shall assist the European Commission and EU Member States (EU MS), and in consequence cooperate with the business community, in order to help them to meet the requirements of network and information security, thereby ensuring the smooth functioning of the Internal Market. As described in ENISA regulation, one of the objectives of the agency is to assist the Union institutions, bodies, offices and agencies in developing policies in network and information security, so, including building expertise related to availability, authenticity, integrity and confidentiality of stored or transmitted data and the related services offered by or accessible via those networks and systems. For instance, the new ENISA regulation mentions the necessity to analyse current and emerging risks (and their components), stating: *“the Agency, in cooperation with Member States and, as appropriate, with statistical bodies and others, collects relevant information”*. In particular, under Art. 3, Tasks, d), iii), the new ENISA regulation states that ENISA should enable effective responses to information security risks and threats.

ENISA supports the development and implementation of the European Union's policy and law on matters relating to network and information security (NIS) and assists Member States and European Union institutions, bodies and agencies in establishing and implementing vulnerability disclosure policies on a voluntary basis.

Since 2019, following the bringing into force of the Cybersecurity Act (Regulation 2019/881), ENISA is tasked to prepare the 'European cybersecurity certification schemes' that serve as the basis for certification of products, processes and services that support the delivery of the Digital Single Market. The European Cybersecurity Act introduces processes that support the cybersecurity certification of ICT products, processes and services. In particular, it establishes EU wide rules and European schemes for cybersecurity certification of such ICT products, processes and services.

1.3 Objectives

The Agency's objectives are as follows:

- The Agency shall enhance the capabilities of the cybersecurity community including EU Member States to prevent, to address, and to respond to cybersecurity issues and threats.
- The Agency shall provide assistance and deliver advice to the Commission and EU MS on issues related to cybersecurity falling within its competencies as set out in the Regulation.
- Building on national and EU efforts, the Agency shall develop a high level of expertise.
- The Agency shall use this expertise to stimulate broad cooperation between actors from the public and private sectors.

- The Agency shall assist the Commission, in the technical preparatory work for updating and developing EU legislation in the field of cybersecurity.

2. Additional Information

Further information about ENISA can be obtained on its website: www.enisa.europa.eu.

2. Technical Description

1. PURPOSE AND CONTEXT OF THE TENDER

The scope of this tender is the production and supply of high quality and environmentally friendly, branded promotional material including merchandised clothing and textile products with ENISA's corporate visual identity (by including e.g. ENISA's logo, website address, tag line, graphic motif etc.) through a framework contract (FWC), in an efficient, timely and dependable manner.

1.1 Estimated Contract Value and duration of the framework contract

The total budget is estimated of € 300.000,00 (three hundred thousand euro) over the maximum possible period of 4 years.

1.2 Main promotional products

The following is a list of key promotional products that ENISA may acquire through the FWC :

ID No	Item and description	Class of items
Pens (ball pens, stylus pens, pencils, highlighters)		
1	Pens with graphic motif and the website address - 2 positions. Pens color scheme should be white, blue, red or silver. Ink blue/black.	Core
2	Stylus pens with graphic motif and the website address - 2 positions. Pens color scheme should be white, blue, red or silver. Ink blue/black.	Core
3	High quality steel roller pens in presentation box with ENISA tag line, logo or graphic motif engraved on it. (1 color - 2 positions)	Selected
4	Highlighter with graphic motif and the website address - 2 positions	Core
5	Pencils: Wooden pencils with the graphic motif in 1 color and the Agency website. Standard dimensions, medium core.	Core
Lanyards		
6	Lanyards (20x440mm) sublimated with the ENISA website url with hook and safety lock	Core
Notepads		
7	A5 notepads, full color on one side 90gr uncoated paper with spiral on top or one side + cover of PVC eco-friendly material or carton. With ENISA logo and tag line in two colors	Core

8	A5 glued notepads, full color on one side 90gr uncoated paper	Core
9	A4 glued notepads, full color on one side 90gr uncoated paper	Core
Notebooks		
10	A5 Moleskine notebook in several colors with ENISA logo or graphic motif (2 colors) and tag line (1position)	Core
11	A6 Moleskine notebook in several colors with ENISA logo or graphic motif (2 colors) and tag line (1position)	Core
Bags and backpacks		
12	Cotton or recycled material (eco) shopping bag in blue/white/other colors with long handles 105gr/m2. Bag size approx. 30 x 40cm. Print on both sides in full color (4 colors) Indicative print area 20cmx20cm	Core
13	Backpacks with embroidered logo and tag line in 2 colors	Core
14	Conference bags/pouches length tailored to laptops' dimensions to be used for documents A4 size. Zip in the middle with embroidered ENISA logo or graphic motif	Selected
Umbrellas		
15	Folded, resistant to various weather conditions, durable, printed logo or graphic motif in 2 colors, standard size with cover.	Core
16	Polyester automatic umbrella with eight panels. Metal frame and wooden shaft and handle printed logo graphic motif in 2 colors	Selected
Textile products		
17	Unisex polo shirts 100% cotton (short sleeves) in available colors with embroidered logo on the front and more information on the back or sleeve (available in S, M, L, XL) 200gr/m2	Core
18	Unisex T-shirts 100% cotton (short sleeves) in available colors with embroidered logo on the front and more information on the back or sleeve (available in S, M, L, XL) 180gr/m2	Core
19	Cotton peak caps with logo and tag line embroidered in 2 colors on the front.	Core
20	Light wind jackets, waterproof and windproof jacket both durable and comfortable and work wear jacket. Style features need to include full front heavy-duty zip. With logo on the front and on the back in one colour (available in S, M, L, XL)	Selected
21	Customised men's ties made of silky polyester fabric or silk, with logo.	Selected
22	Customised women's scarfs made of silk,with logo.	Selected
23	Unisex Hoodies with embroidered logo on the front and more information on the back or sleeve (available in S, M, L, XL) 250gr/m2	Selected
Thermal bottles/Travel cups		

24	Thermal bottle, stainless steel with ENISA logo and tag line (2 colors, 1 position) Indicative Capacity: 350 ml	Core
25	Travel cup, stainless steel and PP with ENISA logo and tag line (2 colors, 1 position) Indicative Capacity: 400 ml	Core
26	Drinking bottle stainless steel with ENISA logo and tag line (2 colors, 1 position) Indicative Capacity: 600 ml	Core
Mugs:		
27	Porcelain mugs, standard size with full color printing	Core
Banners		
28	Portable, pull up stands with ENISA logo and corporate design in full color (4 colors). Resistant and durable material and carry box or bag. Indicative dimensions 2110mm * 800mm	Core
Stickers		
29	Stickers with ENISA or other logo in 4 colors. Indicative size 10 x 10cm	Core
30	Camera covers, camera blocker + cardboard + polybag 10x13mm (rectangle)card format, print	Core
Leaflets/Posters		
31	Leaflet A4 foldable, 2 pages	Core
32	Leaflet Square 16hx(16bx4) foldable	Core
33	Leaflet 21X14,7 cm , foldable, 6 pages	Core
34	Leaflet 21X14,7 cm , foldable, 8 pages	Core
35	Leaflet 11X22 cm foldable, 12 pages	Core
36	Paper Folder A4	Core
Technology gadgets		
37	Stylus ballpoint pen and laser presenter in presentation box with logo in 1 color, 1 position	Selected
38	Wireless Charging pad - with logo in full colour	Selected
39	Universal smart phone stand printed/embroidered with logo in full colour	Selected

40	Reusable Cable Organizers with logo in one colour	Core
41	Encrypted or fingerprint USB Flash Drive - USB 3.0 16Gb	Selected
42	Encrypted or fingerprint USB Flash Drive - USB 3.0 32Gb	Selected

1.3 Place of delivery for items ordered

The successful tenderer will be expected to deliver the promotional materials to the following locations:

- a) ENISA Head Office located in Agamemnonos 14, Chalandri 15231, Attiki, Greece (approx. 90+%)
- b) Brussels Office located in Rue de la Loi 107, 1049 Brussels, Belgium (approx. 5%)
- c) Other locations and destinations within the EU where events or exhibitions take place. (delivery costs will be discussed and pre-agreed in these cases)

2. GENERAL REQUIREMENTS

This tender procedure covers the branding, production, delivery and other related services for various types of promotional, printed and “gadget” communication material according to ENISA’s current and future visual identity specifications. It is important to note that ENISA expects to be offered high quality and environmentally friendly items.

2.1 Branding

The tenderer must propose branded material according to the scope of the Agency’s work and target audiences. The tenderer must apply and adapt existing logos and elements included in the Agency’s corporate visual identity and relevant text (web addresses, taglines, etc.) or use pre-approved templates/artwork designed by the tenderer or by the Agency (to be confirmed per order). Therefore, the tenderer must collaborate with a graphic designer.

The Agency expects to receive creative, innovative proposals for promotional goods, which fit, to the Agency’s scope of work. Before the production is launched, the tenderer will be obliged to present at least an electronic sample (proofs) or specimen, and in some cases physical samples, in order to obtain a final approval for production.

The Agency has the following general quality requirements for the promotional items:

Eco-friendly: recycled or organic content, eco-labelled products such as FSC, PEFC, EU Ecolabel, or equivalent sustainable objects; reduced packaging, biodegradable products and working conditions in production. Special attention must be given to products that help ENISA obtain a ‘greener’ approach.

Creative, innovative, attractive look: originality (unusual, outstanding design, novel communication approach, latest research trends (e.g. material), appealing design and fostering visibility in public.

Practical, useful, effective: promotional items should be both useful and specially designed to be used in the most visible way possible. They should also be durable rather than single-use.

3. SPECIFIC REQUIREMENTS

3.1 Production of branded promotional material, including merchandised clothing and textile products

The tenderer must be able to provide a wide range of branded promotional material and items, within the following 2 groups :

- a) “**Core**” items
- b) ”**Selected**” items for specific target audience.

These materials and items must be customized with logos, slogans, contact details, internet addresses or any other graphic element or image (when applicable).

3.2 “Core” Items

The following basic list constitutes the core items to be ordered in most cases by the Agency throughout the duration of the FWC. These items are expected to be distributed during ENISA’s events, external events, exhibitions, fairs etc.

Usually, orders will be for a minimum of 300pz, 500pz or 1000pz but custom smaller/bigger orders might also be made.

3.2.1 Stationery

- Pens (ball point pens, pencils, highlighters etc.)
- Notebooks (moleskines etc.)
- Notepads
- Folders

3.2.2 Gifts and gadgets

- Thermal bottles, Travel cups
- Umbrellas (short/long)
- Wireless charging pads
- Phone cases
- Cups, mugs and glasses
- Water bottles (aluminium / stainless steel)
- Backpacks
- Lanyards
- Cotton shopping bags
- Phone stands
- Cable organisers
- Laptop camera covers
- Gadgets for children

3.2.3 Printed material

- Stickers
- Roll up and exhibition banners
- Leaflets
- Posters

3.2.4 Apparel products carrying the Agency's logo

Garments and accessories used by the Contracting Authority during meetings and events with relevant stakeholders and/or for distribution in key events. Generally, orders will be min 100pz and usually max 300pz

- Short sleeve polo T-shirt
- Promotional T-shirts
- Long sleeve hoodies
- Caps

3.3 "Selected" items for specific target audience

The tenderer must also be able to provide a range of products for the Agency's selected targeted audiences and special events. These materials will be purchased in smaller quantities and should display logos, slogans, contact details or internet addresses or any other graphic element or image. Indicative list of those products hereinafter. Generally, orders will be min 50pz max 200pz

- Conference bags/laptop bags/laptop sleeves;
- High quality pens or fountain pens
- Light jackets
- Ties
- Women scarves

3.4 Other products

The tenderer must also be able to propose alternative equivalent items related to those mentioned above that can serve as "core" and "selected" items, with prices that are currently available or will be accessible, and can be ordered via an online catalog.

3.5 Products' Catalogues

In addition to the aforementioned items tenderers are required, with the technical offer, to provide access to an online catalogue(s) of branded promotional products that they can supply, including full descriptions and price of each item or alternatively submit the pdf version(s) of the catalogue(s) to ENISA.

Failure to provide in the technical offer a hyperlink of the online catalogue may result in the tender's offer being declared invalid and not further evaluated.

Tenderers must take note that ENISA may request a detailed price quotation from the tenderer for the products listed in the catalogue. This quotation must align with the e-catalogue(s) submitted with their proposal and, if applicable, reflect the discount offered in this tender.

3.6 Print and graphic requirements

ENISA will provide the basic information, graphics, logos, and other necessary materials upon request for quotations and/or samples. The tenderer must meet the following minimum personalization requirements:

- Single and multi-color printing on various materials
- Laser engraving on metal, glass, and/or crystal
- Embossing or debossing on leather, textile, and/or wood
- Embroidery

Specific details and graphic elements for the products (such as logos and images) will be supplied by ENISA in a timely manner. The tenderer should be capable of delivering customized and personalized conference and promotional materials, along with related services that include design, layout, pre-press work, display of logos, slogans, contact information, internet addresses, or any other graphic elements or images. This also encompasses the production of samples and delivery of the requested products.

3.7 Digital Samples

The tenderer is required to provide digital samples (and accompanying specifications) as part of their technical proposal for the core and selected items (either produced for previous clients or specifically made for the purpose of this tender) in a digital format (e.g. photos in .pdf, .png, .jpeg etc.).

3.8 Order procedure

Upon signing the FWC, ENISA will issue individual order forms in accordance with the terms outlined in the FWC. ENISA will initiate requests for offers via email, and the contractor must respond with a written offer (also by email) within one to four working days, depending on the urgency of production and delivery, while confirming delivery dates.

For all promotional products listed in any order form, the contractor must provide artwork for ENISA's approval within five calendar days (three days for urgent cases) from when the signed order form is emailed to the contractor's designated contact point, unless ENISA provides the artwork directly. In cases where ENISA provides the artwork, the contractor must proceed with production upon receiving approval from ENISA.

If the artwork is not approved, the contractor is required to resubmit revised artwork within two calendar days (or one day for urgent cases). If the artwork is not approved again, it will be deemed a failure to fulfill the terms of the FWC. However, if ENISA takes longer than the specified timeframe to provide approval, the artwork will automatically be considered approved.

The contractor must adhere to the maximum delivery timelines specified below for any promotional products shipped to any location, starting from either the date of artwork approval or from the order form date if the artwork has been previously approved:

The production and delivery timelines based on priority classification are as follows:

- Normal Priority: Production, shipping, and delivery of ordered items within 20 working days after receiving a signed order form or within a later timeframe specified in ENISA's request starting from the order form date if the artwork has been previously approved.
- Urgent Priority: Production, shipping, and delivery of ordered items within 10 working days after receiving a signed order form, starting from the order form date if the artwork has

been previously approved. If artwork has been previously approved under another order, the date of that order form will be considered for determining delivery timelines.

Any additional costs incurred from urgent delivery will be reflected as an uplift on the total value of the order and must be detailed in the financial offer form (Annex 6). The contractor will confirm delivery times accordingly.

Before an order is placed, ENISA reserves the right to request samples, which must be branded and provided at no cost within a specified timeframe. The timeline for sample delivery will not affect the overall delivery schedule for the actual order.

ENISA will prepare the order form based on the received offer and send it to the contractor, who must return it duly signed. Ordered items must be delivered by the specified deadline to the location indicated in the order form.

The prices applicable to orders will be those indicated in the financial proposal attached to the contractor's tender or from valid catalogs provided by the tenderer, including any offered discounts or uplifts.

ENISA aims to arrange distribution of orders twice a year based on storage options at delivery locations. In this regard, ENISA will send an order form that includes promotional products scheduled for delivery. These forms will focus on either production or delivery for easier tracking.

In certain situations, ad-hoc ordering may be necessary with normal or urgent priority due to unplanned events or changes in participant numbers. In such cases, ENISA will send an order form to the contractor.

After all deliveries are completed—including ad-hoc orders—the contractor will issue the invoice. Payments for these invoices will not be processed until all deliveries from respective order forms have been fulfilled and acceptance forms (Annex 9) have been duly signed.

3.9 Delivery

All branded products must be delivered to the main reception area of the Agency's office and stored in a designated area in the Agency's premises. The final delivery location is the designated storage area which will generally be accessible through a ramp or a lift. Delivery on a pallet could be considered subject to prior arrangements with ENISA.

All costs (including transport, insurance, packaging, etc.) up to the delivery at the contracting authority's designated locations will be included in the financial offer, in accordance with the Incoterms 2020 of the International Chamber of Commerce, specifically under Delivered Duty Paid (DDP) terms.

The tenderer must guarantee a maximum delivery time of 20 working days following the signature of the relevant order form under the FWC, unless a different timeline has been agreed upon in advance with ENISA.

In addition, the tenderer must establish and maintain a responsive process for handling urgent requests. Upon receiving an urgent request, the tenderer must promptly assess stock availability, production timelines, and delivery logistics and provide ENISA with a confirmed delivery schedule, offering a minimum guaranteed delivery time for such urgent orders. The tenderer must communicate any potential delays or issues proactively and offer alternative solutions when standard timelines cannot be met.

Tenderers must demonstrate how their delivery policy will be applied in the performance of the contract. For example, normal delivery times in working days following receipt of an Order from

ENISA must be provided, as well as information on the methods used for transport e.g. using own vehicle or the use of a courier service etc.

Tenderers must provide details of their 'returns policy' for all products, in the case of:

- i) goods damaged in transit;
- ii) items delivered not to the quality or exact specification expected or requested by the Agency

3.10 Guarantee

The contractor must ensure that all items provided are new, unused, and free from any defects in design, materials, and workmanship. Unless otherwise agreed upon by both parties, the contractor is required to guarantee that the items supplied during the implementation of the FWC will meet the current specifications at the time of ordering when used under normal conditions.

The ordered items must be covered by a 24-months guarantee from the date of the invoice against production or material defects. Exceptions are:

- Items with an expiration date (sell-by date) that have been stored and used under the appropriate conditions.
- Specific items that come with an extended warranty period.

The guarantee does not cover damages caused by normal wear and tear, improper handling, force majeure, or negligence. ENISA must follow the manufacturer's instructions as outlined in the user manual to exercise its rights in case of any issues.

If defects are identified during the warranty period, ENISA should notify the contractor as soon as possible. The contractor will then retrieve the defective item (along with a copy of the invoice) and will be responsible for replacing or repairing the product at their own expense within the timeframes specified by ENISA.

All items supplied must include a manufacturer's warranty. They should be user-friendly and easy to handle. Furthermore, all items and materials must comply with European Union quality, safety, health, and environmental standards, which encompass aspects such as color, finish, and clarity of prints.

All products must adhere to environmentally responsible practices regarding their production processes and materials used, including recycled or organic materials and sustainably sourced components. This includes reduced or recyclable packaging and biodegradable products. These items should support the Contracting Authority's commitment to sustainability and assist in communicating this initiative.

Preference will be given to tenderers that follow a recognized quality management system (e.g., ISO 9001:2008 or equivalent). The Contracting Authority reserves the right to reject or return any products that do not meet EU safety and quality standards or that are inadequately labeled.

3.11 Returns policy

If ENISA receives promotional products that do not comply with the provisions of the FWC and/or the respective order form, the contractor must either:

- Replace the non-compliant item(s)

- Or provide credit note, if replacement is not possible or acceptable by ENISA (e.g., when a promotional product is required for a specific event and a replacement cannot be provided in time before the event)

Promotional products will be considered non-compliant if they:

- Arrive damaged at the indicated delivery place
- and/or are faulty
- and/or are made of hazardous materials to the end users
- and/or do not meet the technical specifications

The non-compliant items must be replaced within the timeframes specified by ENISA on a case-by-case basis. If replacement is not possible within the specified timeframes, ENISA shall be entitled to a credit note, as described above.

Any expenses related to replacing non-compliant items, including collection and re-delivery costs, will be borne by the contractor.

3.12 Contract Management

The contractor must designate one account manager and designated backup, as the point of contact for all of ENISA's needs related to the implementation of the FWC.

English, which is ENISA's working language, must be used throughout the FWC duration for all communication, reports and other documentation. Therefore, the designated account manager and the designated backup must be fluent in English.

The contractor must provide ENISA with the name, surname, contact details of the designated account manager, and the email address to which order forms should be sent.

The contractor must ensure that the quality of products and reliability of service remains consistent throughout the FWC period. In case of non-compliance, ENISA reserves the right to apply the measures in accordance with the provisions of the FWC for supplies.

The contractor should commit to a kick-off meeting (online or physical at ENISA 's Headquarters in Athens) immediately after contract signature, followed by one online contract review meeting per year (i.e., a total of 4 meetings during the contract duration). These contract review meetings will be used to assess performance, evaluate products, reassess needs and improve cooperation. Any travel, accommodation and subsistence costs of the contractor's personnel attending the kick-off and contract review meetings must be borne by the contractor.

ENISA may call for additional meetings if its business needs require. In such cases, meetings shall be organized online (i.e., via video conference systems).

ENISA will designate a contact point to manage the contract and administer purchasing of branded promotional material who will act as the main point of contact for the Agency needs.

4. OTHER REQUIREMENTS

4.1 Costs involved in preparing and submitting a tender

ENISA will not reimburse any costs incurred in the preparation and submission of a tender excluding the shipment of the samples. Any such costs must be paid by the tenderer.

4.2 Payment Arrangements

Payments shall be carried out only upon completion of the delivery of all products listed in the Order Form and within 60 days after an invoice is submitted to ENISA. Payments will be made after the acceptance form has been duly signed accompanying each invoice, listing the items procured.

4.3 Additional Deliveries

For additional deliveries or extensions of existing supplies, ENISA reserves the right to use the same contractor under the provisions of Point 11.1 (f) (i) Annex 1 of the Financial Regulation.

4.4 Contractual details

The FWC will be implemented through order forms (simplified specific contracts) which will be signed with the selected tenderer.