

6th Call for Outline Proposals under the Plan for European Cooperating States (PECS) in Cyprus

ESA AO/1-11236/22/NL/SC

22nd March 2022

DISCLAIMER



This presentation material does not contain sufficient information to be used, in any way, in the context of the ITT (Invitation-to-Tender) [ESA AO/1-11236/22/NL/SC](#)

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 [ESA AO/1-11236/22/NL/SC](#) documentation.



Overview of PECS Results



1st PECS Call	28 proposals were received, 7 were approved Scores range: 48 – 69, Average: 53.7 , success rate: ~25%
2nd PECS Call	21 proposals were received, 9 were approved Scores range: 47.5 – 69.5, Average: 57 , success rate: ~43%
3rd PECS Call	13 proposals were received, 7 were approved Scores range: 49 – 73.5, Average: 57.4 , success rate: ~54%
4th PECS Call	30 proposals were received, 9 were approved Scores range: 56.5 – 71.5, Average: 62.2 , success rate: ~30%
5th PECS Call	24 proposals were received, 8 were approved Scores range: 60.75 – 66.0, Average: 61.7 , success rate: ~33%



1. ESA Tools – Basics of ESA Procurement
2. Sixth Call Overview
3. The Cover Letter
4. Activity Types
5. Key Programmatic Notes
6. Common Mistakes

HANDBOOK – BASIC OF ESA PROCUREMENT

ESA electronic procurement tools



<https://doing-business.sso.esa.int/>



- Portal for access to the entire esa-star toolset, including associated ESA corporate applications like esa-p
- All applications are connected, making it easier for users to access the systems and retrieve information
- Optimised and supported for use with the Google Chrome browser

DOING BUSINESS WITH ESA esa

Doing Business with ESA

This portal provides access to the different ESA IT Corporate Applications for all economic operators doing business with, or intending to interact with, ESA. A click on the "More Details..." Button provided for each IT Corporate Application reveals a brief description which explains the purpose of and process supported by the related system. To access any of the applications, please use the "Access" buttons. Some systems can be entered as a guest user, without the need to log-in. However, functionalities and data available will be limited. Additional information about the ESA Procurement Process and further useful links for economic operators are provided on the right-hand side.

esa-star
Registration

[More Details...](#) [Access](#)

esa-star
Tendering

[More Details...](#) [Access](#)

esa-star
Publication

[More Details...](#) [Access](#)

esa-star
esa-match

[More Details...](#) [Access](#)

esa-star
ECM

[More Details...](#) [Access](#)

esa-p

[More Details...](#) [Access](#)

About ESA's Procurement Process

Useful Links



HANDBOOK – BASIC OF ESA PROCUREMENT

esa-star Registration



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Register in esa-star Registration

esa-star Registration

More Details... Access

Login
Register your entity

esa-star Publication

More Details... Access

esa-star esa-match

More Details... Access

esa-star ECM

More Details... Access

esa-p

More Details... Access

About ESA's Procurement Process

Useful Links

Doing Business with ESA v. 1.0

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esa-star Publication



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Access Tenders and ESA procurement related news

EMITS replacement

esa-star Publication

More Details... Access

esa-match

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esa-ECM

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esa-p

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esa-match



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Network, find partners, advertise

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esa-star Tendering



DOING BUSINESS WITH ESA esa

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More Details... Access

Login
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About ESA's Procurement Process

Useful Links

Submit your proposal

Doing Business with ESA v. 1.0 Contact Us YouTube Twitter Facebook Instagram

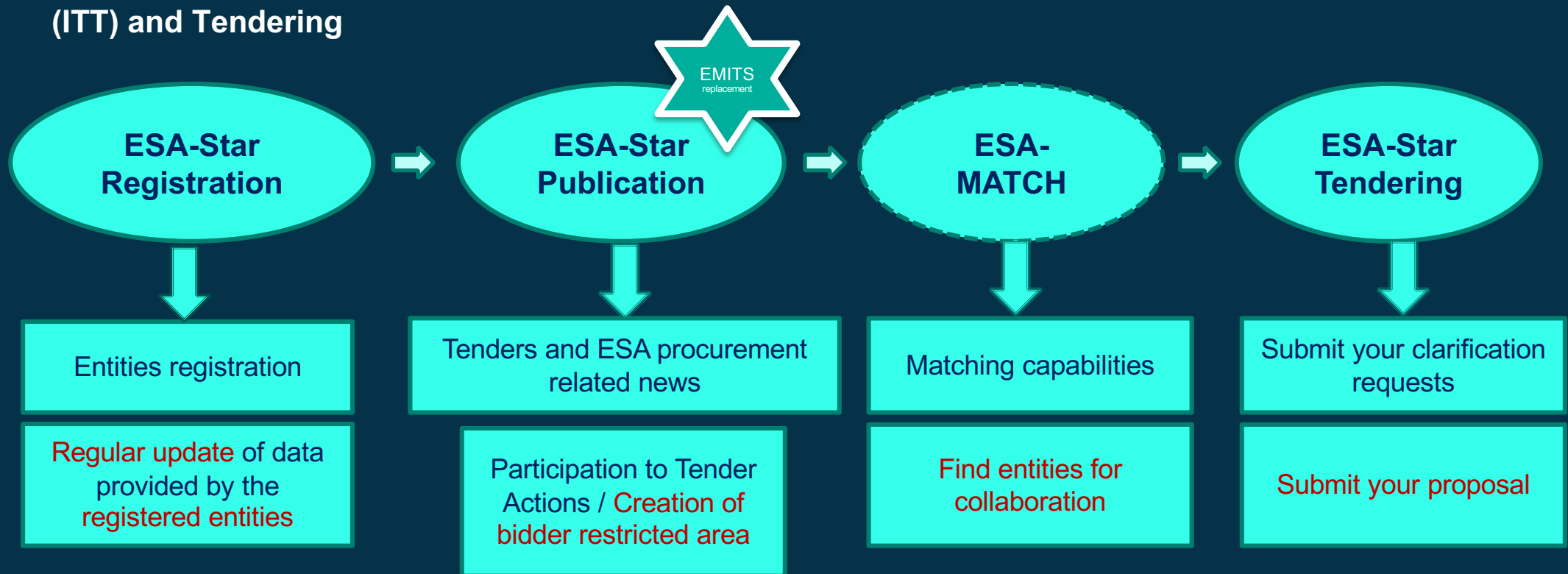
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→ THE EUROPEAN SPACE AGENCY

1. ESA Tools - Basics of ESA Procurement

Main tools supporting the procurement process:

- **ESA-STAR**: ESA's online System for **Registration of Entities, Publication of Invitation-to-Tenders (ITT) and Tendering**



1. ESA Tools - Basics of ESA Procurement

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

Registration on ESA-STAR is a **pre-requisite** to do business with ESA

b) **ESA-STAR Publication** (<https://esastar-publication.sso.esa.int/>)

All ITT related documents can be found in esa-star. Here you request the system to create a **Bidder Restricted Area** in ESA-STAR Tendering

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

In the Bidder Restricted Area you can request for clarifications and **submit the proposal**

d) **ESA-MATCH** (<https://esastar-esamatch.sso.esa.int/>)

Competences & Capabilities, **find suitable tenders and entities for collaboration**



2. Sixth PECS Call Overview

ITT/AO Cover Letter

Appendix 1
Draft Contract

Appendix 2
EXPRO Tendering Conditions

Appendix 3
Proposal Template

Appendix 4
ESA Workplans

ITT Reference:
ESA AO/1-11236/22/NL/SC

ITT to be published on **02nd May 2022**

Submission Deadline on **10th June 2022 at 13:00 (CET)**

Maximum budget: **750.000 Euros**

First contracts: **Q4 2022**

No.	Evaluation Criteria	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.	45%
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.	25%
3	Adequacy of management approach. Credibility of the cost estimation and the proposed schedule.	25%
4	Compliance with the administrative tender conditions of the call for outline proposals and acceptance of the draft contract.	5%



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ITT/AO Cover Letter

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3. Cover Letter

The Cover Letter contains essential information on the ITT e.g.

- The name of the responsible **Contracts Officer** (**S. Courtois**)
- **Submission deadlines** for evaluation
- **Activity Types** description and **price** constraints
- **Contractorship** and **programmatics** constraints
- Description of the **evaluation process** and selection
- **Evaluation Criteria**
- **Instructions and restrictions** for proposals submission

Read the Cover Letter very carefully and be sure to comply



3. Cover Letter

Key programmatic constraint (subject of this ITT):

Development of new technologies, techniques and system concepts in the area of satellite communication, including communication protocols and transmission characteristics and the support to the definition of new telecommunication standards.

Read the Cover Letter very carefully and be sure to comply



4. Type of Activities

Each **Activity Type** has its own requirements, constraints and financial ceiling:

- a. Space and Ground segment related Research and Development (R&D) activities**
 - not higher than Euro 350.000

- b. Feasibility studies, de-risking activities and simple breadboard activities**
 - not higher than Euro 50.000

Details on the activity types are given in the Cover Letter

5. Key Programmatic Notes



1. The Call is addressed only to **Cypriot entities** (Tasks for non-Cypriot entities in other ESA Members, while welcome, shall **not exceed 20%** of the price, must be **fully justified** and cannot consist of any **core activities**)
2. No duplication of ongoing and intended activities in ESA (**see Appendix 4**)
3. The proposed activity shall have **potential for further use or development** in ESA activities (development of space-related capabilities, creation of relations with **space firms** in ESA Members States, involvement of **end-customers** for future use)
4. The proposed activities shall lead to potential cross-sectorial **products/services**, increase the competitiveness and bring **long-term benefits to Cypriot industry**, foster the economic growth or provide societal benefits to the Country
5. Only proposals with an overall **mark >55** will be recommended
6. The ceiling price is a **maximum limit, not a target price** nor an indication of the amount expected. All the costs must be justified as needed to achieve the objective.
7. **Involvement of industry** in a meaningful way
8. Involvement of an **end-customer** required or strongly encouraged



Other specificities of the 6th Call



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

CubeSat / NanoSat

Proposals for studies leading to the development of a national satellite (CubeSat) are considered out of scope of this ITT, as such studies shall be instigated by the government of Cyprus.



6. Proposal Template: Most Common Mistakes



Criterion 1

1. **Objectives** difficult to understand or **not clearly stated** (keep to max 2 sentences)
2. Poor or **missing technical requirements** (e.g. not covering the space environment, not quantified or verifiable, not matching market need, not covering key functions and features to be implemented)
3. Poor or **missing engineering approach** (e.g. baseline concept not described, missing reviews, lack of testing or validation)
4. Poor or **inadequate programme of work** (e.g. missing customer or industry involvement, missing development steps or testing) and inconsistency between text, workflow logic, WPD and GANTT
5. **Poor WPD** (e.g. insufficient detail to understand the full scope of the work, no clear responsibilities or clear split between companies' tasks)
6. **Poor WBS** (e.g. too few WPD, WP with tasks for more than one entity – please separate them!)





6. Proposal Template: Most Common Mistakes



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6. Proposal Template: Most Common Mistakes



Criterion 2 (programmatic part)

1. Not meeting the **programmatic constraints of the cover letter** (e.g. proposal not related to ESA needs or programmes, not space related, no user involvement, no industry involvement, no path to recurring benefit (e.g. marketable product/service))



6. Proposal Template: Most Common Mistakes

Criteria 3 (management / planning / costing part)

1. **Poor planning** (e.g. insufficient detail, **no dependencies** shown, too much in parallel...)
2. **Non-credible costing** (e.g. hours not corresponding to described scope work in WPD, procurement of inappropriate items, excessive travel costs, price = ceiling, procured items not detailed or justified)
3. Items that can be considered **infrastructure** or normal tools/ facilities are **not eligible**

6. Proposal Template: Most Common Mistakes



Criteria 4 (tender conditions / contractual matters)

1. Some of the **documents not signed** or missing (e.g. Cover Letter, PSS Forms)
2. **Non compliance with tender conditions**
3. Disagreeing with the **Draft Contract** (that you accepted by signing the Cover Letter)
4. Leaving **incomplete or empty part** of the proposal (e.g. If not applicable, state why)



6. Proposal Template: Most Common Mistakes

- ✓ **RESUBMISSIONS MUST** be declared. The previous **TEB comments** given in a debrief **MUST** be taken into account. We expect **significant and meaningful changes**. If not – it will be rejected again.
- ✓ **MAXIMUM PRICE IS NOT TARGET PRICE!!** Verify the **credibility of costs** with respect to the work described in WPD (all costs must be transparent, clear and justified).
- ✓ **THE SCHEDULE MUST BE ALIGNED** with the **WBS** and **WORKFLOW**, and must be sufficiently detailed to **allow close progress monitoring**. Each task in the schedule should not be more than a few months to ensure this.
- ✓ **PROGRAMMATICS**: No clear path to a **recurring benefit** (product/service). No inclusion of **end customer**. Insufficient **involvement of industry**. Not taking into account current **European capability** or not building **international links** / business opportunities.

7. Sources of help

These other sources of information and help are available to you at the following link (valid until 15/06/2022):

<https://esabox.esa.int/owncloud/index.php/s/0nSXOcuLGvuXLEq>
password: **Cy6#2022**

- PECS 6th Call Presentation
CY6_Briefing_Presentation.pdf
- Example Proposal (***NB! DO NOT COPY THE TEMPLATE OR CONTENTS***)
PECS_Example_Proposal.pdf
- Basics of ESA Procurement Handbook - (*How to use ESA IT systems*)
CY6_Handbook Basic of ESA Procurement.pdf
- Proposal Submission Checklist - (*Have you done everything?*)
PECS_PROPOSAL SUBMISSION HIGH LEVEL CHECKLIST.pdf

Parkinson's Law

Work expands so as to fill the time available for its completion.

Student syndrome

Task start will be delayed since there is more than enough time to accomplish it.

Questions/ Clarifications?

Please email, before 12:00 01 May 2022:

To Jennifer.Ngo-Anh@esa.int

Cc: Stephen.Airey@esa.int

With title: "CY6 Call Question"

You will get answers by 01 May 2022.

After the ITT Opening

Sandy.Courtois@esa.int

