

**ADVERTISEMENT OF SOFTWARE FOR DESIGNING AND  
CONDUCTING COMPUTER-BASED BEHAVIOURAL STUDIES  
(EXPERIMENTS AND SURVEYS)**



## 1. Introduction

The Danish Competition and Consumer Authority (hereinafter referred to as the "contracting authority") requires the performance of a task concerning software for designing and conducting computer-based behavioural studies (experiments and surveys).

The contracting authority hereby invites interested eligible companies to submit offers for the solution of this task. The contracting authority's eligibility requirements can be found in the advertisement at [www.udbud.dk](http://www.udbud.dk)

## 2. SCOPE OF THE TASK

The advertisement includes the procurement of software for designing and conducting computer-based behavioural studies (experiments and surveys). The task is described in more detail in Annex 1.

## 3. PERSONAL DATA

The contracting authority processes personal information in connection with receiving offers, typically contact information for one or more employees of the bidder. The General Data Protection Regulation grants rights to the registered, and the contracting authority's processing of personal data are described in the privacy notice at <https://en.kfst.dk/about-us/dcca-online/privacy-policy/>.

## 4. PROCEDURE FOR THE ADVERTISEMENT

The contracting authority advertises the task in accordance with Title IV of the Danish Public Procurement Act, as the contracting authority has determined that this contract has a clear cross-border interest.

The process for submitting offers is organized as shown below.

### 4.1 Advertising material

The material that forms the basis for the submission of offers consists of the following:

- a. Advertising conditions (this document)
- b. Drafted agreement with:
  - i. Annex 1 - The contracting authority's specification of requirements
  - ii. Annex 2 - Standard Terms and Conditions
  - iii. Annex 3 – Price list



## 4.2 Submission of tenders

The tenderer must prepare a written tender. Each tenderer can submit only one tender.

The tender must be submitted no later than the time limit for submission of tenders in section 8 below. Tenders received after this date will not be considered.

The tender must not exceed 10 pages, exclusive the completed price list in annex 3. Pages beyond the maximum number will not be included in the evaluation. In the event that more than the specified number of pages are submitted, only the price list in annex 3 and the first 10 pages of the tender will be considered in the evaluation.

Tenders must be submitted in writing to Catrine Normann, cnj@kfst.dk.

The tender and all related material must be submitted in English.

The tender should include descriptions in relation to the award criteria below, and the offers will subsequently be assessed based on these criteria.

The tenderer must abide its tender for one month after the deadline for submission of the tenders.

The tender's costs associated with submitting the tender are irrelevant to the contracting authority, also if the contracting authority decides to cancel the advertisement without awarding a contract.

The contracting authority is not obliged to return the submitted tenders to the tenderers.

## 4.3 Negotiation

The contracting authority reserves the right to negotiate on the basis of the tenders received.

## 4.4 Contract award

In connection to awarding the contract the ordering party will use the following criteria as the foundation for evaluating the tenders:

- Price:

The tenders must submit their prices for the following:

- Yearly price for up to 5.000 respondents.
- Price for additional 1.000 respondents, which the contracting authority can use up to 12 times during the agreement period.

The prices must include all costs related to using the software and conducting studies, including technical support, cloud-space limitations etc.

The tenders must fill out the prices in the attached annex 3 – Price list.



The prices must be stated in Danish kroner (DKK) or euros (EUR). Prices stated in euros (EUR) will be converted to Danish kroner (DKK) according to Denmark's Nationalbank's exchange rate on the date of the deadline for submission of tenders.

The prices in annex 3 will be evaluated on the basis of the fixed price of 5.000 respondents per year for a four-year agreement period and the price for additional 1.000 respondents up to 12 times during the four-year agreement period.

It will be evaluated positively, the lower the evaluation price offered.

- Experimental flexibility (e.g. design, stimuli- and randomization options):

Higher levels of build-in experimental flexibility will be positively attributed. Experimental flexibility will be evaluated in terms of 1) how easy it is to modify or tailor the experimental study from the default. 2) flexibility to use different types of stimuli, such as text, audio, video, images as well as randomization, 3) possibilities to randomize different elements of a study (e.g. randomization of groups, of blocks, randomly drawing a subset of stimuli, the order of questions/stimuli etc.), and 4) indirect response-data, besides response and choice data such as response-time, bio-metrics such as eye-tracking data etc. will be positively evaluated.

Additional possibilities to customize the studies will be positively evaluated. Examples hereof includes possibilities to overwrite default settings through e.g. coding such as java script or CSS code, or ways to customize functionality and appearance of a study in other ways.

- Technical support:

Technical support is critical to our work, because the studies we run often require customization and adaptation of traditional survey functions to build randomized experiments, measure willingness to pay and reactions to certain stimuli etc. It will be evaluated as positive if the tenderer offers technical support, and more extended options for support will be attributed as positive in the evaluation. Extended support can include a community-based help-center or technical support personnel available to the account, chat-functions, tutorials etc. Shorter response time for technical support will be evaluated as positive.

## 5. EVALUATION OF TENDERS

After the deadline for submission of tenders, the contracting authority will evaluate the received tenders on the basis of the above-mentioned award criteria and decide, to which tenderer to award the contract.

The contracting authority will conduct an overall assessment of the above criteria. The criteria must not be regarded as being mentioned in order of priority.

The contracting authority will notify all tenderers simultaneously, and as soon as possible, of the decision regarding the contract award. The contracting authority intends to conclude the contract following the award decision.



## 5.1 Contract conclusion

The contract will be concluded on the basis of the standard terms and conditions in Annex 2.

The contract sets out the rights and obligations that will apply between the parties in connection with the performance of the task covered by this advertisement. It should be noted that the substantial terms of the draft contract cannot be changed.

The tenderer's standard terms and conditions will not apply as part of the contract.

## 6. QUESTIONS

All questions regarding the advertisement, hereunder questions to the material or the process, may be addressed in writing via to Catrine Normann, [cnj@kfst.dk](mailto:cnj@kfst.dk) no later than the deadline for submission of questions in section 8 below. Questions received after this date will not be answered. The contracting authority will answer the questions in writing and as soon as possible after the questions are received.

Questions must be asked in English and will be answered in English.

Questions and answers in anonymized form will be made available to the tenderers on an ongoing basis to [udbud.dk](http://udbud.dk)

## 7. CONTACT INFORMATION

The contracting authority is:

Konkurrence- og Forbrugerstyrelsen  
Carl Jacobsensvej 35, 2500 Valby  
Contact person: Catrine Normann, [cnj@kfst.dk](mailto:cnj@kfst.dk).

## 8. TIMETABLE

The advertisement is expected to be completed according to the timetable below. It should be noted that the contracting authority reserves the right to make changes. Tenders will be notified of such changes.

Friday 26th of May 2023	Advert on <a href="http://www.udbud.dk">www.udbud.dk</a>
Friday 2 <sup>st</sup> of June 2023, at 16.00 pm.	Deadline for submitting questions
Wednesday 7 <sup>th</sup> of June 2023, at 16.00 pm.	<b>Deadline for submission of tenders</b>
Friday 9 <sup>th</sup> of June 2023	Expected notification regarding the award of the contract to tenders
Monday 12 <sup>th</sup> of June 2023	Contract signing

