



28 September 2010

**Clarification No 5 for open call for tenders:**

**Framework contract(s) for the provision of communication services to the European Environment Agency (EEA) – (10 lots)**

**Reference number: EEA/COM/10/001**

**Question 1:**

Reference: Tender specifications, section 9.2.3, Selection criterion 2: technical skills necessary to deliver the requested services or products

1. In our understanding we are supposed to provide a list of technical equipment only for the lots where this is relevant, and not a complete inventory of our computers, printers and projectors needed under each lot; is it correct?
2. If tenderers are indeed supposed to provide a list of technical equipment relevant for each lot: how detailed does it have to be? What information should be supplied as a minimum?

**Answer 1:**

1. *The purpose of this selection criterion is to establish whether the tenderer has access to the technical equipment needed to deliver the required services. The task description will make clear what services are covered by each lot and the tenderer is expected to verify that they meet the selection criteria. This applies to all lots.*
2. *The tenderers are not expected to list every piece of hardware that they have in their inventory; the objective of this selection criterion is to get an idea of whether the tenderer has the equipment level that is required in order to do the work in a professional manner. For instance, in the case of the lots covering video production (lot 7) this could be an overall description of the main equipment and facilities that the tenderer has for video recording and editing such as camera system, editing suites and studio facilities, but not details of the number of cables, lamps and microphones in stock.*

**Question 2:**

Reference: Tender specifications, task description, section 3.1.2 – Monitoring of media coverage (lot 2)

**1. Names and search terms to be monitored:**

Which names and search terms need to be monitored? Has a specific monitoring profile been defined? This is quite important to know, as number of articles typically is an important parameter for pricing, and the names and search terms of course are determining how many articles matches these terms and names.

## **2. Number and composition of monitoring profiles:**

How are the content from the monitoring to be presented? Does it need to be divided in different profiles/topics, e.g. news articles on "Climate change" in one profile and news articles on "water pollution" in another. Or maybe the news content needs to be dispersed on a profile for each country/language?

## **3. Number of users and distribution specifics:**

Who are to receive and use the content, who are the users?

How are the content to be distributed? Do the EEA want to make the news content available on intranet-solution, and potentially how many users are to make use of the content?

Does the EEA and its clients (European Union Institutions) have its own portal solution to present the content, and should the content therefore be delivered in data feeds, e.g XML or RSS, or would the EEA want to make use of the Infomedia monitoring portal solution to present the material?

## **4. Distribution of different language news content:**

The content, originating from a lot of different countries, will of course be in a corresponding number of languages.

First of all, does the EEA need to have any kind of translation, e.g. English summaries of articles from specific countries?

Does the different language news content need to be distributed to specific countries or EU centres, e.g. only specific language content to specific countries/centres, or maybe distributed to some kind of translation centres or the like?

## **5. Importance of different countries and media groups:**

The financial boundary of 100.000 EUR poses a challenge of prioritizing the media coverage, and clearly the focus must be on web monitoring, to be able to have just a brief coverage of the media life in all these countries. Still the tender specification stresses the wish to be able to have some coverage of printed news publications, radio and TV as well as scientific reports and journals.

We will be able to deliver all this kind of content, but it will be necessary to make some selections from it to meet the financial terms.

Thus it will be useful to have a few guidelines on how to prioritize and make the optimal monitoring setup for the EEA, and thus we have set up a few guiding questions:

- If we are to pinpoint printed news publications, would content from the large dominating dailies in the large EU-countries, e.g. Germany, France, UK, Spain and Italy be preferred to dailies from smaller countries?

- Does globally recognized newspapers and publications enjoy special priority, e.g. Financial Times, Herald Tribune, New York Times, Wall Street Journal, Economist, Dow Jones, Bloomberg etc.
- How important are content from the US and Canada, and how much emphasis are put on dailies and other printed news from these countries?
- How much priority are given to trade journals and magazines, especially those with focus on environmental issues?
- How are scientific journals and magazines valued compared to the other media groups?

**Answer 2:**

**1. Names and search terms to be monitored:**

*Currently, the EEA mainly uses a monitoring profile which includes the search term 'European Environment Agency' in all the EEA languages and the variations of its name like "EUs miljøagentur" for the Danish "Det Europæiske Miljøagentur" or both "L'Agence européenne pour l'environnement" and "l'Agence européenne de l'environnement" in French. This basic monitoring profile also includes the name of the Agency's Executive Director, Professor "Jacqueline McGlade".*

*However, the EEA might occasionally need to set up other monitoring profiles in the future, such as the title of a key report in connection with a launch.*

**2. Number and composition of monitoring profiles:**

*No such requirements are specified in the tender specifications. What is required, as a minimum, is the delivery of the monitoring result in Excel or another format compatible with common database software. This way, the agency can associate each article with a theme or a certain report and is stable to sort the results for the purpose required.*

*This does not preclude that the EEA may wish to make use of such a service in the future, although no additional points can be given as it is not part of the award criteria.*

**3. Number of users and distribution specifics:**

*The users are the EEA press office and other EEA staff. Links to EEA coverage in free web articles might be distributed to the Agency's European network if the EEA finds it useful.*

*Tenderers who can deliver the media monitoring result in a data feed (e.g. XML or RSS) will be given additional points. The streaming will be available on the EEA intranet for staff to be able to access EEA coverage as it is monitored.*

#### **4. Distribution of different language news content:**

*There is no requirement for translation under the tender specifications; in the event where the EEA would need to translate or summarise the contents of articles from less know languages, it will use in-house capacity to do so. Currently, the EEA does not provide translation of EEA media coverage to other countries or EU institutions or bodies, as it is primarily used for internal analysis.*

#### **5. Importance of different countries and media groups:**

*In the context of this call for tenders, tenders will be assessed and given score and framework contracts will be subsequently awarded solely on the basis of the information provided in response to the criteria specified in the tender specifications. Information provided beyond what is requested in the call for tenders will not be taken into account in the evaluation process. Hence, in their offer, tenderer shall demonstrate their capacity and ability to undertake monitoring of the web, printed and broadcast media in as many countries as possible. The issue of balancing the available budget with parameters such as geographical coverage, print-run and type of publication will come at a later stage when a contract would have been awarded.*

#### **Question 3:**

1. Are there any more formalities to take into account when bidding as a consortium, e.g. is it enough if we make clear which partner focuses on a certain lot?
2. Is it possible to later participate in only one lot although the tender included more than one lot?
3. Can different lots be combined in one offer, e.g. lot 5 and 7? Can we prove the degree of our technical and professional capacity for both lots together or will this have to be submitted separately?
4. Do you expect a price offer or an estimate for each lot?
5. Is it acceptable to submit a DVD with some of our work to show and prove the quality of our services; will this be regarded as appropriate for proving our expertise?
6. In what way do you need the skills in English language to be proven?

#### **Answer 3:**

1. *Please refer to sections 4.2 and section 10, third indent of the tender specifications where it is stated that tenders from consortia of firms or groups of service providers must specify the role, qualifications and experience of each of the members of the consortium or the group. Please note that at the time of the submission of the offer, a consortium does not need to adopt a particular legal form; it suffice that the members of the consortium designate one of them as coordinator and provide evidence (letters of intent to form a consortium) confirming*

*their participation as member of the consortium led by the coordinator. If awarded the contract, the consortium may be required to adopt a particular legal form. Please refer to section III.1.3 (page 7) of the contract notice reference No 2010/S 157-242023.*

- 2. Please refer to section 3, last paragraph, of the tender specifications (page 2) where it is stated that the offers for each lot will be evaluated separately. A tenderer may place an offer for one or more lots and consequently he may be awarded a framework contract for one or more lots.*
- 3. Please refer to sections 3, last paragraph, and 10, first indent, of the tender specifications: a tender shall comprise a section giving the technical offer and a section giving the financial offer drawn up in accordance with the price quotation attached as annex 3 to the tender specifications, each of which must be submitted separately. The administrative section providing information as to the legal, economic and financial, professional and technical capacity of the tenderer and including annexes 1 and 2 to the tender specifications (i.e. signed declaration on exclusion criteria and information sheet accompanied with relevant supporting documents) need though to be submitted only once. In this respect and owing to the variety of profiles and services required, tenderers may choose presenting the evidence related to their technical and professional capacity in one or more sub-sections for each lot for which they want to submit an offer.*
- 4. Tenderers are required to provide a price offer. Please refer to section 9.3 of the tender specifications and the specific requirements for each lot concerning the price to be quoted. Under this section of the tender specifications related to the award criteria, it is paramount that the tender's replies address all the questions asked using the format provided in the annex 3 to the tender specifications (i.e. price quotation).*
- 5. Tenderers may provide DVDs a part of the documentation of past experience and of the quality of the services and/or products delivered, although they should not replace the requested evidence of technical and professional capacity of the tenderer to be provided pursuant to section 9.2.3 of the tender specifications.*
- 6. The tenderer's capacity to deliver services and products in English can be demonstrated by listing contracts where the tenderer has edited texts in English for example and where the communication with the client has taken place in this language. Obviously, the more recent the contract, the more plausible it will be that the tenderer still has this capacity. It can also be further documented by highlighting the competence and experience in English editing of the individual staff members in their respective CVs. This would be particularly important to detail if part of their relevant experience stems from the period before they started working for the tenderer.*

**Question 4:**

A question was received as regard the supporting evidence to be provided under the selection criterion on economic and financial capacity specified in section 9.2.2 of the tender specifications, and in particular for newly established entities and/or subcontractors.

**Answer 4:**

1. *Pursuant to the second paragraph of section 9.2.2 of the tender specifications, when a tenderer cannot provide the reference(s) requested, he may prove his economic and financial capacity by any other means available to him (e.g. a copy of the approved annual budgets and/or financial reports; for a newly established entity which does not have yet balance sheets and/or profit and loss accounts available, a copy of its business plan, or a declaration on honour, etc ...) and explain why he cannot present the requested information.*
2. *Subcontractors are requested to provide evidence of their legal capacity by means of a signed identification sheet (annex 2 to the tender specifications) accompanied by one of the documents referred to under section 9.2.1 of the tender specifications but do not need submit proof of their economic and financial capacity. However, a tenderer shall provide evidence that he will have at its disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of the subcontractors to place those resources at its disposal. Subcontractors shall also submit a declaration on exclusion criteria (annex 1 to the tender specifications) dully filled in and signed.*