



26 February 2015

Clarification No 2

Reference: Open call for tenders No EEA/COM/15/002

Title: Framework contract for the provision of address database and dissemination services to the European Environment Agency (EEA)

Reference to document Annex I – Tender specifications, Section 6, Purpose and context of the contract

Service requirements

Question 1

Do we understand correctly the scope of services under task “assistance with specialised, personalised mail outs (both electronic and hardcopy)” – processing of output mail texts for each individual recipient? Do you expect assistance in writing of mail texts?

Answer 1

This task refers to assistance in preparing templates and organising mail outs to groups of stakeholders/target audiences with a generic text. We do not expect assistance in writing mail texts.

Question 2

Do we understand correctly that the scope of task “create, restructure and update dissemination plans listing mailing lists with the addresses contained therein. This dissemination plan is used by EEA staff and the OP dissemination team” covers definition of deadlines for dissemination and type of dissemination (mail, email, publication on social or traditional media)

Answer 2

This tasks cover primarily the activity of compiling sets of mailing lists suitable for the dissemination in question. The task of defining deadlines and dissemination type/s may be included in the case of larger dissemination projects.

Question 3

Is the research under the second bullet point (researching and compiling mailing lists and databases for hardcopy as well as electronic dissemination based on priority topics and target groups as defined by EEA) done in the database only or also externally (adding new contacts)?

Answer 3

Depending on the type of campaign, the contractor may be asked to find new contacts in specifically defined audience groups.

Question 4

“Therefore the contractor should also be able to follow-up on this dissemination with surveys and various statistical tools in order to evaluate the various dissemination projects, their effectiveness, timeliness and impact.” (paragraph 4, page 5) – is the contractor expected to deploy mechanisms to follow-up or is it expected to only summarize and analyze the results?

Answer 4

The contractor would be expected to summarise and analyse the results.

Question 5

“The EEA therefore aims at finding service providers offering professional research capacities and dissemination applications with a wide range of functionalities.” (paragraph 5, page 5) – Whose responsibility are the dissemination activities of electronic documents?

Answer 5

Dissemination of electronic documents is the responsibility of EEA but the contractor may be asked to assist in sending documents or providing templates according to particular specifications.

Question 6

“In view of the above the EEA seeks to establish a framework contract giving it access to new and existing address databases for selected target groups as well as to research capacities for compiling new address lists for special purposes.” (paragraph 4, page 5) – Do you expect the contractor to have already developed contact database and thus EEA to receive already prepared databases? What is the volume of the expected databases (in terms of number of contacts) and what features are included?

Answer 6

The EEA expects the contractor to be able to research and provide lists of contacts in specifically defined target groups upon request. The number of contacts would vary depending on the project and entries would need to include as a minimum contact name, organisation, email address and country. In case of hard copy dissemination, the lists would also need to include a postal address.

Question 7

Does quality assurance (bullet 3) cover phone confirmation of contact details?

Answer 7

We would expect the contractor to suggest the method/s best suited to obtain a satisfactory quality level in a cost-effective way.

Question 8

Do we understand correctly that the dissemination activities are performed exclusively by EEA?

Answer 8

No, the contractor may be expected to carry out a dissemination exercise on behalf of the EEA.

Question 9

What is the expected volume of requests for contacts update and dissemination per month/annum?

Answer 9

This varies depending on projects. With the current subscription service, contacts are involved in updating their own details to a certain degree.

Question 10

Is there a requirement for feedback forms in terms of follow-up activities?

Answer 10

The EEA would expect to be able to request an analysis of electronic campaigns such as how many contacts opened the email, what links were clicked on, what countries are represented etc.

Question 11

Is the whole dissemination of hardcopies done by OP? Is the contractor expected to disseminate hardcopies?

Answer 11

The contractor would not be expected to disseminate hard copies. This is carried out by the EU Publications Office (OP).

Question 12

Please define target audiences?

Answer 12

As spelled out on our website our main clients are the European Union institutions — the European Commission, the European Parliament, the Council — and our member countries. In addition to this central group of European policy actors, we also serve other EU institutions. The business community, academia, non-governmental organisations and other parts of civil society are also important users of our information, as is the media and the public at large.

Question 13

What are the expected deadlines per task (per type of task)?

Answer 13

This would be negotiated with the contractor depending on the difficulty and urgency of the task.

Database related:

Question 14

Do we understand correctly that the subcontractor will be given access to the data from both currently available contact databases – the OP and EEA databases?

Answer 14

The contractor would be given access to the EEA database only.

Question 15

- a) What are the means of accessing EEA or OP databases?
- b) Is there an API (application programming interface) or some protocol for accessing the data?
- c) Is there documentation about the means of accessing the databases?

Answer 15

- a) *Currently we have a CRM system for EEA contacts.*
- b) *The current CRM is based on an open source Drupal application.*
- c) *Yes, instruction manuals will be made available to the contractor.*

Question 16

- a) What is the structure of the data in both databases?
- b) Is there a user manual, technical documentation and/or schema definitions for each of the databases?
- c) Can you send us some example data from each of the databases?

Answer 16

- a) *Could the question be more specific?*
- b) *There are user manuals for the EEA CRM*
- c) *Examples are not deemed essential for the elaboration of the offer.*

Question 17

- a) What is the number of entities (names, organizations, emails, addresses, groups, positions, etc.) in each of the databases (by type of entity if available)?
- b) What is the expected number of entities that the contractors' database should support?

Answer 17

- a) *The EEA CRM currently has approx. 4000 contract entries, but this is expected to be significantly increased.*
- b) *This has not been defined, and is likely to vary over time.*

Question 18

- a) Do we understand correctly that the taxonomy used for tagging contacts per group is the one currently used in the Subscription service of EEA?
- b) Are the tagging taxonomies used in both contact databases (OP and EEA) the same?

- c) If not - is the contractor expected to map both taxonomies and which is the predominant one?
- d) Are the contact groups the same in both databases?

Answer 18

- a) *Yes, but there are subgroups which are not visible in the subscription service*
- b) *Taxonomies relating to name and contact details are the same, but not target audiences*
- c) *See above*
- d) *There is an overlap, but not exclusively the same.*

Question 19

If we should merge both EEA and OP databases into our own solution we should probably perform a duplicates scan - can you describe a conflict resolution algorithm in case there is similar contact in both databases?

Answer 19

This is a technical issue to be discussed and solved with the contractor.

Question 20

- a) Do we understand correctly that the current subscription service will be suspended, and therefore the new contractor is expected to establish the same one?
- b) Do you have specific technological requirements?

Answer 20

- a) *The current subscription service should be continued either using the existing platform or replaced by a new and improved platform suggested by the contractor. Should the existing platform be used, a hand-over will be provided by the previous contractor.*
- b) *These will be provided by the previous contractor.*

Question 21

Where is the subscription service hosted?

Answer 21

It is currently hosted on the servers of the current dissemination contractor.

Question 22

- a) The current system requires subscription profiles. Will this information be maintained and how will EEA transfer it to the chosen contractor?
- b) When is the current subscription service expected to stop working?
- c) When is the new service expected to be working and deployed?

d) Is it possible to improve the interface and the workings of the subscription service or it should match exactly the current one.

Answer 22

- a) *This information is to be maintained and profiles will be transferred during the take-over process with the present contractor*
- b) *The current contract expires end June 2015*
- c) *From end June 2015*
- d) *Enhancements and improvements are part of the ongoing collaboration with the dissemination contractor.*

Administrative:

Question 23

Please, clarify what “means of confidentiality” you refer to in the tender specifications, point 4.3. Subcontracting – is it concerning protection of personal data?

Answer 23

With reference to section 4.3. of the tender specifications, the information on potential subcontracting is optional, and applies only in the event where it would be known already at the stage of the submission of the tender.

Tenderers are requested to elaborate on the means of ensuring quality and confidentiality when sub-contractors are used, thus ensuring that also subcontractors are committed to discretion, ethics and transparency both during the tendering phase and the implementation of the contract.