



16 March 2015

Clarification No 5

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)

Question 1

What is the amount of emails being sent on regular basis (maximum daily, maximum weekly, maximum monthly)?

Answer 1

It is difficult to say as we send emails announcing the publication of new reports and the number of publications varies substantially from month to month, but the max. number of contacts per email would be approx. 30,000. In addition, we send out an electronic newsletter to approx. 4000 contacts 4 times a year.

Question 2

What is the personal data collected from the recipients? Sex, age, location, income, etc?

Answer 2

Please see current subscription form: eea-subscriptions.eu/subscribe.

Question 3

Will you require some form of smart lists of the database (all male recipients OR recipients from Germany)?

Answer 3

We do not collect information about gender, but we will require the option of extraction of data from excel sheets based on defined criteria, e.g. all contacts interested in water issues in Italy.

Question 4

Will there be any REAL address validation (for example - UK postal code validation, phone validation)?

Answer 4

The contactor may be asked to prepare a mailing list based on specific criteria, e.g. "All national parliaments in EEA member states" and would then need to validate information. The current subscription form has automatic validation which means that a person cannot enter a UK postal code if it does not comply with validated formats.

Question 5

Are there any unique elements to match both databases of recipients? Email, citizen's ID, Company ID?

Answer 5

Yes, email address.

Question 6

We assume the supplier will handle any legal work or issues with the end-user (preparation of subscription documents, spam legislation, spam complaints). Please, confirm.

Answer 6

There is a disclaimer on the subscription form informing that the EEA complies with data protection legislation. Furthermore the contractor shall abide by the provisions specified in Article 1.9 of the draft framework service contract (annex 6 to the tender specifications).

Question 7

We assume any online survey-creation tools (polls, charts) are out of scope. Please, confirm.

Answer 7

They are out of scope.

Question 8

We assume the tracked elements will be the standard tracking tools that email campaigners offer: emails opened, links being clicked, emails bounced, who clicked on links (if we have the additional data of the users in the DB), IP-collecting of info. Please, confirm.

Answer 8

Yes, this is correct.

Question 9

"Annual subscription fee for access & use of database" in Price Quotation Annex refers to subscription fee for each user or in general?

Answer 9

The annual subscription fee refers to the amount the EEA should pay in general for access to the database.

Question 10

We have identified 4 related systems: EEA CRM, EEA subscription service, EEA dissemination database (the database maintained by the current contractor) and OP dissemination database. What are the data flows among these systems? What data do these system share? In particular:

- Is the EEA dissemination database part of the same Drupal instance as CRM? If not, what is the process of passing CRM data to dissemination? (e.g. automatic export / manual export?)
- Is the CRM database part of the same Drupal instance as the subscription service?

- What are the (expected) processes of passing data between OP dissemination and EEA CRM?
- What are the (expected) processes of passing data between OP dissemination and EEA dissemination database???

Answer 10

- *The dissemination database is a selection of contacts from the CRM which are manually exported and based on specific selection criteria.*
- *Yes, it is also Drupal based.*
- *We need to extract a selection of contacts from the CRM based on specific selection criteria. The extracted list must be in the form of an Excel sheet and meet the criteria of OP (attached). The Excel sheet is then sent electronically to OP (manually).*
- *Data from OP dissemination database is not imported into the EEA CRM, but it should be possible to import Excel files to the CRM.*

Question 11

Clarification No 3 from 6th March 2015 mentions Excel as the format of the database. Does this really mean that Excel files are primary storage for such data, i.e. that the Contractor or EEA or OP staff update and maintain Excel files? Or is the Excel format actually meant as format of exports from the CRM / Dissemination database / Subscription service and is not meant as a way to maintain data over time?..??

Answer 11

The Excel format is for the export of contact lists from the CRM. Storage and maintenance of contact database is currently on a Drupal-based platform which links to the subscription form.

Question 12

Is it possible to get a sample of the Excel of the current database? Or at least some description of the structure?

Answer 12

It will include the following headings. More details will be discussed with the successful tenderer.

- Name
- Address (divided by street, postal code, city, country code)
- Organisation
- Language

Question 13

- What database the current CRM solution use (i.e. MySQL, PostgreSQL, ...)?
- Will the new contractor be provided with the source code and database dump of the current CRM solution?
- Will the new contractor be provided with the source code and database dump of the current subscription service?

- Will the new contractor be provided with the source code and database dump of the current EEA dissemination service (if it is actually part of the “platform”)?

Answer 13

All needed information will be handed over to the successful tenderer.

Question 14

With reference to your last clarification from 6th March 2015 where it was written “third parties need to be able to enter and modify their own contact details and preferences”:

- Is it related also to contacts from OP dissemination database? If yes, is it requested to synchronize the new updated data to the OP dissemination database?
- Who are the third parties? We expect that they are only the individuals. It is possible that there will be some organisations with need to manage own employees/users?

Answer 14

- *No, the OP dissemination database consists of list maintained by OP which we are permitted to use for our own dissemination but they are not and will not be included in our own contact database.*
- *No, the third parties are persons (natural and/or legal) who subscribe to receive EEA information via the subscription form. Under the current system, users can return to their subscription profile whenever they like in order to change their preferences, contact details, password etc. Obviously, subscribers can only see their own account.*

Question 15

Is the tenderer expected to prepare any statistics about the hardcopy mails? If so, what metrics should be considered here?

Answer 15

No.

Question 16

The current subscription form appears to have some database of organizations. Who is this database maintained by? Should it be automatically fed from some public information sources? And who is expected to maintain it?

Answer 16

The subscribers maintain their own accounts as mentioned above. Some subscribers are organisations rather than individual contacts. However, the selected contractor may be asked to assist subscribers who are having difficulties in accessing their accounts or changing their preferences.