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EMPL/R3

CLARIFICATIONS ON THE TENDER SPECIFICATIONS OF OPEN CALL FOR TENDERS VT/2015/046

Question 1: Annex III, Case study 1 – In the first bullet point at the top of page 2, there appear to be some words missing: “...InDesign files as well as and accessible pdfs...” Could you please clarify the final deliverables to be covered by the cost estimate?

Answer:

Disregard the word "and" in the first bullet at the top of page 2. Read: deliver two CD Roms with InDesign files as well as accessible pdfs for the EN version and Word files for the other language versions.

Price scenario (= cost estimate) should include the following tasks:

- gather additional information (– ie in addition to the background information indicated: <http://ec.europa.eu/social/main.jsp?catId=471>): the tenderer should gather other relevant information and provide a list of the information sources he will rely on;
- draft the text in English (maximum 250 lines);
- create the graphical design and execute the lay-out of the publication in English;
- translate the final English text into French and German;
- deliver two CD Roms with InDesign files as well as accessible pdfs for the EN version and Word files for the other language versions;
- propose suitable integration of the publication's content: propose how the new publication and/or parts of its contents would be integrated into existing EMPL web sites.

Question 2: Annex III, Case study 2 – The list of tasks included in the assignment includes only research, concept note drafting, supplementary information, mood boards and script, and proposals for a dissemination plan. Please confirm that production of the video itself, post-production and implementation of the dissemination plan should not be included in the cost estimate.

Answer:

For this case study, the tenderer is asked to:

- Outline the approach and methodology they propose in order to achieve the objectives described;
- Explain the work organisation and the distribution of tasks for each step of activity. If any part of these tasks is proposed to be delivered by a sub-contractor, the name of the sub-contractor should be indicated;
- Provide a detailed cost estimate based on the price schedules as completed in Annex II of the Technical Specifications: **all cost items** (read: including production, post-production and carrying out the dissemination plan) that would be involved in actually carrying out this assignment must be taken into account;

- Provide a list of the information sources they will rely on;
- Provide creative materials, script and dissemination plan in EN (= DUMMY TO BE PROVIDED: 1 concept note, 3 mood boards, 1 full script in EN, 1 dissemination plan).

Question 3: Content and presentation of tenders as laid down in the Call for tender VT/2015/046, pp. 15-20: Point 10 “Exclusion Criteria and supporting documents” is mentioned on page 15, but there is no indication in the section 13.1 Content and presentation of tenders where the documents related to the exclusion criteria should go in the structure of the tender.

Answer:

Point 13.1 requires that tenders include "All information and useful documents in view to give to the Commission the opportunity to assess the offer on the basis of selection and award criteria (see points above)". This includes the Declaration according to point 10. The Annexes to this Declaration only need to be presented by the successful tenderer at a later stage (see point 10 (2)).

Question 4: Could you please provide to the tenderers the Annex II Price schedule as Excel file?

Answer:

To avoid any discussion about potential manipulation of formulas or results, the price schedule will not be provided as Excel file.

Question 5: Tender specifications, Page 18, Point B: Could you please clarify if the tenderer should provide technical specifications of all equipment proposed for the performance of the Contract based on the basis of the price schedule? In other words, do we expect tenderers to provide technical specifications to all the equipment they use under the price schedule?

Answer:

The evidence to be provided by tenderers is listed under point 11 of the technical specifications. As regards equipment, the specifications demand the "List of technical equipment and software licences available to the tenderer, and if applicable the identified subcontractor(s), for the sub-tasks graphic and lay-out design, printing, production of audio visual and multimedia material, web related development and stands and exhibitions." Tenderers are free to provide additional information that will allow the evaluation of the tender against the criteria listed under point 12.1.

Question 6: Annex I, page 6: Could you please clarify according to DG EMPL how a “national correspondent” is defined? Is “national correspondent” an individual or an organization?

Answer:

The tender specifications 4.1 (page 7) require the contractor to ensure its ability to act both on European and national level. The role of the national correspondents is defined by the specifications on European-wide coverage. See also Annex I, task 1 (D, E,F) for more role definition.

Question 7: Case Study 1: On page 2 it is stated that the tenderer should “propose suitable integration of the publication’s content: propose how the new publications and/or parts of

its content would be integrated into existing EMPL websites.” Could you please clarify if this aspect should also be reflected in the tenderers cost estimation? If this is the case could you furthermore clarify what concretely should be included in the cost estimation:

- a. The time for the identification of the suitable place on DG EMPL’s websites,
- b. Carrying out of the service (meaning content preparation and technical integration),
- c. a&b
- d. None of the above.

Answer: Annex III stipulates that in Case study 1 and its price scenario the contractor should propose how the new publication and/or parts of its contents would be integrated into existing EMPL web sites, therefore the price scenario should include only the cost of developing such proposal, not carrying out such service.

Question 8: Case Study 2: In the first round of clarification it is stated that the tenderer has “to provide a detailed cost estimate (...) of all cost items (including production, post-production and “carrying out the dissemination plan”) that would be involved in carrying out this assignment must be taken into account.” Based on this answer, could you please further clarify if the tenderer should just estimate the costs for carrying out the dissemination plan (meaning disseminating the product) or shall the tenderer also include the costs for development and preparation of the dissemination plan in its cost estimation?

Answer: Annex III, case study 2 ask the contractor to provide a detailed cost estimate based on the price schedules as completed in Annex II of the Technical Specifications: all cost items that would be involved in actually carrying out this assignment must be taken into account for the cost estimate. Development and preparation of the dissemination plan precedes carrying out the dissemination plan.

Question 9: Annex III, Case study 2 – We are not sure how to interpret the request to submit “1 concept note, 3 mood boards, 1 full script in EN, 1 dissemination plan”. Do you mean that tenderers should not submit more than 3 images, or do you want 3 different sets of images? In the latter case, how should tenderers identify the mood board that corresponds to the project on which their costing is based?

Answer:

The dummy of Case study 2 should include, inter alia, 3 mood boards. As "mood board" usually illustrates a visual style for a proposed concept, 3 different visual styles are expected. The cost estimate should be applicable irrespective of the mood board.

Question 10: Price schedule clarifications:

Annex II, Price schedule, reference 3.1 – Please clarify whether the rate requested is per hour of work (preparation, attendance, minute-writing) of per hour of attendance at meetings only.

Answer: The price, which includes the drafting of the minutes, is per member of the team per hour of attendance at meetings. (Example, a one-hour meeting attended by two people including drafting of the minutes = 2 hours)

Annex II, Price schedule, reference 3.6 – Please clarify whether this item covers only the work of the editorial proof-reader or whether it also includes the work of the layout artist to integrate the resulting changes. (The latter of course depends heavily on the extent of the corrections required.)

Answer: The price also includes the work of the layout artist to integrate the resulting changes. Please see Annex 1, page 7 indicating that this task is to be systematically included as part of the task "Graphic design and layout" (subtask 3.4) and is to be included in the unit prices. As also indicated under subtask 3.4, if author's corrections amount to more than 30% of the page, an extra page may be invoiced.

Annex II, Price schedule, reference 3.7 – Please clarify whether the price should reflect the length of all proposed key messages submitted to the Commission or only the length of the selected key message.

Answer: The tenderer has to indicate a flat rate price for a single line of this type of copy (one line = 50 characters without spaces). The price should reflect the length of all the key messages submitted.

Annex II, Price schedule, reference 3.35 – Please clarify whether the price should reflect the total number of hours worked or only the hours spent on-site.

Answer: The tenderer has to indicate a flat-rate price for one hour of work.

Annex II, Price schedule, reference 5.19 and 5.20 – We can find no reference to distribution in the description of Task 5 in Annex 1. Please specify the tasks to be performed by these two profiles.

Answer: These profiles are to be used mainly for the implementation parts of the Digital marketing and promotion (Annex I page 15) sub-task.

Annex II, Price schedule, reference 6.8 – Please clarify whether this code refers to a still photographer or a video cameraman.

Answer: Reference 6.8 refers to a still photographer per day.

Question 11: Tender specifications, page 17: It is stated that “journalists/editors are expected to have a diploma in the field of editing/journalism/communication...”. As most of the journalists/editors don’t have such a diploma, could you please clarify if a certain number of years of experience can be considered equal to having a diploma in this three defined subjects?

Answer: The tender specifications define under point 11.2 b the profiles of the team delivering the service. Journalists/editors are expected to have a diploma in the field of editing/journalism/communication and knowledge of employment and social affairs issues as well as European affairs. A proven experience of three years in journalism is requested. The qualifications requested for this profile are both a diploma in the field and a professional experience in journalism.

Question 12: Tender specifications, page 20: Could you please clarify to which positions/team members the levels of qualification apply to? Neither in the tender specifications nor in the price schedule is a reference to this levels of qualification.

Answer: Point 4.1 of the tender specifications stipulates, that the contractor will set up a team which will have enough capacity and qualification (experience and know-how) to carry out the tasks described in Annex I. Further criteria (and necessary evidence) are described in Tender specifications 11.2 points b and c (pp 16-17). The levels of qualifications as described under

13.1 Content of tenders (page 20) apply to the list of experts assigned and their CVs, which should be classified according to those qualification levels.

Question 13: Annex I, Sub-task 2.1: Could you please clarify how many success stories do you expect to be identified and produced on an annual basis by the tenderer?

Answer: As specified in tender specifications Annex I, sub-task 2.1 the contractor may be asked to develop success stories to illustrate and communicate projects financed or co-financed by EU programmes such as EGF, ESF, Youth Guarantee, etc. in any EU member state. This subtask corresponds to item 2.9 in the price list (Annex II): success story, flat rate per item. As the communication strategy and priorities of DG Employment are developed annually it is not possible to estimate the exact number of future success stories.

Question 14: Case Study 2: Since the cost estimation for the case study does not have any impact on the financial evaluation of the tender, and to allow for a fair comparison of the proposed KPIs of each tenderer, could the contracting authority consider providing to the tenderers a budgetary ceiling for the dissemination activities?

Answer: The case study (Annex III) shall include a proposal of a suitable dissemination plan, including realistic targets to be achieved, KPIs and a budget. The budget needs to cover the proposed dissemination plan therefore it is up to the contractor to determine. When drawing up the case studies including the corresponding budgets, tenderers should take into account the evaluation criteria listed under point 12.1.E of the technical specifications, according to which this part of the tender will be assessed.

Question 15: Please could you tell us which profiles in annex II correspond to the profiles of web specialist, web coordinator and translation coordinator mentioned on page 17 of the terms of reference?

Answer:

Annex II price schedule specifies that prices include all costs (project management, coordination, quality control, training of contractor's staff, support resources, etc.). The translation coordinator or web coordinator, who coordinate the translation or web projects, should be qualified as specified in point 11.2 of the tender specifications, but these profiles should not be billed individually. Tender specifications under point 11.2 indicate qualification criteria for web specialists listed in Annex II.

Question 16: Some of our senior journalists have over 20 years of experience and a degree in a non-editing/journalism/communication field. Can a certain number of years of professional experience be equivalent to a degree in editing/journalism/communication?

Answer: See reply to question 11.

Question 17: Page 17 of the terms of references states that the translation coordinator and translators must have a university degree in translation or languages. Are we expected to provide any CVs of translators with our tender? If so, how many/which languages?

Answer: Tenders specifications define the "team to be set up" under point 4.1 (pp 6 – 7) and that tenderers must prove their economic, financial, technical and professional capacity to carry out the work subject to this call for tender. Further criteria relating to the team delivering the service are listed under 11.2 b of tender specifications and evidence to be provided is listed under 11.2 c (p. 17): The educational and professional qualifications of the persons who will provide the

service for this tender (CVs) including the management staff. Each CV provided should indicate the intended function in the delivery of the service.

Content of tenders (13.1 of the tender specifications): technical and financial offer shall include, inter alia, list of experts assigned, their CVs, classified by level of expertise.

The extend of the translation task is described in Annex I of the tender specifications (sub-task 3.3, pp 8 - 9) and related price units are listed in Task 3 section of the price list (Annex II of the tender specifications).

Question 18: The Tender Specifications in point 11.2 recognize the role of Translation Coordinator. However, the Price Schedule includes no such profile, despite project management/coordination profiles being included for other tasks. Can you clarify as part of what cost item this particular role would be budgeted during implementation?

Answer: See reply to question 15

Question 19: In terms of demonstrating technical and professional capacity, can you please specify for what number of profiles you would expect tenderers to supply CVs? I.e. would you expect tenderers to provide CVs for all profiles deemed necessary for contract execution, including, for example, CVs of translators for all EU languages?

Answer: See reply to question 17

Question 20: The Price Schedule for Task 7 refers to profiles with different levels of expertise. Can you please provide a definition for each of these levels?

Answer: Due to specific nature of the Task 7 the levels of expertise are indicated with profiles 7.1 – 7.7 listed in the Annex II, Price schedule of task 7. The levels correspond to levels of qualification to be used to classify CVs of experts, see point 13.1 of tender specifications (page 20).

Question 21: The tender specifications in point 4.1 refer to the need to set up dedicated teams for sub-tasks 7.1 and 7.2, respectively. This is reflected in the Price Schedule for task 7, where tenderers are requested to quote fixed prices for both sub-tasks. However, Annex I lists several other sub-tasks under task 7. Can you please clarify: (a) in how far sub-tasks 7.3 – 7.7 would be implemented by the teams managing sub-tasks 7.1 and 7.2, and (b) as part of what item in the Price Schedule sub-tasks 7.3 – 7.7 would be budgeted and contracted during implementation?

Answer: It is up to the tenderer to propose the team composition for the individual tasks. Given the close link between the tasks, tenderers may of course wish to assign team members to more than one (sub-)task. Furthermore, tasks 7.1 and 7.2 have to be seen as independent from the other tasks as regards budget; i.e. tasks 7.3 – 7.7 would be implemented upon demand of the Contracting Authority following a clearly defined request for services.

Question 22: We would like to request a further clarification in relation to part of your earlier response to Question 10: If the task of ‘Correcting/proofreading at layout stage’ (Price grid reference 3.6) “is to be systematically included as part of the task ‘Graphic design and layout’ (subtask 3.4) and is to be included in the unit prices” (presumably, Price grid reference 3.11 to 3.22), we are unclear why it is included as a separate item in the Price grid, and how we should complete the grid for this item. Could you give examples of the circumstances in which this item (Price grid reference 3.6) might be used?

Answer: This unit price (Annex II price grid reference 3.6) is to be used for example in the cases where the contractor will be asked to proofread and correct a layout produced by another party or an existing layout. Please note that as specified in Annex I, the correction of proofs is to be systematically included as part of the task "Graphic design and layout" (subtask 3.4), so this is not limited to the price grid references 3.11 to 3.22 but covers all tasks under 3.4 where applicable.

Question 23: In the Price Schedule, budget item 5.22 refers to a “Model/prototype of a web site/part for user testing (wireframe)”. Models or prototypes typically evolve from wireframes and require more effort. Can you clarify whether this budget item indeed refers to the creation of a model/prototype or rather the creation of wireframes?

Answer: Annex II price schedule point 5.22 refers to a unit price for a functional wireframe of a website or a part of a website to be used as a model/prototype for user testing.

Question 24: In the Price Schedule, budget item 5.30 refers to a social media monitoring report. Does this refer to social media monitoring in a single language (e.g. English) or to the monitoring of content in potentially all EU languages?

Answer: Annex II price schedule point 5.30 refers to a unit price for a social media report covering: one topic or one event, up to 3 social media platforms, one week, irrespective of the language(s) of the conversation.

Question 25: Award criterion A refers to the “quality of the allocation of resources and, especially, the distribution of the work”. Can you please clarify the difference between the two?

Answer: The criterion A of the technical evaluation will be used by the evaluation committee as described by the relevant explanation (page 18 of tender specifications) to assess, *inter alia*, the quality of allocation of resources (all resources) and, especially, the distribution of work; tenderers will need to provide a detailed description accompanied by concrete examples of the approach they intend to adopt in order to ensure the effective use of the resources allocated.

Question 26: We would like to request a clarification in relation to Annex II, Price schedule. Item 4.35 calls for a price for “Large event recording/filming in Belgium with web-streaming, per session or per room in multiple languages, per 1 day”. We do not find a detailed description of the corresponding task in Annex 1. To enable tenderers to offer their best prices, please define the maximum and the average number of language versions required.

Answer: The unit prices 4.35 and 4.35 (Annex I) refer to services to be delivered e.g. under Task 1 (point C), Task 4 (ad hoc filming and web-streaming on key themes and events), Task 7 (EURES Information and Communication events). Unit price 4.35 is defined as recording/filming with web-streaming per session or per room in multiple languages, therefore web-streaming service should allow for multi-language livestreams.

Question 27: One of the tasks listed in case study one is to ‘propose suitable integration of the publication’s content : propose how the new publication and/or parts of its contents would be integrated into existing EMPL websites.’ As the deliverables cited in the list of tasks are

In Design files and accessible pdfs only can DG Employment please confirm that content is to be integrated online as accessible PDFs only and not in any other format.

Answer: It is up to the tenderers to propose how this new publication and/or parts of its content would be integrated into existing EMPL websites. The quality of the proposals for the case studies will be evaluated as described in the tender specifications 12.1 E.

Question 28: One of the tasks listed in case study one is *‘propose suitable integration of the publication’s content : propose how the new publication and/or parts of its contents would be integrated into existing EMPL websites.’* Can DG Employment please confirm that ‘EMPL’ refers to websites on the main site of DG Employment, i.e. <http://ec.europa.eu/social/home.jsp?langId=en> and not elsewhere (e.g. the Agencies or other European Commission sites).

Answer: "EMPL websites" represent the main Employment, Social Affairs and Inclusion website and its sub-sites: <http://ec.europa.eu/social/home.jsp?langId=en>

Question 29: For both case studies you require the tenderer to provide you with a list of information sources. We understand that this list would be considered as a ‘dummy’ and would not be taken into account to assess if the tenderer has respected the rule that “each case study should not exceed 4,000 words”. Could you confirm that our understanding is correct?

Answer: As described in Annex III of the tender specifications each case study must not exceed 4000 words, excluding budget and any dummy products. Further it is specified that dummy to be provided (therefore excluded from 4000 words) should contain:

Case study 1: draft layout of English version, translated texts in French and German

Case study 2: 1 concept note, 3 mood boards, 1 full script in EN, 1 dissemination plan

List of information sources is not included in the dummy for any of the two case studies.

Question 30: Where can we find further details on the nature of the services to be required for the media monitoring provided by the Contractor, as mentioned on page 2 of the terms of the reference?

Answer: Annex I of the tender specifications, sub-task 2.2 Media analysis gives a detailed description of the nature of the services to be performed by the contractor.

Question 31: Where is this service included in the price grid?

Answer: Services under sub-task 2.2 Media analysis correspond to the items 2.1; 2.2 and 2.4 - 2.8 of the price schedule (Annex II).

Question 32: Can you confirm that the DG EMPL daily press review or the Commission MyNews portal will be the sources for the flash reports and tracking and thematic reports?

Answer: As specified in Annex I of the tender specifications (sub-task 2.2) either the DG EMPL daily press review or the Commission MyNews portal will be the source of the analysis report. This will be decided with DG EMPL before each order for services. In specific cases, the Contractor can be asked to identify media for analysis that is not covered by the source material.

Question 33: How many journalists are contained in your current database?

Answer: The current database contains around 4000 contacts.

Question 34: Do you maintain any other databases (stakeholders) etc.?

Answer: Task 2 as specified in Annex I of the tender specifications fully describes the services to be provided in relation to DG Employment's database of journalists.

Question 35: In Annex 1 of the above tender dossier, the description for task 2 states:

Sources

Either the DG EMPL daily press review or the Commission MyNews portal will be the source of the analysis report. To be decided with DG EMPL before each order for services. Each report shall include a short quantitative overview based on the source within a given time period. This will include:

- **dates of publication/broadcasting**
- **the country and media**
- **media type**
- **geographical outreach**
- **links/recording**
- **short summary in English if the publication/broadcasting languages are not English or French**
- **the overall frequency of the subject in the media**

Can you please clarify if the quantitative report described above (including all listed items) will be provided by DG EMPL, in order to facilitate preparation of the qualitative

analysis? Or will production of the quantitative report fall under the responsibility of the contractor?

Answer: The subject of the media monitoring activities as well as the period and countries to be covered will be detailed in corresponding orders for services.

As specified in Annex II subtask 2.2 each report shall include a short quantitative overview based on the source within a given time period. The whole report (including the short quantitative overview) is to be provided by the contractor. However the source of the analysis report (both formats: flash report; tracking and thematic report) will be either the DG EMPL daily press review or the Commission MyNews portal which in general already include the required elements.

The Contractor may also be requested to undertake media analysis in the EU Member States. In specific cases, the Contractor can be asked to identify media for analysis that is not covered by the source material.

Question 36: We would like to request a further clarification in relation to your earlier response to Question 15. Annex 1 and Annex II both make clear that “unit prices will be fixed and will include all costs and all expenses”, including project management, coordination, quality control, training of contractor's staff, support resources, etc. We understand that this applies to the prices of pre-defined services or deliverables, but not to staff or personnel costs.

Answer: Annex II specifies that the unit prices will be fixed and will include all costs and all expenses. Prices of deliverables are therefore prices that include all tasks (including the establishment of estimates and reports) necessary to carry them out. Prices include all costs (project management, coordination, quality control, training of contractor's staff, support resources, etc.) and expenses (company management, secretariat, social security, wages, etc.) directly or indirectly incurred by the contractor in providing the services that can be assigned to him/her.

- a) **Our understanding is therefore that items 1.3 and 5.1 of Annex II (Project manager) may be used for the management of projects whose deliverables are not covered by unit prices, but where the budget consists of staff/personnel costs. Could you please confirm our understanding? Alternatively, please give examples of the circumstances in which these two profiles might be used.**

Answer: All staff costs (personnel) listed in the price schedule (Annex II) are directly related to delivery of services as described in the Annex I of tender specifications under the relevant tasks (Task 1 – 7). Prices as listed in the price schedule (irrespective of their nature) will be used for specific service orders. Project manager profiles, under some tasks as listed in Annex II, will be used for services/projects, where specific project management will be required.

- b) Please confirm that item 5.1 of Annex II (Project manager, Task 5) corresponds to the position of web coordinator described in Annex I. Alternatively, please explain the difference between these two profiles.

Answer: See reply to question 15 for information on the role of the web coordinator. Project manager profile (5.1 of Annex II) will be used for services/projects delivered under Task 5 of Annex I, where specific project management will be required.

Question 37: The model for the Declaration on honor includes an optional paragraph, as follows:

(Only for legal persons other than Member States and local authorities, otherwise delete) declares that the natural persons with power of representation, decision-making or control over the abovementioned legal entity are not in the situations referred to in b) and e) above;

Can you confirm that all potential tenderers who submit as legal persons and do not belong to the category “Member States and local authorities” should include this paragraph?

Answer: In the model declaration of honor tenderers that are legal persons other than Member States and local authorities need to declare that the natural persons with power of representation, decision-making or control¹ over the above-mentioned legal entity are not in the situations referred to in b) and e) above.

Question 38: On page 17 of the ToR, it states:

The graphic coordinator or art director and graphic designers must have a diploma in the field of arts or graphic design. Graphic designers must have at least three years of proven experience in the field of graphic design, while the art director should have five years of experience.

Do you expect tenders to provide a CV of a Graphic Coordinator or alternatively an Art Director, or should tenderers provide a CV for each position? In addition, does the five years of experience apply to both positions?

Answer: According to the criteria specified in in tender specifications 11.2 b the graphic coordinator **or** art director must have a diploma in the field of arts or graphic design. Graphic coordinator or art director should have five years of experience. It is up to the tenderer to propose suitable profiles for the team delivering the service.

The evidence to be provided to fulfil the criteria is specified under point 11.3 c:
The educational and professional qualifications of the persons who will provide the service for this tender (CVs) including the management staff. Each CV provided should indicate the intended function in the delivery of the service.

¹ This covers the company directors, members of the management or supervisory bodies, and cases where one natural person holds a majority of shares.

Question 39: In order to facilitate preparation of the price list and to help ensure accuracy of pricing, for task 2 (media analysis) can you please provide us with estimations for the volume of print and online media coverage to be analysed, as part of each media analysis report.

Answer: As indicated in Annex I sub-tasks 2.2 either the DG EMPL daily press review or the Commission MyNews portal will be the source of the analysis report. The price schedule, section 2. Services, specifies further the volume of media analysis reports for the purpose of the price list.

Question 40: On page 7 of the ToR it states:

“As regards task 7 on the support to the EURES network in particular, the Contractor will foresee to set up dedicated teams for respectively tasks 7.1 and 7.2 once the start of such activities will be organised (see point 3 above – Subject of the Contract). The team(s) are to be set up in close coordination and agreement with the Commission...”

Do you expect tenderers to propose the composition of such dedicated teams already (i.e. as part of the offer)? If applicable, can the experts proposed work on other communication tasks as well, or do you expect them to work exclusively within the dedicated task teams?

Answer: See reply to question 21. Criteria relating to the team delivering the service are listed in section 11.2 of the tender specifications, as well as evidence to be provided. As regards task 7 on the support to the EURES network in particular, the Contractor will foresee to set up dedicated teams for respectively tasks 7.1 and 7.2 once the start of such activities will be organised (see point 3 of tender specifications – Subject of the Contract). Tenders may of course already propose the teams' composition in their bid at this stage.

Question 41: We are currently preparing our proposal for the tender VT/2015/046: ‘Framework contract for services in support of communication activities in the field of employment, social affairs, skills and labour mobility’ and would like to request that the deadline be extended until 12 December.

Answer: An extension of the deadline for submissions of bids is not foreseen.

Question 42: Is it possible to pay the journalists or the workers only on condition that the society receive some payments from the Commission? The meaning of this question is that the society is formed from flexworker journalists, and the advance payment could be a trouble.

Answer: The tender specifications do not specify the contractual arrangements between the Contractor and its staff or subcontractors. The Contractor has to comply with European and national legislation in this area. However, tenderers must prove their economic, financial, technical and professional capacity to carry out the work subject to this call for tender. The

related selection criteria are listed under point 11 of the tender specifications. For information on contractual conditions and sub-contracting see points 8.2 and 8.3 of the tender specifications.

Question 43: Are there and where are in the documentation of the above call for tender the economic limit for every year?

Answer: Signature of the FWC imposes no obligation on the contracting authority to purchase services. As indicated under point 3 of the tender specifications, the maximum total volume of orders that can be executed during the complete term of the Framework Contract is 30,000,000 EUR.

Question 44: Vat and social security contributions: may we have some clarifications about the anticipate payments of Commission for respect the terms of required payment from specific Italian entity (ex. Irpef, Ires, ecc.)?

Answer: As indicated under Article II.15.4 of the draft Contract, the contracting authority is, as a rule, exempt from all taxes and duties, including VAT, pursuant to the provisions of Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Union. As further specified in the tender specifications point 6.1, prices must be quoted free of all duties, taxes and other charges, including VAT.

In drawing up the bid, the tenderer should take into account the provisions of the Framework Contract comprising the “General terms and conditions applicable to framework contract”. Art. I.4.2 of the Framework Contract concerning pre-financing shall only apply for specific Order forms or Requests for services and only if the amount of the single order is above 50,000 EUR.

Question 45: In the ToR and draft contract it states that:

A pre-financing payment (of 30%) shall only apply for specific Order forms or Requests for services and only if the amount of the single order is above 50,000 EUR.

Can you please clarify if there is a minimum value threshold whereby a financial guarantee is required (e.g. for pre-financing over €300,000 in value?) or will a financial guarantee be required for any amount of pre-financing (i.e. from €15,000 in value upwards).

Answer: The draft Contract does not foresee any financial guarantees.

Question 46: We would like to request clarification in relation Sub-task 2.1 of Annex I, Success stories:

- a) The description specifies a length of “one A4 page”. However the corresponding item in the price schedule (Annex II) mentions “at least one” contractual page of

1500 characters without spaces. Could you confirm the required length in contractual pages, please?

- b) The description also mentions that each success story should be “in English or local language with EN translation”. Please confirm whether each story should be submitted both in English and in the official EU language of the beneficiary’s country.**

Answer: Item 2.9 of the price schedule requires tenderers to quote a flat rate price for one success story of at least one page (1500 characters without spaces) as defined in task 2 of the Technical specifications. In task 2 of the Technical specifications, the definition of a success story refers to the language(s) of the deliverable: the item has to be delivered "in English or local language with EN translation". This means the text has to be delivered in English or, when the official EU language of the beneficiary’s country is different, in the local language plus in English.

Question 47: We would like to request clarification in relation Sub-task 3.4 of Annex I, Graphic design and layout of pilot language version.

For pricing purposes, should tenderers assume that each e-book will be developed ‘from scratch’ or on the basis of an already approved ‘Standard’ layout?

Answer: Just like other formats of publication, e-book will have to be developed from scratch "in accordance with the Interinstitutional Style Guide, the graphic guidelines for the EU emblem, the Commission’s visual identity and existing or future Commission logo sets."

Nevertheless, keep in mind that under sub task 3.4 of Annex I "The Contractor may also be asked to produce a dummy (template) for a future series of publications (brochures, leaflets, guides) where the layout can be simply filled with text and graphical elements either by the Contractor or internally in DG EMPL." So in the event where the contractor is using a pre-existing template the prices to charge will be the same as those for composition of language versions.

Question 48: We would like to request clarification in relation to Sub-task 3.5 of Annex I, Printing and production of promotional material. The delivery of printed products is not mentioned either in the description or in Annex II. For pricing purposes, should tenderers’ prices include delivery to a single address in Brussels or not?

Answer: The prices proposed should cover only the printing costs.

Question 49: On page 16-17 of the ToR, tenderers are requested to provide CVs of the ‘team to deliver the service’ (in line with a minimum list of positions), as part of the technical and professional capacity criteria.

In your response to question 17 it states: “Content of tenders (13.1 of the tender specifications): technical and financial offer shall include, inter alia, list of experts assigned, their CVs, classified by level of expertise.”

Could you please clarify if the information presented for the ‘technical and professional capacity criteria’ is considered to be the same as, or part of the ‘*list of experts assigned and their CVs*’, or do you consider the latter to be a separate part of the offer?

Answer: Point 13.1 of the tender specifications specifies the required content of the tenders. Point 11.2 describes technical and professional capacity criteria and evidence in detail.

Question 50: Task 7 (Annex I) comprises 4 sub-tasks, all very important and time-consuming. However, only sub-tasks 7,1 and 7,2 are to be cost-estimated.

Q: Must we understand that

(a) there is no need to cost estimate sub tasks 7,3 and 7,4

(b) Sub tasks 7,3 and 7,4 of the Terms of reference must be included in the cost estimates 7,9 and 7,8 of Annex II named G3 FWC 2016 ANNEX II_final_EN

(c) Sub tasks 7,3 and 7,4 of the Terms of reference will be cost estimated later, on demand from the Commission, based on the prices schedule of our proposal

(d) another answer

Answer: There is no unit price required by for any other than sub-task 7.1 and 7.2 in Annex II of the tender specification. All other task 7 services as specified in Annex I (sub-tasks 7.3 – 7.7) will be covered by requests for service based on the price schedule of the Framework Contract.

Question 51: Answer 12 to the Clarifications/Q&A mentions that the contractor will set up a team which will have enough capacity and qualification to carry out the tasks described in Annex I.

Point 4.1 of the tender specifications define further the team to be set up, and section 11.2.b defines the criteria for a number of profiles that roughly refer to profiles mentioned in the price schedule.

However:

- do we understand it correctly that the CVs of all translators (explicitly mentioned in the list under 11.2.b) must be provided for DG EMPL to assess the translation service ?

- do we understand it correctly that all web specialists (which, reading Answer 15 of the Clarification, must be understood as all web specialists listed in Annex II) must be identified and their CV provided in the bid - which would imply the tenderer to provide at least one CV for each of the 21 profiles of personnel defined in Task 5 of Annex II.

- do we understand it correctly that, following the above, the tenderer should provide at least one CV for each of the profiles defined in Annex II ?

Answer: Please refer to question 17 and the answer given. The profiles defined in Annex II help to classify the proposed personnel according to their experience and qualification.

Question 52: Refining your answer to Clarification 21, do we understand it correctly that the dedicated teams to be set up for sub-tasks 7.1 and 7.2 may not include team members from other sub-tasks of Task 7, as well as other Tasks of the contract ? In our reading, "dedicated teams for sub-tasks 7.1 and 7.2 respectively" seems to imply that team members for sub-task 7.1 and task 7.2 may not be identical, and that the team members for those two sub-tasks may not be allocated to other (sub-)tasks within the bid.

Answer: Please refer to the answer given to question 21 which clearly states "It is up to the tenderer to propose the team composition for the individual tasks."

Question 53: For budget line 3.36 'Production of drawings or illustrations, per drawing/illustration' there is no indication of the type/size of the drawing. Could you please provide us with further details on the specification of drawing/illustration e.g. size, medium, weight etc.?

Answer: The price for drawings and illustrations is a flat-rate price and does not depend on the size of the drawing/illustration. Tenderers can refer to past publications to obtain an idea of their properties: <http://ec.europa.eu/social/main.jsp?catId=738&langId=en>

Question 54: Case Study 1: Could you please clarify if tenderers have to follow the graphic charter of the European Commission when creating the graphic design for the publication, or can the tenderers propose a graphic design that is outside of the graphic charter of the European Commission?

Answer: Tenderers must follow the European Commission's graphic charter. The rules of the Commission's visual identity are available on this website:
http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm

Question 55: We would also like to inquire whether DG EMPL has its own corporate identity and, if so, whether this could be provided.

Answer: There is no DG EMPL corporate identity for publications. DG EMPL publications follow the European Commission's corporate identity. The only element specific to DG EMPL is the "Social Europe" footer at the bottom of cover pages.

Question 56: Reference: 13.1 Contenc of tenders: Can you confirm, that there is no Administrative Offer, but only a technical and a financial one?

Answer: The invitation letter as well as points 10 to 13 of the Tender specifications specify the elements to be submitted for a complete tender. While no particular "Administrative Offer" is specified, those elements that are not part of the Technical or the Financial Offer could be regarded as such an "administrative" part of the tender.

Question 57: Reference: 13.1 Content of tenders: Can you confirm that all the administrative evidences (such as declaration on honour, legal entity form, balance sheet, etc.) shall be integrated into the technical offer?

Answer: See Question 56.

Question 58: Reference: 13.1 Content of tenders: Do we understand it correctly, that the structure of Pos. 13.1 is compulsory?

Answer: Point 13.1 of the Tender specifications lists the minimum content of tenders. It does not mention any compulsory structure.

Question 59: Reference: 13.1 Content of tenders: If the structure of Pos. 13.1 is not compulsory, please clarify how we can submit the requested documents as per position 10 (exclusion criteria) and 11 (selection criteria).

Answer: Point 10 of the Tender specifications requires the declaration of honour according to Annex 5 of the invitation letter to be submitted as evidence for the fulfilment of the exclusion criteria. Point 11.1.b and 11.2.c specify the evidence to be provided for the fulfilment of the selection criteria.

Question 60: With regards to Q&A number 39, given that the amount of work required for each analysis report (and the associated cost) which depend on exactly how many items of media coverage there are to be analysed. For the purposes of costing, can you please either provide an estimated figure (for print and online media coverage) to be analysed for each report based on previous similar experience or indicate a maximum upper limit of print and electronic media items to be analysed for each report.

Answer: The reports are made on the basis of DG EMPL's daily press review which is +/- 10 articles per day, with additional links to news items. In some cases, it may be necessary for the contractor to conduct additional research on areas of interest which have been specified in advance.

Question 61: In the Tender specifications of the Call for tender VT/2015/046, there is a requirement for journalists and editors of the proposed team “(...) to have a diploma in the field of editing/journalism/communication and knowledge of employment and social affairs issues as well as European affairs (...). (p 17).

The presence of curricula for journalism and communication studies is not at all uniform across Member States. In some countries the introduction of journalism studies is fairly recent, and in one case (Luxembourg) there is no curriculum leading to a journalist degree. To pinpoint some examples:

- Ireland. Practitioners, preferring ‘on the job’ training, have viewed journalism and media training generally with some suspicion. (source http://ejc.net/media_landscapes/ireland)
- Italy: The first school for journalism was created only in 1992 (Terzis:2009);
- UK: Until the mid-1980s it was commonplace to enter journalism as an occupation direct from secondary school: the editorial training scheme of Thomson Regional Newspapers (TRN), enrolled equal numbers of school leavers and university graduates (Terzis:2009). Although standards had emerged by 2008, the overall situation was no less clear: the National Union of Journalists said that journalism training was in “disarray” (NUJ, 2006).

On one hand, the late introduction of journalism studies has created a two-fold system in which established professionals with no pertinent diplomas in journalism, in particular older workers, operate in the same space of journalism graduates. The European Commission grants older workers protection against discrimination in the workplace: this is the rationale behind the Council Directive 2000/78/EC of 27 November 2000 establishing a general framework for equal treatment in employment and occupation.

On the other, the European Union recognizes the importance of informal training and has made its validation and recognition a cornerstone of its employment policy, as it can be seen in the Council recommendation on the validation of non-formal and informal learning (2012/C 398/01) and in the Agenda for new skills and jobs: A European contribution towards full employment (COM(2010) 682 final).

In addition, it is important to stress that, with the partial exceptions of Italy and Greece, journalism in Europe has never been a “profession” in the narrow sense of an activity to which entry is regulated by some governing body requiring proof of competence or diploma (Terzis:2009). Established professionals might have chosen different academic curricula and yet excel in their profession: for instance, several recipients of important journalism prizes delivered at European level (such as the Lorenzo Natali media prize, the European Parliament Prize for journalists, the EU health prize or the European press awards) did not study journalism nor communication studies.

Taking into consideration all the aforementioned elements, we would like, in order to avoid discrimination (nationality or age) or to implement EU policies, the Commission to allow members with longstanding experience in journalism regardless of their academic curriculum to be included in the team, if they are fitting the other requirements outlined in the call.

Answer: A corrigendum of the Tender specifications has been published. Under point 11.2.b of the Tender specifications, the text

"Journalists/editors are expected to have a diploma in the field of editing/journalism/communication and knowledge of employment and social affairs issues as well as European affairs. A proven experience of three years in journalism is requested."

Is replaced with

"Journalists/editors are expected to have knowledge of employment and social affairs issues as well as European affairs. A proven experience of three years in journalism/editing is required."

Question 62: As regards the first case study, do we have to apply the Interinstitutional Style Guide, the graphic guidelines for the EU emblem, and the Commission's visual identity (referred to on page 10 of the Annex 1) in our dummies or do you expect the tenderers to provide 'free style' dummies?

Answer: The graphic guidelines for the EU emblem and the Commission's visual identity must be applied in the first case study (please refer to the answer provided on question 54). Tenderers must also follow the interinstitutional style guide. The full style guide is accessible at:
<http://publications.europa.eu/code/en/en-000100.htm>

Question 63: Is this a single or multiple framework contract?

Answer: Please refer to Section II.1.4 of the Contract notice: "Framework agreement with a single operator"

Question 64: Is there an opportunity for a new supplier to be successful or will a long standing supplier like Media Consulta be the de-facto winner?

Answer: Please refer to Section IV.1.1 of the Contract notice: "Type of procedure: Open". For an introduction to the rules and procedures of public procurement, you can visit http://europa.eu/youreurope/business/public-tenders/rules-procedures/index_en.htm.

Question 65: Task 7.2 calls for the translation of 10 articles per week either into all EURES languages (for the public portal) or into 2 languages only (for the extranet). Please indicate the target breakdown of public and extranet articles. Should tenderers estimate cost on the basis of a 50:50 split or some other ratio?

Answer: Approximately two thirds of the articles are public whilst one third concerns the extranet. However, tenderers shall take into consideration that the translations are done by another service provider and are therefore not to be included in their financial offer.

Question 66: For item 6.55 (LED based cube, min 50" for video wall) could you please provide us with more in depth requirement as to what is expected and how it will look? E.g. how will the LED cube be presented, hung from ceiling or floor mounted?

Answer: According to Annex II to the Tender specifications, price schedule for task 6, for the section Facilities and equipment: "Details to be provided in the technical part of the offer". It is up to the tenderer to sufficiently explain the nature and quality of the items suggested according to the descriptions in the price list.

Question 67: Section 3 of the Tender specifications states that “The volume of orders for the task "Support to EURES network" can be in the order of around 1,500,000 EUR.” We assume that this indicative amount is per year. Could you please confirm?

Answer: The indicative amount of 1,500,000 EUR is per year. In any case, as stated under Point 3 of the Tender specifications, the maximum total volume of orders that can be executed during the complete term of the Framework Contract is 30,000,000 EUR.

Question 68: Is there a specific form through which identify the proponent of tender, a part of the cover letter requested?

Answer: The required content of tenders is described under Point 13.1 of the Tender specifications. This includes in particular the cover letter as well as the financial identification and legal entity forms.

Question 69: Are there persons in Italy that you indicate like contact points for more information always for the above Call for tender?

Answer: As indicated under Point 8 of the invitation letter, "any requests for additional information must be made in writing only to EMPL-VT-2015-046@ec.europa.eu".

Question 70: The description of Task 4 in Annex 1 (page 13) refers to “production and distribution [...] production and distribution [...] marketing and distribution”. Please explain which line of the price grid will be used to cover the non-staff costs of distribution.

Answer: Tender specifications indicate, that the price lists in Annex II refer to most of the tasks the Contractor will be asked to carry out. Nevertheless, due to the nature of the activities covered by the Contract, this may not be exhaustive (pp10 – 11). As defined under Task 4 (Annex I) the target audiences for each product will need to be determined in advance and an appropriate distribution strategy defined, also in advance, by the Contractor in consultation with the

Commission. Should there be any distribution costs they will be clearly specified and covered by the service orders.

Question 71: The description of Task 4 in Annex 1 (page 13) refers to “converting and compressing AV material for distribution”. Please explain which line of the price grid will be used to cover these activities.

Answer: Detailed activities and relevant profiles needed for their execution will be specified based on service and/or product in specific service orders.

Question 72: The description of Task 4 in Annex 1 (page 13) refers to “purchasing of advertising space, viral, organic and paid distribution, etc.”. Please explain which line of the price grid will be used to cover the non-staff costs of online advertising.

Answer: See the answer to question 70.

Question 73: The basis for the pricing of staff costs in Annex II Price schedule is still unclear to us. Section 6.2 of the main Tender Specifications appears to distinguish clearly between:

- a) “flat rate prices” for defined deliverables, which must cover all the associated tasks; and
- b) “experts’ fees” – staff costs

However, your answers to questions 15 and 36 could be taken to mean that experts’ fees (staff costs) should also include the cost of all project management and quality control associated with the work of the profiles concerned.

To avoid doubt, and possible difficulties at the evaluation stage, please clarify whether staff costs should be considered to be all-inclusive, or whether the contractor will be allowed to add reasonable project management days to price offers that make use of staff profiles.

Answer: As indicated in the reply to Question 36 a): Project manager profiles, under some tasks as listed in Annex II, will be used for services/projects, where specific project management will be required.

Question 74: The price list (see Annex II) includes the items 6.15 to 6.19, which are described as follows:

“Purchase of a custom made modular re-usable exhibition stand.

Development of concept and production of a modular high quality stand which is adaptable in size and format and can be used several times at different occasions - details to be provided in the technical part of the offer. Includes planning, conception of look & feel of the stand, layout and printing of multi-colour panels, carpeting for whole area and lighting for all panels. Excluding electronic equipment (PC, printer, beamer, microphone etc., transport and storage)."

If we understand you well we have to provide you with the details of our proposal in the technical part. As regards the "planning, conception of look & feel of the stand, layout and printing of multi-colour panels", is it correct that you do not expect us to provide you neither with an actual look and feel nor with a layout of the multi-colour panels (as it would be impossible and pointless to come with a generic design without any specific briefing)? Do we get you right when we think that you do expect that we provide you with an estimate of the necessary tasks to be carried out (and their corresponding workload and finally cost) in order to provide you with all the services included in the description of the item. Can you confirm?

Answer: The prices to be quoted for items 6.15 to 6.19 of the price schedule have to include all tasks necessary to carry them out as well as all costs and expenses. These are not estimates but fixed quotes that will be applicable for the entire duration of the Contract (see Articles I.2 – "Entry into force and duration" and I.3 – "Prices" of the draft Contract).

Details have to be provided in the technical part of the offer. According to Point 13.1 of the Tender specifications, the technical offer shall contain "all information and useful documents in view to give to the Commission the opportunity to assess the offer on the basis of selection and award criteria".

Question 75: The price list (see Annex II) includes the items 6.10 to 6.14, which are described as follows:

"Rental of a custom made exhibition stand

Stand customised in size, style and layout conceived and produced for one off events - details to be provided in the technical part of the offer. Rental covers up to 5 days, including planning, conception of look & feel of the stand, production, layout and printing of multi-colour panels, carpeting for whole area and lighting for all panels. Excluding electronic equipment (PC, printer, beamer, microphone etc.) and transport."

If we understand you well we have to provide you with the details of our proposal in the technical part. As regards the "planning, conception of look & feel of the stand, layout and printing of multi-colour panels", is it correct that you do not expect us to provide you neither with an actual look and feel nor with a layout of the multi-colour panels (as it would be impossible and pointless to come with a generic design without any specific briefing)? Do we get you right when we think that you do expect that we provide you with an estimate of the necessary tasks to be carried out (and their corresponding workload and finally cost) in order to provide you with all the services included in the description of the item. Can you confirm?

Answer: Please see the answer to Question 75 which can be applied accordingly to this question.

Question 76: The price list (see Annex II) includes the sub-task 2.3: Database of journalists and the corresponding price grid: Can you confirm that no additional research needs to be carried out for the incorporation of contacts supplied by the Commission

Answer: No additional research needs to be carried out for the incorporation of contacts supplied by the Commission.

Question 77: The price list (see Annex II) includes the sub-task 2.3: Database of journalists and the corresponding price grid: Can you please clarify the scope of the media database task “Maintenance / updating per 100 contracts”. Does the price to be provided refer to:

- a. 100 contacts in the database to be checked for their validity?
- b. The correction of 100 contacts that have been identified as defective by DG EMPL?

Answer: Item 2.12 of Annex II "Maintenance, updating, flat-rate cost per 100 contacts " refers to 100 contacts in the database to be checked for their validity.

Question 78: The price list (see Annex II) includes the sub-task 2.3: Database of journalists and the corresponding price grid: For the updating per contact, how are we supposed to proceed if the contact is not working for the media outlet anymore:

- a. Do we keep the outlet and add the a new contact that has taken the role? The role might be taken by a journalist that is already in the database.
- b. or shall we track the new contact details of the same journalist? The journalist might work on other topics in his or her new job.
- c. Can a deletion be considered an update?

Answer: Both options a) or b) suggested in the question are possible outcomes. A deletion can be considered an update if a) or b) are not possible for a given reason.

Question 79: Annex II, Price Schedule, includes the item ‘2.8 Three month review’ which is defined as a “Review of regular fortnightly reports, analysing trends in the coverage and recommendations of what works and what doesn’t. Includes draft copy submitted to DG EMPL for agreement before finalisation of report. Report must provide in-depth analysis and be written coherently in English.” Could you clarify if this review has to be carried out using fortnightly reports for one country as defined in item 2.6 or for all Member States as defined in item 2.7 of the price schedule?

Answer: Item 2.8 of Annex II refers to item 2.7 "Tracking and thematic report – all Member States covering one fortnight".

Question 80: The case study 2 requires the tenderers to provide the contracting authority with a concept note of “minimum 2 pages and maximum 4 pages”. Do we have to consider that the text length per page should be 1,500 characters without space, as it is specified for item 2.9 of the price schedule? As a consequence the maximum length of the concept note should be 6,000 characters without space. Can you confirm our understanding is correct?

Answer: Each case study must not exceed 4000 words (excluding budget and any dummy product). The dummy for case study 2 as specified in Annex III should include:
Draft a concept note (minimum 2 pages, maximum 4 pages) explaining the approach, suggesting length and style of the product – real life documentary, video with actors, animation, etc.
One page consists of 1500 characters without spaces as defined in task 2 of the Technical specifications.

Question 81: Could you clarify which items/services must be included under the item ‘4.42. B-Roll’? Does it include a full transcription and translation (if any) of the complete rushes?

Answer: The tender specifications under point 6.2 state that flat rate prices correspond to the complete deliverable described for an item and no additional costs (e.g. personnel for overhead or coordination) will be eligible. Tenderers should prepare their offer carefully in the light of this. Line 4.42 of the price grid is for **B-roll production**, per minute. For an example of recent Broll please see the AV portal of European Commission:
<http://ec.europa.eu/avservices/video/player.cfm?sitelang=en&ref=I104887>

Question 82: 1. We understand from your reply to question 65 that the heading ‘Content delivery’ and the four paragraphs below it do not apply only to Sub-task 7.7. Please confirm whether these paragraphs apply to Tasks 1-7 or to the whole of Task 7 or to some other portion of Annex I.

Answer: The information contained in the last four paragraphs of the description of task 7.7 relate indeed to this task only. However, unless different conditions are set out in the other tasks, this information may serve as guidance for the preparation of a tender for the other tasks as well.

Question 83: 2. With reference to your reply to question 65, please confirm that the contractor will be free to define the format in which English texts are delivered and translations returned. If the contractor may not define the format, please specify the format that will be used.

Answer: The contractor may define the file format bearing in mind that documents should be easily editable (e.g. word).

Question 84: The price list (see Annex II) includes the items 6.10 to 6.14, which are described as follows:

“Rental of a custom made exhibition stand

Stand customised in size, style and layout conceived and produced for one off events - details to be provided in the technical part of the offer. Rental covers up to 5 days, including planning, conception of look & feel of the stand, production, layout and printing of multi-colour panels, carpeting for whole area and lighting for all panels. Excluding electronic equipment (PC, printer, beamer, microphone etc.) and transport.”

What is the reference unit in which the cost must be expressed? Is it

- a) per sq. meter for the whole duration of the ‘event’
- b) per sq. meter and per day of event.
- c) a flat fee covering all expenses

Knowing that a “c)” answer would prevent anyone from providing you with a professional quote. In effect, there is, obviously, a world of difference between a stand of 31 m² and a stand of 50 m² or between a stand of 101 m² and a stand of 200 m², in terms of raw material, equipment, printing and even design and concepts. We are speaking here of items of radically different scope and therefore not comparable. We are speaking here of a 2/1 range. We are very concerned here. If we propose you a state-of-the art solution for a 200 m² stand to cover all possibilities for ‘a stand, between 101 m² and 200m²’ we would be disadvantaged in comparison (in terms of price) with a tenderer that would propose you a solution that would fit for a 101 m² but not for a 200 m² and that would be rather unfair. And we understand public procurement is based on the principles of comparability (you can’t compare a fishing boat with a destroyer vessel) and fairness (all tenderers must be treated on equal footing). Could you please clarify this issue of great concern?

Answer: The prices to be quoted for items 6.10 to 6.14 of the price schedule have to include all tasks and materials necessary to the rental of a custom made exhibition stand out as well as all costs and expenses linked to it. These are fixed prices that will be applicable to the maximum size and duration as mentioned for items 6.10 to 6.14. Details on the quality of the stand have to be provided in the technical part of the offer. According to Point 13.1 of the Tender specifications, the technical offer shall contain "all information and useful documents in view to give to the Commission the opportunity to assess the offer on the basis of selection and award criteria".

Question 85: The price list (see Annex II) includes the items 6.15 to 6.19, which are described as follows:

“Purchase of a custom made modular re-usable exhibition stand.

Development of concept and production of a modular high quality stand which is adaptable in size and format and can be used several times at different occasions - details to be provided in the technical part of the offer. Includes planning, conception of look & feel of the stand, layout and printing of multi-colour panels, carpeting for whole area and lighting for all panels. Excluding electronic equipment (PC, printer, beamer, microphone etc., transport and storage).”

What is the reference unit in which the cost must be expressed? Is it

- a) per sq. meter for the whole duration of the ‘event’
- b) a flat fee covering all expenses

Knowing that a “b)” answer would prevent anyone from providing you with a professional quote. In effect, there is, obviously, a world of difference between a stand of 31 m² and a stand of 50 m² or between a stand of 101 m² and a stand of 200 m², in terms of raw material, equipment, printing and even design and concepts. We are speaking here of items of radically different scope and therefore not comparable. We are speaking here of a 2/1 range .We are very concerned here. If we propose you a state-of-the art solution for a 200 m² stand to cover all possibilities for ‘a stand, between 101 m² and 200m²’ we would be disadvantaged in comparison (in terms of price) with a tenderer that would propose you a solution that would fit for a 101 m² but not for a 200 m² and that would be rather unfair. And we understand public procurement is based on the principles of comparability (you can’t compare a fishing boat with a destroyer vessel) and fairness (all tenderers must be treated on equal footing). Could you please clarify this issue of great concern?

Answer: See reply to Question 84 which applies accordingly to items 6.15 to 6.19 relative to the purchase of a custom made modular re-usable exhibition stand.

Question 86: When we fill the price grid our total amount is close to *² (you will understand we cannot disclose the exact figure, because it’s confidential). In our understanding you have designed your price grid so that it reflects 4 years of activity of the framework contract. Are we right? If it so, we are a little bit concerned because our total is quite low. Could we be accused of being too *** with such a total? Thanks you for your clarifications.**

Answer: Please note Point 12.2 of the Tender Specifications ("Financial evaluation") which states " Tenderers' attention is drawn to the fact that the price schedule is to provide a fair, non-discriminatory basis for assessing the financial tenders and at the end, the price schedule will constitute a pricelist reference to be used under the Framework Contract concluded with the successful tenderer. This price schedule cannot under any circumstances be considered to constitute a commitment on the part of the Commission to issue Orders for services for the related services and quantities, and cannot give rise to any right or legitimate expectation on the part of the Contractor." The sole purpose of the weightings listed in the price schedule is to allow the establishment of a "price component" that can be used for a fair, non-discriminatory assessment of the financial offers. It does not reflect 4 years of activity of the framework contract.

Question 87: *In the financial offer the EC is requiring for some items to provide details in the technical part of the offer.*

We would like to know how these details will be evaluated. How many points (among 30) in the evaluation will be allocated for this part of the tender?

² Amount indicated deleted by contractual authority.

Answer: The award criteria are listed under Point 12.1 of the Tender specifications. The technical offer shall contain "all information and useful documents in view to give to the Commission the opportunity to assess the offer on the basis of selection and award criteria" (13.1 – Content of tenders).

Question 88: *In the financial offer the EC is requiring for some items to provide details in the technical part of the offer.*

We also wonder how the jury can compare the quality of the equipment. The characteristics and functionalities of the items are indeed highly technical and sometimes complex. Can you please explain us?

We would like to know for each item precisely which characteristics will be taken into account for the purpose of the evaluation. For chairs for instance, will it be the type of the materials used to produce the chair that will be compared, its design, its color, its dimensions etc?

Answer: According to the definition of the award criteria (point 12.1 of the Tender specifications), the evaluation committee will, among other aspects, evaluate the "quality and consistency, in relation to the Contract's objectives, of the provision of services and the technical specifications of the equipment proposed for performance of the Contract on the basis of the price schedule". The technical offer shall contain "all information and useful documents in view to give to the Commission the opportunity to assess the offer on the basis of selection and award criteria" (13.1 – Content of tenders).

Question 89: *In the financial offer the EC is requiring for some items to provide details in the technical part of the offer.*

If the detailed description of the items is integrated in the technical offer it will be part of the contract and binding for both parties as part of the contract. Can you please confirm?

Answer: Please see the draft Contract. Annex II of the Contract will be the Contractors' tender which form an integral part of the Contract.

Question 90: *In the financial offer the EC is requiring for some items to provide details in the technical part of the offer.*

An item described in our tender today might not be available any more at contract signature or in in two or three years-time. How will we do?

Will we propose a new price to the EC (our price is not generic but it corresponds only to one item described in detail in the technical offer)?

Answer: The Contractor's financial offer, as integral part of the Contract, will remain valid for the entire duration of the Contract (twelve months with up to three renewals - see Article I.2 of the draft Contract). In the potential event that a service or item would be required that is not

listed in the price schedule, "the awarding authority may use a negotiated procedure for the award of new services which involve the repetition of services similar to those entrusted to the operator awarded the initial contract" (Point 6.2 of the Tender specifications).

Question 91: *In the financial offer the EC is requiring for some items to provide details in the technical part of the offer.*

We cannot always find the same items in all EU countries if working with local providers. In that case will we also have to propose new prices to the Commission meaning negotiating amendments to the contract/general price grid?

How can the Commission award a contract using prices that will not be used/valid after contract signature?

Answer: Unit prices must be given for each deliverable or service listed in the price schedule. The price quoted must be all-inclusive and cover all cost related to performance of the contract. So when establishing their financial offer, tenderers should bear in mind that the actions covered by this invitation to tender will be performed mainly in Brussels and, generally, within the 28 EU Member States, but may also be performed outside the EU, particularly in the candidate countries, EEA countries and neighbouring countries or, exceptionally, in other countries worldwide.

Question 92: *In the financial offer the EC is requiring for some items to provide details in the technical part of the offer.*

Finally EC procurement rules are requiring the EC to draft specifications for the type of products EC wants to get. It is not to the tenderers to do it. In such case the EC can not compare prices. Specifications will be different from one bid to another one.

Answer: The technical offer will give to the Commission the opportunity to assess the offer on the basis of selection and award criteria. It allows the evaluation committee to assess the quality of the tender.

Question 93: **As regards the dummies to be delivered for the first case study, do you expect the tenderers to actually include the InDesign files and the accessible PDFs on a CD-ROM appended to their offer?**

Answer: Yes. As indicated in Annex III tasks for this case study also include delivery of two CD Roms with InDesign files as well as and accessible pdfs for the EN version and Word files for the other language versions

Question 94: **In the price list, you have that price item number 4.35 and called "Large event recording/filming in Belgium with web-streaming, per session or per room in multiple languages, per 1 day".**

Web-streaming consists of sending video and/or audio content in compressed form over the Internet (this is called a ‘signal’) so that it can be played immediately". In the case of multi-language web-streaming it is necessary to send as many signals as there languages. So the number of languages will seriously affect the cost of web-streaming.

Given that multi-language is a vague and indefinite notion, it is therefore impossible to quote that item.

Would you be so kind as to rephrase that item so that it would be “Large event recording/filming in Belgium with web-streaming, per session or per room, per streamed language, per 1 day”.

Answer: See reply to question 26.

Question 95: “With regard to the Price Schedule applicable to Task 4 (development, production and distribution of AV and multimedia content) and to “actors “(senior and junior; paragraphs 4.20 and 4.21 of Annex II) and “photo models” (paragraph 4.32 of Annex II) in particular; hereafter referred to as the “Individuals”; could you confirm that the mention “all rights included” in paragraphs 4.20, 4.21 and 4.32 means the costs of engaging those Individuals only but does not include the worldwide and perpetual licence or assignment fees of their intellectual property rights and image rights (if applicable) which constitute reimbursable?

Answer: Annex I, the tender specifications point 4.4 (pp 8-9) and Article I.8 and I.11 of the model Framework Service Contract describe in detail the IPR and /or copyright requirements for the purpose of this future framework contract. All relevant prices, for profiles or services with all rights included, in the price grid should take these requirements into account.

Question 96: We are working on a proposal to DG EMPL in the framework of this tender. Due to the exceptional events in Brussels, and the security measures that have derived from them, we are in no position to hold our scheduled experts meeting that was supposed to be held tomorrow morning. Our experts were asked to validate our proposals to DG EMPL in the scheme of the present proposal, and it appears they will not be able to do it tomorrow.

We therefore ask for the tender submission date to be postponed in order to guarantee that all companies are on the same conditions to submit a valid offer.

Answer: The contracting authority sees no need to extend the deadline for submission. In the frame of this open procedure, local events that may have an impact on the work organisation within individual tenderers cannot be taken into account.

Question 97: Following the last events (terrorist alert) in Brussels, We can not require our staff and partners to provide the same work as usual (closing of school and public transport etc). Considering that we do not know how long this alert will last, we ask you kindly to postpone the deadline of the submission of the offer for the abovementioned call for tender.

Answer: Please see Question 96.

Question 98: In light of the unprecedented security concerns in the Brussels region which have prevented many of us from getting to the office today, we would like to request a deadline extension of between 24-48 hours to allow us to complete our work as planned.

Answer: Please see Question 96.

Question 99: The price list (see Annex II) includes the item 5.29 which is described as follows:

Social media: basic stakeholder mapping report for one topic or event

At least 60 key stakeholders across the EU, one platform (e.g. Twitter)

Would you be so kind as to indicate the duration our report should cover? Without that information, no professional quote can be provided.

Answer: Package service under item 5.29 of the price grid covers basic stakeholder mapping report for one topic or one event: a report mapping at least 60 key stakeholders across EU on one social media platform. The item should not be mistaken for a monitoring report (item 5.30 of the price grid) where timeframe is clearly specified.

Question 100: Different questions have been raised concerning the extent of the CVs to be provided as part of the technical tender. This refers in particular to the CVs of translators, but by extension to all profiles listed under Annex II (i.e. the Price schedule).

Despite the recurring questions (see question 19 and question 51 that raise very precise issues), clear instructions have not been given as to the volume, nature and extent of the CVs to be provided for the evaluation. The answers to both questions 19 and 51 refer to the answer to question 17, that does not offer a clear answer to either Question 19 or Question 51.

Reading the Tender specifications, it appears that the more extensive, comprehensive and adequate the list of team members that we will propose and who will deliver the services, the better we will comply to both the Selection Criteria and Award Criterion B.

However, you certainly understand that providing identified CVs for all profiles of the Price Schedule implies that we will bind our price schedule to the actual CVs of the identified experts. Given the weight of the financial score (40% of the evaluation), it is expected that competitors may choose to provide extremely low prices and avoid justifying them by means of the ad hoc CVs.

This means that the absence of answer as to the nature and extent of the CVs has a major impact on the pricing strategy and will create a distortion of concurrence that could be detrimental to the companies who wish to provide fair prices for the most relevant experts.

We therefore re-issue the content of Question 51 and wish that an unambiguous answer be given to that Question.

Also, please consider that failing to provide clear and definite answers and generating ambiguities may lead to further appeal procedures after the evaluation of the proposals, which we would like to avoid.

Answer: In their offers, tenderers must prove, among other things, their "professional capacity to carry out the work subject to this call for tender" (Point 11 of the Tender specifications). Point 11.2.c requires as evidence "The educational and professional qualifications of the persons who will provide the service for this tender (CVs) including the management staff. Each CV provided should indicate the intended function in the delivery of the service." Based on the provided evidence, the evaluation committee will conclude whether or not the tenderer in questions possesses the required professional capacity. Contrary to what is suggested in the above question, the professional capacity is not assessed within the technical or financial evaluation of the offer.

Question 101: Question 29 clearly states that the list of the information sources that we will rely on, and to be provided for both case studies, is to be placed just before the dummy (and does not form part of the dummy).

Do you therefore confirm that the list of the information sources is to be counted as part of the word count of 4,000 words (excluding budget and any dummy product) ?

If so, this implies that the more extensive and comprehensive the list (and the better our research), the less space we have for the approach, methodology, work organization and distribution of tasks.

Would you agree on removing the list of the information sources from the word count of 4,000 words for a fairer evaluation of the different proposals?

Answer: It is clearly stated in Annex III of the tender specifications, that the case studies must not exceed 4000 words (excluding budget and any dummy product). In both cases a list of the information sources need to be included within this content frame, because it is not part of the dummy.

Question 102: The answer to Question 59 states that the Declaration of honour must be submitted as evidence for the fulfilment of the exclusion criteria. However, reading Question 3, it appears that the Declaration is included in "all the information and useful documents in view to give to the Commission the opportunity to assess the offer on the basis of selection and award criteria" – which, looking a page 20 of the Tender specifications, implies that this Declaration must belong to the Technical and Financial offer. Given the fact that one of the two understandings implies the fulfilment of the exclusion criteria, please confirm where the Declaration of honour should fit in the bid.

Answer: The Declaration needs to be included in the offer. Its exact position is not relevant for the evaluation.

Question 103: The price list (see Annex II) includes the item 7.8 which is described as follows:

“Support to the implementation and evaluation of the EURES Communications strategy and the national plans, fixed price per year As described in the specifications for task 7.1.

The price should include participation in meetings with the Commission (once a month).”

Annex I specifications for task 7.1 read as follows:

“Sub-task 7.1: Support to the implementation and evaluation of the EURES communications strategy

The Contractor should support the implementation by the European Commission and the Member States of the EURES Communications Strategy (2015-2020). It provides a framework for the EURES member organisations for their communication activities at national and regional/local level both towards internal and external audiences. It identifies common communication objectives, brand values and key messages. On this basis, each Member State will implement its own national plans. Those plans will identify actions for each of the common communication objectives, addressing the appropriate target groups and preferred communication channels/ tools.

The Contractor should monitor the application of the EURES Communications Strategy. It should collect information on the implementation of national plans, both on line and in situ, and give advice to member organisations in Member States and to the European Commission on implementation issues that arise. It should collect and analyse information on monitoring and evaluation of the actions in the plans and develop an appropriate evaluation framework to follow the progress in the national plans and for the strategy as a whole.

The Contractor should also help Member States develop or adjust these plans where considered necessary by the Member States and support them in events or activities involving review of the national plans and their evaluation. .

All plans should look for maximum synergies, use material and services created by the European Commission and national administrations and aim at the broadest possible co-operation with other actors, such as other information networks co-ordinated by the European Commission and other organisations operating on the European labour market than the members and partner organisations of the EURES network.”

Now, we understand that, once the framework contract has been awarded and work has started, the contracting authority will, once a year, issue a request for services for the ‘Support to the implementation and evaluation of the EURES Communications strategy and the national plans’. We understand that the contractor will reply to that request and provide a quote exclusively based on the use of the abovementioned item 7.8. The thing is, you ask us to provide you with a fixed price for a service vaguely defined and without any quantifiable parameters. Amongst other things, and to name but one of the numerous examples we might mention, the contractor is “supposed to adjust these plans where considered necessary by the Member States and support them in events or activities involving review of the national plans and their evaluation.” In other words, Member States have an unconstrained and unlimited right to use the contractor’s resources.

We are sure you will understand that this provision is totally unacceptable for any company.

Also the lack of clarity in the definition and the absence of quantifiable parameters for the services included in subtask 7.1 might be interpreted as giving the current contractor an unfair advantage over the other tenderers as only they are in a position to provide you with an accurate estimation for this subtask.

We are very concerned that all this might end up with a cancellation of the whole public procurement for unequal treatment of all tenderers.

We don't see many options here: either you provide the tenderers with quantifiable parameters (such as an estimate of the workload in man/days) for this subtask or you remove this item from the price grid and consider that the services included under subtask 7.1 will be covered by items 7.1 to 7.7 of the price list, following the principle used for subtasks 7.3 to 7.7.

Answer: A corrigendum of the Tender specifications has been published:

Item 7.8 Support to the implementation and evaluation of the EURES Communications strategy and the national plans in Annex II (price schedule) to the tender specifications is removed. Bidders shall not provide a fixed price per year for this service. Sub-task 7.1 of tender specifications will be covered by the other prices given under items 7.1 till 7.7 of the price schedule (annex II).

In connection with this corrigendum, the deadline for the receipt of tenders is extended to 8 December 2015.

Question 104: Due to the ongoing terrorism warning situation in Brussels and the security measures, we have great difficulties to organize all international resources locally. This could be a disadvantage against local tenderer. Unfortunately, we are not able to keep to the schedule until the given deadline, 30/11/2015 because of this situation. That's the reason for asking the tender Submission to postpone the tender deadline for a minimum of 7 days and in order to guarantee that all companies are on the same conditions to submit a valid offer.

Answer: Please see answer to question 103: In connection with the corrigendum, the deadline for the receipt of tenders is extended to 8 December 2015.

Question 105: The instructions for case study 2 require "a detailed cost estimate based on the price schedules as completed in Annex II of the Technical Specifications". Your answer to Question 2 stated that this cost estimate should include "carrying out the dissemination plan". However, as confirmed by your answers to questions 70, 71 and 72, several distribution costs are not covered in Annex II. Please confirm that tenderers may include in their cost estimates for case study 2 costs (related to the carrying out of a dissemination plan) which are not based on the price schedules as completed in Annex II.

Answer: The proposed case study shall include a suitable dissemination plan, including realistic targets to be achieved, KPIs and a budget. The case study simulates a situation when the contractor is supposed to produce and distribute an AV product in all official EU languages aimed at general audience explaining the *raison d'être* of the Platform and state of play in 2015. As defined under Task 4 (Annex I) the target audiences for each product need to be determined and an appropriate distribution strategy defined. Should there be any distribution costs, e.g. media buying, not covered by price lists in Annex II, tender specifications indicate, that the price lists in Annex II refer to most of the tasks the Contractor will be asked to carry out. Nevertheless, due to the nature of the activities covered by the Contract, this may not be exhaustive (pp10 – 11).

Question 106: We are an international consortium with an important partners base in Brussels. The city has been under maximum security (level 4) for four days and is now still on alert (level 3). Our partners could simply not meet because of this situation. Your answer for our legitimate demand is difficult to understand: we do not believe that the current situation can be described as "local events that may have an impact on the work organisation within individual tenderers". We believe that the city that hosts the European institutions is in an exceptional situation and that it affects the normal work of every company. As a public service located in Brussels, surely the Commission understand this. We believe that keeping the deadlines will only favour the incumbent companies, at the expense of the necessary equality of tenderers. We kindly ask you to reconsider your answer to the numerous questions about this situation.

Answer: Please see the answer to Question 104. The extension of the deadline because of the new corrigendum should also address the concerns brought forward in this question.

Question 107: Could you let us know about the deadline for receipt of the tender offer? On the DG EMPL website information about deadline change (8.12.2015) was appeared. Is it the date of a delivery or a date of the postmark? Although it is written that there is a corrigendum on the issues, the change of the deadlines is not mentioned in any document, also it is not mentioned in the corrigendum.

Answer: The deadline for receipt of bids has been extended to 8 December 2015. The requirements for timely receipt are detailed in the invitation letter available at <http://ec.europa.eu/social/main.jsp?catId=624&langId=fr&callId=465&furtherCalls=yes>

Question 108: In the last corrigendum published on 26/11 it is mentioned that item 7.8 is removed from the price schedule. However in the most recent version of Annex II, available on the procurement website, there still is a line for item 7.8. Can you please confirm that this item is to be ignored and left blank in the price schedule?

Answer: No updated version of Annex II will be published. The corrigendum applies as published: "Item 7.8 "Support to the implementation and evaluation of the EURES Communications strategy and the national plans" in Annex II (price schedule) to the Tender

specifications is removed. Bidders shall not provide a fixed price per year for this service.", and should leave the 7.8 line empty.

Question 109: Is it possible to introduce a separate budget-line for the travel costs of the staff (shooting, events, meetings, etc.) or their travel and accommodation costs must be budgeted in the existing budget lines of staff costs proposed?

Answer: Tender Specifications in section 6.2 Details for prices (pp 10-12) provide detailed information regarding travel expenses other than local transport, DSA and expenses for equipment shipments.

Question 110: I would like to ask you about the postponed deadline. Do you need to get the bid on the 8th of December or do we need to send it by post on the 8th of December? I would like to know if the date of dispatch or the date of receipt the documents by the European Commission matters. My colleague has already submitted this question and the answer you included in Q&A is not clear to me. Can you please clarify. If the date when the bid needs to be in European Commission's headquarters is the 8th of DEcember, I need to send it on the 4th of December by courier or post. Do I need to do it or can I send it on the 8th of December. Than the date of dispatch would be the 8th of December, but you would get the parcel on 11t or 12th of December. The link included in Q and A does not answer the question, corrigendum 2 still says nothing about the date. Invitation letter still includes the date 30th of November.

Answer: The invitation letter to the Open call for tender VT/2015/046, point 3 provides information on the submission of the tender by post, courier or in person:

<http://ec.europa.eu/social/BlobServlet?docId=14502&langId=en>

Corrigendum to the Call for tender from 26/11/2015 (change Annex II, change of deadlines for receipt and opening of bids) applies to all relevant tender documents including the invitation letter: <http://ec.europa.eu/social/main.jsp?catId=624&langId=en&callId=465&furtherCalls=yes>

No updated version of any tender document will be published.

Question 111: On the tender page there is an announcement “Corrigendum 26/11/2015: change Annex II (price list), change of deadlines for receipt and opening of bids”. However, it seems that a new version of Annex II has not yet been published. The version available at <http://ec.europa.eu/social/BlobServlet?docId=14504&langId=en> still includes item 7.8. Please clarify whether tenderers may complete the original Annex II – but leaving item 7.8 blank, following your clarification #103 – or whether they should await publication of a revised Annex II.

Answer: See answer to question 108.