



**Frequently Asked Questions**  
**on the Invitation to tender N° SRD MOVE/ENER/SRD.6/396-1/2010**  
**for a Framework Contract on services related**  
**to information and communication activities.**

**Updated: 03/05/2010**

**Question 1:**

Under point IV.2.1, Economical and financial capacity, of the selection criteria (p. 16 of the tender specifications), it is required from the tenderer to have **an overall turnover of a minimum average of EUR 500.000 for the last three financial years.**

Should each member of the group demonstrate to have a minimum annual average turnover of 500 000 EUR during the last 3 financial years? Or should the consortium as a whole demonstrate to reach this capacity?

**Answer:**

In case of a consortium, please note that this criterion applies to the consortium as a whole and will be assessed as such.

Under point IV.2.2, Technical and professional capacity, of the selection criteria (p. 16 of the tender specifications), the tenderer is required to have a **minimum of three years of experience.** In this latter case, all members of the consortium should comply with this criterion.

(See also Question No 5.)

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**Question 2:**

A Indian company based in Mumbai is interested in participating to the call for tender, is it eligible?

**Answer:**

Articles 106 and 107 of the Financial Regulation (FR) of the European Union define the participation of non Member States of the European Union in calls for tenders.

There is no special agreement in place between the Republic of India and the European Union in the field of public procurement opening participation in calls for tenders according to Article 106 of the FR. Nor has the Republic of India ratified the Multilateral Agreement on Government

Procurements concluded within the World Trade Organisation (Article 107 of the FR). As a consequence, tenderers established in the Republic of India are not eligible.

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### **Question 3:**

On page 83 of the Tender Specifications, the 2 links (Annex 8) seem not to be working correctly...

Site packaging – import process:

[http://ec.europa.eu/ipg/tools/authoring/wcm/documentation/site\\_packaging\\_import\\_process\\_en.pdf](http://ec.europa.eu/ipg/tools/authoring/wcm/documentation/site_packaging_import_process_en.pdf)

Site packaging – pivot format and package structure:

[http://ec.europa.eu/ipg/tools/authoring/wcm/documentation/pivot\\_format\\_and\\_package\\_structure\\_en.pdf](http://ec.europa.eu/ipg/tools/authoring/wcm/documentation/pivot_format_and_package_structure_en.pdf)

### **Answer:**

Indeed the internet addresses have changed. Please find here below the new addresses as well as the main address of the **European Commission Internet Providers Guide:**

<http://ec.europa.eu/ipg/>

[http://ec.europa.eu/ipg/tools/wcm-portal/documentation/assets/import\\_process\\_en.pdf](http://ec.europa.eu/ipg/tools/wcm-portal/documentation/assets/import_process_en.pdf)

[http://ec.europa.eu/ipg/tools/wcm-portal/documentation/assets/pivot\\_format\\_and\\_package\\_structure\\_en.pdf](http://ec.europa.eu/ipg/tools/wcm-portal/documentation/assets/pivot_format_and_package_structure_en.pdf)

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### **Question 4:**

In the price schedule of the tender specifications (translation part), the translation into Croatian is mentioned twice. Does this mean that the weighting factor for this language is 2 instead of 1?

### **Answer:**

Please note that the Croatian language (HR) should only have been mentioned once in the list of languages. The weighting factor remains 1.

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### **Question 5:**

We understand that the selection criteria will be judged for the consortium as a whole. Consequently, each company being a member of the consortium does not necessarily need to meet the selection criteria. If we understand it correctly, it is the consortium as a whole that should meet the criteria. Could you confirm?

With regard to the three years' professional experience, we therefore understand that by 'member of a consortium' you mean the employees proposed for fulfilling the various tasks and not the companies (or undertakings) making up the consortium. In fact, this would be contrary to your first interpretation concerning the entirety of the study. Could you confirm?

### **Answer:**

By 'members of a consortium or a group' we mean the companies making up the consortium.

With regard to the minimum of three years' professional experience required: contrary to the annual turnover, professional experience cannot be added up. This means that each member of

the consortium (i.e. each company making up the consortium) shall have a minimum of three years' experience in its field of competences.

For example: if you constitute a consortium with three companies, where the first has been selected for tasks related to the Web, the second for multi-media design and the third one for drafting and translating texts, the first one has to prove a minimum of three years' experience in its field of expertise, i.e. the Web, the second one in multi-media design and the third one in drafting and translating texts. If there is a single company bidding for a lot it has to prove three years' experience in all fields covered by the lot.

In addition, and when it comes to the employees, the tender specifications require that senior members of the proposed team must have at least five years experience in the field concerned (see pp. 17 and 19 of the specifications - IV.2.2 Technical and professional capacity).

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#### **Question 6:**

Regarding the documents that must be provided along with the Technical Proposal, within, the **Administrative Proposal** you request the following:

- IV.2 Selection criteria: IV.2.2 Technical and professional capacity – References required: Criteria 1: Skills related to information products and multimedia design: 2) Examples of work carried out over the last three years in the field of printed and digital publications as well as websites. Examples must be provided on paper, on offline media or online.
- IV.2 Selection criteria: IV.2.2 Technical and professional capacity – References required: Criteria 3: English and French languages skills: 2) Examples of previous work drafted in English and in French in French in the field of printed and digital publications as well as websites. Examples may be provided on paper, on offline media or online.

Questions are:

- 1) How many examples do you request?
- 2) How should they be included in the Administrative proposal, meaning, shall some brochures/ leaflets be attached to it and add a page listing some online projects (websites)?

#### **Answer:**

(1) There is no predetermined number of examples. You should provide examples that cover all aspects of the required tasks and sufficiently prove that you have in-depth experience in the field. However, please note that the tender specifications require that 'tenders must be clear and concise' (see III.1 General). Therefore, it is advisable to limit the number of examples to the essential ones.

(2) The tender specifications require that tenders must be 'assembled in a coherent fashion' (see III.1 General). In addition, the award criteria stipulate that 'items attached to the tender (annexes on paper, CD-ROM, DVD, etc.) must be marked with the Lot number, the number of that item, and its contents' (see IV.3.A). You should therefore clearly identify the various annexes. Online projects can either be listed on paper or included on digital offline support (for example as a clickable list on DVD).

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#### **Question 7:**

On page 69 of the tender specifications – lot 1, case study number 2 - the wording of the following sentence is unclear:

"Export file(s) containing the data in electronic format as indicated in the technical specifications of Annex 8, containing five pages of content inter-linked over three levels with one image and five attached documents in pdf."

#### **Answer:**

The here above sentence means that:

- The provided files shall be structured in accordance with the guidelines given in Annex 8 of the technical specifications
- We expect to receive 5 pages of content (web pages)
- Those pages shall be (hyper) linked over three levels/sublevels
- The files on DVD or CD-ROM shall also contain one image and five documents in pdf.

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**Question 8:**

Can you please confirm whether natural persons acting as freelance translators and providing their services to the Tenderer's own translation department are considered as 'subcontractors' for the purposes of this Tender? And if do they need to submit individual Letters of Intent?

**Answer:**

Please note that natural persons acting as freelance translators can be considered as subcontractors. Accordingly, they are subject to the rules set out, among others, in point IV.2 of the tender specification. This includes the obligation to submit a letter of intent.

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**Question 9:**

Can you please confirm that the attached template of "Letter of intent" is acceptable?

**Answer:**

At this stage of the procedures, the Commission does not check any models provided by the tenderers or potential subcontractors. The tenderer should, however, make sure, that the letters of intent fulfill the requirements set out in point IV.2 of the tender specifications. The letters of intent have to be submitted by the potential subcontractors to the tenderer and be included in the tender.

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**Question 10:**

For Lot 1 – case study 2, should the upper banner of the interactive website be the DG MOVE or DG ENER banners, or the Europa banner?

**Answer:**

The upper banner of the interactive website should be DG ENER banner. The information campaign concerns a regulation on new tyres classified and labelled for fuel efficiency, wet grip and noise performance.

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**Question 11:**

In the Technical Capacity section we are requested to provide information on 'service description' and 'planned procedure for mobilizing the language skills needed' as well as quality control mechanisms. However, these are also requested under the AWARD CRITERION 1. Is it your intention not to receive a separate AWARD CRITERION 1 document but rather have all this information covered within the Technical Capacity section and assessed as such?

Furthermore AWARD CRITERION 2 is covered by information that is not requested in any other section of the tendering specifications. Is AWARD CRITERION 2 expected to be presented as a standalone document?

**Answer:**

As stated in the introduction to point IV of the tender specifications, the assessment of the tender's bid will be carried out in three successive stages. Only bids meeting the requirements of one stage will be examined in the next stage.

The aim of each of these stages is:

- 1) to check on the basis of the exclusion criteria, whether tenderers can take part in the tendering procedure;
- 2) to check on the basis of the selection criteria, the technical and professional capacity and economic and financial capacity of each tenderer who has passed the exclusion stage;
- 3) to assess on the basis of the award criteria each bid which has passed the exclusion and selection stages.

All criteria will be assessed separately following the structure published in the tender specifications. Both selection criteria and award criteria are evaluated on the basis of documents provided by the tenderer. Nevertheless, unlike the selection criteria, the award criteria lead to a score (qualitative and financial).

Therefore, it is advisable that the tenderer structure and present its proposal in accordance with these steps. Accordingly, you should submit separate statements and/or documents with respect to both the selection criteria and the award criteria you are referring to in your question."

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**Question 12:**

We would like to have some information about the 2 list bullet of page 12 of the tender specifications: the Commission states that "the tender should specify: The daily rates and total number of days (person/days) each member of the staff will contribute to the project".

- Does the tenderer should provide the information for the next years?
- In order to be able to assess the work, can we get the working program of work for the potential contract duration?
- Finally, we wanted to point out the Commission has no obligation to purchase. Can Commission provide us with a clear target?

**Answer:**

On page 12 of the Tender specifications, the last paragraph of Section Three: Financial proposal (III.2.3), here below, shall be deleted.

- " - For each category of staff involved in the project, the tenderer must specify:
- the total labour costs;
  - **the daily rates** and **total number of days** (person/days) each member of staff will contribute to the project;
  - other categories of costs, indicating the nature of the cost, the total amount, the unit price and the quantity.

**Bids involving more than one service provider (consortium) must specify the amounts indicated above for each provider. "**

A corrigendum has been published.

Furthermore, no additional information will be published with regard to the working program nor the amount that the Commission might purchase.

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**Question 13:**

Does the tenderer has to follow a pre-existing Corporate Design, or style guide from DG MOVE / DG ENER or is he able to follow entirely new graphic lines? If yes, where is it possible to access the guidelines, in a CD or in a link on the web?

**Answer:**

Assuming that your question refers to Annex 3, case study 1, lot 1: I would like to quote page 65 of the tender specifications where it is mentioned that "the tenderer has to develop a distinct visual identity for the information campaign ...". Which means that the existing corporate guidelines of DG MOVE/ENER do not have to be taken into account.

For case study 2 of lot 1, "Creation of an interactive website", let me also kindly also invite you to consult the technical specifications in Annex 8 (or your information, new internet addresses have been published in our FAQ document on our website).

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**Question 14:**

Can you please provide further information as to what is requested by the following in Annex 4?

Description of statutory social security cover (at the level of the Member State of origin) and non-statutory cover (supplementary professional indemnity insurance)

**Answer:**

"Statutory social security cover" refers to the social security arrangements the company or the employees have which is mandatory under national legislation. Accordingly, you are requested to provide information on these arrangements with respect to your company. As to "non-statutory cover" you are requested to describe if and to what extend natural persons in your company are covered by a supplementary professional indemnity insurance.

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**Question 15:**

With regard to Lot 1 – case study no 2: Creation of an interactive website.

You indicate that the upper banner should be that of DG ENER. Further to this, would it be possible for you to provide the html formatting for this banner for the purpose of the website mock-up?

We see that this information is publicly available on the IPG website for the Europa banner, but not for individual DGs.

**Answer:**

As mentioned in your email, information is available on the site IPG. As for the html code, you can see it while doing "view source" in the browser. For a mock-up, you may as well use a print-screen from the banner.

The Commission will not provide tenderers with additional elements for this.

(see also Question No10).

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**Question 16:**

In your answer to question 7 you state that you expect "to receive 5 pages of content (web pages)": Does the content of these pages need to be produced by the bidder and need to relate to tyre labeling or can they be any content pages from any Documentum web site that comply with the structure ?

**Answer:**

The requirements for lot1 - case study 2 "creation of an interactive website" are detailed on page 68 of the tender specifications. We confirm that the content of these WebPages has to be produced by the tenderer. As you can read in the requirements, it is, among other thing, specified that "The content of the site must provide the target audience with access to complete, clear and concise information on the provisions of the Regulation affecting them directly and highlight the benefit brought about by these provisions;" "The text of the site must be written in simple, jargon-free language;" , etc.

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**Question 17:**

Concerning the "Export file(s) containing the data in electronic format as indicated in the technical specifications of Annex 8", we would like to ask you if you can confirm that the export files need to be structured and packaged as described in "Package Structure Definition for Site Packaging", *for future import into the system* ?

**Answer:**

With regard to export files as requested on page 69 of the tender specifications, we confirm that they have to be as indicated in Annex 8, for future import into the system.

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**Question 18:**

We have some doubt about **task 2 in case study 2, lot 1**: "2. *Development of the site from scratch by using Documentum CMS: study, design, production (text and illustrations);*"

Our question is: When you say "*Documentum CMS*" does it refer to one of the following 2 options?:

- A.- A product from EMC named "Documentum CMS". Such product do not exists. Maybe it's "Documentum Web Publisher".
- B.- A system constructed over the product "Documentum" that serves as "Content Management System". This is related with the export files in the last samples extract to be provided.

**Answer:**

Documentum is indeed a CMS from EMC, which is used through the framework Web publisher. The Web publisher used by the European Commission has been adapted to its own use.

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**Question 19:**

Please could you inform us on the current contractor(s) for Lots 1 and 2? In the case they are consortia, please could you inform us on their composition?

**Answer:**

Our current framework contracts are differently grouped than lot 1 and lot 2 in this call for tender and do not cover the exact same services. Our current contractors are Qwentés Kantor and Mostra, they are not consortia.

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**Question 20:**

**Specifications page 65 – Case Study 1 for Lot 1:** *The Tenderer has to develop a distinct visual identity... comprising a logo, a slogan and two key messages...*

- a. Can you clarify the notions 'logo', 'slogan' and 'key messages'?
- b. Can you clarify the difference between a 'slogan' and a 'key message'?
- c. Can you specify whether graphical and/or written elements are expected to be included in the design/production of (a) the logo; (b) the slogan and (c) the key messages?
- d. Can you confirm that the above elements – where textual – should only be provided in EN?

**Answer:**

- a) b) c) We believe that these terms are sufficiently clear for communication specialists that we are addressing through this call for tender.
- d) It is specified on page 66 of the tender specifications that the slogan and the key messages should only be provided in English. Nevertheless, even though no translations are required, it is up to the tenderer to make sure the slogan (and possible textual elements of the logo) is easily understandable in all EU languages.

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**Question 21:**

**Case studies 1 and 2 for Lot 1:** Can you confirm that the two case studies can be dealt with independently and that the website of Case Study 2 does not have to be designed according to the visual identity developed under Case Study 1?

**Answer:**

It is specified on page 68 of the tender specifications that "Tenderers are free to decide upon the website's illustrations. These may, but are not required to, include the proposals made for Case study n°1.

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**Question 22:**

**Price Schedule – Lot 1:**

- a) Does the Tenderer need to multiply the unit prices with the weighting factor? If yes, do we have to add a column on the right?
- b) Translation: Does the Tenderer need to add two columns under EN and FR to include space for the unit price per page?
- c) Please can you provide the Price Schedules in an EXCEL format?

**Answer:**

- a) The answer is "no"
- b) c) The tenderer should provide the Commission with an excel sheet with all the required data.

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**Question 23:**

1. It is our interpretation that the Project manager/coordinator is envisaged as being responsible for the management of the specific Orders for Work. Can you please confirm?
2. Alternatively do you envisage the Project manager/coordinator as being overall responsible for the administration and management of the Framework contract as a whole?
3. Can you confirm that the Junior Project Manager is envisaged being responsible for the management of specific Orders for Work of limited value?

**Answer:**

It is up to the tenderer to decide and propose to the Commission a way of collaborating as well as the people who will ensure the interface with the staff of the Commission. This might also depend on the structure of the tenderer.

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**Question 24:**

Shall all members of a European Economic Interest Grouping (EEIG), already legally established and operating, submit tender documents as in Annexes 4, 6, 7 plus identification form and balance sheets for the last 3 years?

The EEIG is a grouping, but has an autonomous legal identity, so we do not know exactly how to proceed.

**Answer:**

At least all those members of an European Economic Interest Grouping (EEIG) that are in practice supposed to perform the contract have to submit the tender documents indicated in Annexes 4 (Identification of the Tenderer), 6 (Legal Entity Form) and 7 (Declaration by the Tenderer) and to provide their balance sheets for the last 3 years. This also applies to operating EEIGs with an autonomous legal identity. Please note in this context that you are requested to provide the aforementioned documents not only with respect to the EEIG members but also to the EEIG as a legally autonomous entity.

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**Question 25:**

1. We are obliged to hand in a price schedule describing unit prices (Annex 2 of the tender document). It is not required to define a total sum for all services to be provided. Can you confirm this?
2. On page 10 it is stated "subcontractor(s) shall not be required to fill in or provide those documents when the services represent less than 20% of the contract." As we hand in no total sum price, please define what amount you refer to (20% of what amount?).

**Answer:**

1. That's correct; the tenderer is only requested to give Unit prices.
2. The 20% of the contract referred to under point III.2.1 "Section one: Administrative proposal" can be estimated by taking 20% of the indicative maximum framework contract amount over four years which is EUR 7.000.000 for Lot 1 and EUR 4 500 000 for Lot 2.

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