

Contract notice: OJ S 2009/S 163 235545

Invitation to tender TREN/A3/364-2009

Time-limit for receipt of tenders 14/10/2009

Updated: 08/10/2009

Question 1:

Does a French language version of the Tenders Specifications exist?

Answer 1:

The Invitation to Tender is published in the English language version, but potential bidders can ask for other language versions, that will be sent to them as soon as possible, according to the availability of translation.

Question 2:

What is the amount of the budget allocated to this project?

Answer 2:

In its tender documents the Commission does not indicate a maximum budget for the project but an estimate of the resources in 'man-days' needed for its execution, as specified at point *I.6. Estimate of the amount of work involved* of Tenders Specifications. The resource estimate for this project amounts to 1000 man-days.

Question 3:

Vu la quantité des tâches demandées et de la gamme de métiers impliqués, est-il réaliste de penser qu'un budget équivalent à 1000 hommes/jours (soit une estimation de 500.000 EUR à 700.000 EUR soit suffisant?

Answer 3:

Le montant du budget pour TREN/A3/364-2009 est donné en man-days. L'offre doit proposer un budget tenant compte des man-days indiqués dans le cahier de charges.

Question 4:

Comment faut-il établir le budget alors que le cahier des charges ne comprend pas de bordereau de prix?

Answer 4:

Le budget doit être calculé tenant compte des man-days et des services demandés dans le cahier de charges.

Question 5:

Are the external costs already included in this amount, or are they supposed to be budgeted on the top of the given 1000 man/days?

Answer 5:

All the costs are included in the total amount, as explained at page 16 and 17 of Tender Specifications, point *III.2.3. Section Three: Financial proposal.*

Question 6:

Est-ce qu'il faut appartenir à un réseau européen pour pouvoir se présenter?

Answer 6:

Pour la réponse à cette question, regarder s'il vous plaît la page 15, point III.2.1. (Tenderers' identification (Annex 1).

Question 7:

Is the video clip concerning PRM, mentioned on page 8 of the English version (I.2) is also included in the budget of 1000 man-days, or if the phrase "separate action" means, that there will be a separate budget?

Answer 7:

The budget for the video is included in the total budget of the campaign (1000 man-days).

Question 8:

Is there an extra budget for media or is the media budget included in the 1000 man-days?

Answer 8:

The media budget is included in the budget of the campaign.

Question 9:

In how many languages does the web page must be written (page 8)?

Answer 9:

The web page must be written in the 23 official EU languages: English, Bulgarian, Gaelic, Czech, Danish, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Lithuanian, Latvian, Maltese, Dutch, Polish, Portuguese, Romanian, Slovakian, Slovenian, Spanish and Swedish.

Question 10:

Are the 50.000 gadget, that the contractor have to produce and distribute, per country or for all Europe?

Answer 10:

The 50.000 gadget are for all Europe.

Question 11:

In the budget estimation, the gadget production, storage and distribution costs must also be included?

Answer 11:

Yes.

Question 12:

As said in the Invitation to Tender, all the documents must be presented in one of the 23 official languages of EU, is there one the Commission prefer?

Answer 12:

The Tender can present his offer in one of the 23 official languages of EU, with no preference.

Question 13:

In "Task A" does it mean that the Tender has to prepare a detailed media plan and estimated budget per country or that the Tender has to explain his action strategy to contact with the most important European media?

Answer 13:

The Tender doesn't have to prepare a detailed media plan and estimated budget per country but nevertheless should ensure a national balance and also concentrate in the most important EU media in the same way.

Question 14:

In "Task E" does it mean that the Tender has to produce material ad hoc for the air passengers' rights campaign or that the Tender has just to distribute it?

Answer 14:

Concerning "Task E", the Tender doesn't have to produce any new material to air passengers' rights campaign but has to ensure the follow up and dissemination already done of posters and brochures (see answer to question 17).

Question 15:

Regarding the printing material production and distribution, is the rail passenger rights material on the charge of the Commission and the Tender has to manage just the air passengers one?

Answer 15:

The printing material production and distribution on rail passenger rights is on the charge of the Commission. The Tender has to follow up only the air transport distribution and dissemination already done.

Question 16:

Concerning the stand (Task B): production, mounting and dismantling, logistics and space rental

costs, are included in the pitch budget or does the Tender has to calculate them aside?

Answer 16:

The production, mounting and dismantling, logistics and space rental costs are included in the pitch budget, but should be clearly calculated.

Question 17:

In "Task E", regarding the actions in aviation field, what does it mean "follow-up on ongoing campaign", does it refers to the general campaign?

Answer 17:

There is already an information campaign on-going for air transport, with posters and brochures that can be used in the campaign of this Invitation to Tender. The Commission is referring by "follow-up on ongoing campaign" to the follow-up of the already on-going information campaign in air transport (see answer to question 14).

Question 18:

With reference to the article IV.2.2. of the Tender Specification ("Technical and professional capacity, references required") it is required to demonstrate "experience in carrying out olistic and paneuropean public communication campaigns in different countries of the EU and EU-wide campaigns in general.

- A) Does the term "public" it mean that the campaign has to be committed by a public institution?
- B) It is possible to describe also experiences in carrying out campaign (paneuropean) committed by a private clients?

Answer 18:

- A) The campaign doesn't have to be committed by a public institution.
- B) Yes.

Question 19:

In point 2 of the invitation to tender it is mentioned that we must submit a tender in triplicate - does this refer to all parts of the tender or only the technical and economic offers? Should we provide three copies of the administrative documents?

Answer 19:

The tender must be submitted in triplicate: one original, and two copies, of all the documents submitted, including the administrative documents.

Question 20:

Concerning Page 8 of Technical Specifications: "The contractor should produce the design and structure of a special website hosted on the Europa website that will be launched dedicated to passenger rights..."

Could you please clarify whether this task only includes the creation of the design and the structure of the website and excludes the effective development of the site (creating and uploading pages) ?

Answer 20:

This task includes the creation of the design and the structure of the website, and includes also the effective development of the site (creating and uploading pages). The maintenance of the site is not included.

Question 21:

Concerning Page 11 of Technical Specifications: Task E - "Aviation: follow-up an ongoing campaign (dissemination of posters, leaflets and the PRM video-clip, verification of effect and efficiency, taking remedial action.

Could you please further clarify the exact actions to be undertaken by the contractor within the framework of this task as we need to allocate the necessary resources accordingly?

Could you please clarify what "taking remedial action" include within this specific task?

Answer 21:

This task it will be a monitoring task, contacting associations, travel agencies, important airports, etc., regarding their needs in communication material (posters, videoclip concerning Persons with Reduced Mobility (PRM), leaflets, etc.) and informing the European Commission about their needs. The contractor will also verify the effect and efficiency of the campaign.

Question 22:

Does the contractor have to produce any material (except stand and gadget)?

Answer 22:

No.

Question 23:

Does the contractor have to physically distribute any material? If no, does the contractor have to organise the logistics of distribution – confirm stocks in airports, inform the Publications Office of stock/printing needs, etc....?

Answer 23:

The contractor doesn't have to distribute the posters, leaflets. Only in the case of public events, like exhibitions, fairs, in which case the contractor have to organise and eventually distribute leaflets, gadgets, etc.

Concerning the logistic of distribution, the contractor doesn't have to inform the Publications

Office directly, but the unit of the Directorate-General Energy and Transport who is dealing with the contract.

Question 24:

When is mentioned follow-up of ongoing aviation campaign, does this mean that you already have the distribution points established? Would the contractor just have to ensure stocks and inform the Publications Office of logistic needs?

Answer 24:

Distribution points are already established. The contractor would need to monitor availability of material and inform the Commission of any need to have more (or different) material.