

Call for tenders' details

Title: Media monitoring tools and services for the European Environment Agency.

Start date: 17/09/2015

Time limit for receipt of tenders: 30/10/2015

Contracting authority: European Environment Agency (EEA)

Status: Closed

Call for tenders question list

Call for tenders questions summary

#	Submission date	Publication date	Question subject	Question	Answer
1	05/10/2015 13:03	09/10/2015 15:13	Clarifying question nr 2 from Infomedia	<p>Question 2 Page 5 on coverage: Coverage of additional online media (local and regional news, news wires, public sector websites, major environmental blogs, scientific journals, etc...) Could you please specify more accurately what is meant by major environmental blogs and scientific journals? Would this for instance include scientific journals with content behind paywalls? How should we define major environmental blogs?</p>	<p>09/10/2015 Within the context of the call for tenders, scientific journals are for example those published by Springer, Wiley, Elsevier, and also Nature, Science Magazine and New Scientist, whereas major environmental blogs could be those linked to the most important scientific journals or major newspapers. For a few examples see: http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1118778545.html http://www.springer.com/series/11763 http://www.journals.elsevier.com/agriculture-ecosystems-and-environment/ http://blogs.nature.com/ http://dotearth.blogs.nytimes.com/</p> <p>It would be considered advantageous if the monitoring tool proposed could to some extent identify EEA reference in journals behind paywalls.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
2	05/10/2015 13:04	09/10/2015 15:17	Clarifying question nr 1 from INfomedia	<p>Question 1 In annex I, tender specifications, page 4, on Subject and scope of the contract: the reports (...) include information on volume of media coverage, most significant mentions, estimate of potential reach, identification of the most important articles driving traffic to the EEA website and several social media parameters. The economic operator suggests that he supplies EEA with a weekly tailor-made report with the wanted information as described in tender specification. Would this solution be acceptable to the EEA?</p>	<p>09/10/2015 It is entirely up to the tenderers to decide on the range of the services as well as on the layout and content of the deliverables they can delivered for the price quoted, provided that they comply with the mandatory requirements specified in section 7 of the tender specifications. Tenderers shall bear in mind that their tender will be assessed inter alia in terms of the accessibility to monitoring results and the provision of services that can facilitate analysis of the coverage and evaluation of the media impact, in pursuance with the award criterion No 1 specified in section 12.3.1 of the tender specifications.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
3	05/10/2015 13:05	09/10/2015 15:18	Clarifying question nr 3 from Infomedia	<p>Question 3 Page 5, on training and support: The contractor shall also be available to provide the EEA administrator with support when required responding as soon as possible during business hours (...) and no later than 24 hours upon receiving the request.</p> <p>Do you expect the 24 hour time limit to extend across weekends and holidays, or are the 24 hours within normal business hours? IE, if we receive a request Friday afternoon at 16.00, do we have until Saturday 16.00, or until Monday 16.00 to reply?</p>	<p>09/10/2015 The 24 hours maximum response time indicated in the last bullet point under section 7 applies within normal week days and does not extend across weekends and holidays. Therefore if a request for support is submitted on a Friday at 16:00, the contractor will have until the next Monday 16:00 to reply.</p>

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4	05/10/2015 13:06	09/10/2015 15:25	Clarifying question nr 4 from Infomedia	<p>Question 4 Page 6, point 8, additional services: The provision of periodic monitoring services of printed media upon ad-hoc request</p> <p>Could you please specify further what defines printed media? Is it full coverage from all 39 EEA countries, or possibly top tier media from a select number of countries? How quickly would you expect such monitoring to be set up? Can you inform us about keywords? How should we present the pricing of these services?</p>	<p>09/10/2015</p> <p>The scope and requirements of such ad-hoc periodic monitoring services of printed media will be discussed and specified in the order form to be signed with the contractor. In this context, printed media refers mainly to newspapers, though it may include weekly news magazines such as The Economist (UK) or Espresso (PT).</p> <p>It is envisaged to request such ad-hoc periodic monitoring services of printed media in relation to major EEA reports, such as for example the five yearly State and Outlook on the Environment Report (SOER). The request will be made several months in advance and be based on the same keywords as the online monitoring. It is anticipated that it would be sufficient to identify the top tier media in EEA 33 member countries. The number of newspapers to be included would depend on the size of the country concerned.</p> <p>The provision of periodic monitoring services of printed media upon ad-hoc request is not included in the minimum level of services required under the contract for which contractors are requested to quote a price. The provision of this additional service would be considered</p>

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					service would be considered advantageous. For merely information purposes, tenderers may provide an indicative price for the provision of that service, though it shall be indicated separately and not included in the calculation of the price to be quoted.
5	12/10/2015 12:32	14/10/2015 13:47	Media monitoring tools specifications	How many Internet and how many offline resources are currently monitored by EEA? If not known, please, give approximate numbers.	<p>14/10/2015 Currently there are more than 21.000 online sources with editorial content monitored (not including blogs and social media content). Offline sources (it is our understanding that reference is made here to printed newspapers and magazines not available online) are not monitored on a regular basis; for that reason the EEA is investigating the possibility to procure additional services for the provision of periodic monitoring services of printed media upon ad-hoc request (see section 8 of the tender specifications, and question/answer No 4 on e-Tendering at https://etendering.ted.europa.eu/cft/cft-display.html?cftID=1059).</p>

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6	12/10/2015 12:43	14/10/2015 13:51	Media monitoring tools and services specification	Is it desirable that comments under the articles on social media and/or on other resources (e.g., forums, news portals) are monitored?	14/10/2015 It is entirely up to the tenderers to decide on the range and scope of services they can offer for the price quoted bearing in mind the required minimum of services to be provided as specified in section 7 of the tender specifications where it is stated inter alia that the availability of other meta-information parameters that would facilitate the evaluation of media impact such as social media shares would be considered advantageous.
7	12/10/2015 12:47	14/10/2015 13:54	Media monitoring tools and services specification	In what form the results needed to be presented to EEA? Links only, sections of articles/preview, full articles, comments of articles, full articles with comments? For example, if a preview of an article is unnecessary and a web link is enough, please, say so.	14/10/2015 The contractor shall deliver or enable the EEA to download the media monitoring results electronically in a format compatible with commonly available database software (e.g. MS Excel), including at least the publishing date, title, source, link to the article and country of publication or article language (see tender specifications section 7, second bullet point). It would be advantageous to get a daily alert with the web link, the title of the article and the piece of the text where the EEA (i.e. the keyword in the search profile) is mentioned as well as the keyword hit highlighted with a view to get an easy overview of the EEA media references.

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#	Submission date	Publication date	Question subject	Question	Answer
8	16/10/2015 15:15	20/10/2015 10:35	Media list	Could you please send a list of major media from Kosovo?	<p>20/10/2015 Here are some examples of online news sources in Kosovo:</p> <p>Kosovo Radio Television: http://www.rtklive.com Gazeta Express: http://www.gazetaexpress.com Portal Telegrafi: http://www.telegrafi.com/ KosovaPress: http://www.kosovapress.com/ KOHAnet: http://koha.net/</p>
9	18/10/2015 23:55	20/10/2015 10:37	administrative/legal/financial	Is it necessary to provide a financial identification form only for the Coordinator or for all members of the consortium?	<p>20/10/2015 The financial identification form (annex 4) shall be provided by the member acting as Coordinator/leader of the consortium.</p>
10	18/10/2015 23:56	20/10/2015 10:40	administrative/legal/financial	Should all members of the consortium provide evidence of economic and financial capacity (banks statements and balance sheets) or such documentation evidence is only necessary for the coordinator of the consortium?	<p>20/10/2015 The evidence of economic and financial capacity shall be provided by the Coordinator and all members of the consortium, however, it is not required for subcontractors if the services they provide represents less than 20 % of the contract value.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
11	18/10/2015 23:56	20/10/2015 10:45	specification	Should the media monitoring tool only cover the EEA or its networks/subsidiaries such as Eionet, ETC, SEIS?	<p>20/10/2015</p> <p>Currently, the EEA monitors its online media coverage via a search profile which includes the official name of the Agency in all the languages of its member and cooperating countries (EEA-39) as well as the relevant grammatical and commonly used variations (for example Europäische Umweltagentur/Europäischen Umweltagentur/Europäischer Umweltagentur and European Environment Agency/European Environmental Agency). The search profile also includes the name of the EEA Executive Director and the URL of the EEA website. The EEA does not foresee including search terms such as Eionet, ETC, SEIS in the future.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
12	19/10/2015 15:43	23/10/2015 13:04	Question regarding the Subject and Scope of the Contract (Annex I): Reporting on a weekly basis and evaluation reports	According to the "Subject and Scope of the Contract", the EEA press office reports on media coverage to EEA staff on a weekly basis. Does EEA require a weekly report from the contractor with the most important news of the week (e.g. in form of a summary service) or will EEA create their weekly reports on their own, using the media content found by the contractor and delivered to the software tool? Does the same apply to the evaluation reports following the launches of major reports: will EEA create these reports on their own or are they required from the contractor?	<p>23/10/2015</p> <p>The EEA press office reports on media coverage to EEA staff on a weekly basis delivering a list of articles (including publishing date, title, source, link to the article and country of publication) published during the previous week. The media content on the list is based on the articles identified by the software tool delivered by the contractor, but created/downloaded by an EEA press officer. In addition to delivering the list of articles, the press office also highlights articles of specific importance to the EEA (based on media approach, significant outcomes in relation to the EEA mission, etc.). Currently, the weekly reporting also includes a link to a newsletter produced by the contractor who lists 6-8 articles with a 2-3 lines summary in English of the content where the EEA is mentioned. Although this service is not a mandatory requirement under the present tendering procedure, it facilitates the weekly reporting by the EEA press office, and it would thus be considered as advantageous. It is also an EEA press officer who produces the evaluation reports following launches of major EEA reports analysing information on online coverage in relation to media</p>

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					<p>online coverage in relation to media approach, estimating the potential reach of articles published on high ranking sources, using Google Analytics to know about articles driving traffic to the EEA website. The evaluation reports also include information delivered by other EEA communication colleagues for example on social media outcomes. The delivery of any meta-information parameters that would facilitate the evaluation of EEA media coverage and impact would be considered as advantageous. It is for example essential to know about the web traffic to high ranking sources where EEA articles are published to be able to estimate the potential reach. Other parameters could be advertising value equivalency (AVE) or social media shares.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
13	21/10/2015 19:56	26/10/2015 13:51	Question regarding Tender specification. 7 General obligations of the tenderer / mandatory requirements	How many users and search agents do you require?	<p>26/10/2015 As a minimum one search agent which should include the official name of the Agency in all the languages of its member and cooperating countries (EEA-39) as well as the relevant grammatical and commonly used variations (for example Europäische Umweltagentur/ Europäischen Umweltagentur/Europäischer Umweltagentur and European Environment Agency/ European Environmental Agency). The search agent should also include the name of the EEA Executive Director and the URL of the EEA website.</p> <p>As a minimum one user (the administrator), but it would be considered as advantageous if several users could be accommodated.</p>

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14	21/10/2015 19:56	26/10/2015 13:53	Question regarding Tender specification. 7 General obligations of the tenderer / mandatory requirements	Do you need the count of online sources and do you need it divided by country?	26/10/2015 The information on the number of online sources per country will facilitate EEA's monitoring of its online media coverage. Tenderers shall bear in mind that according to section 12.3.1 of the tender specifications, their tender will be evaluated in terms of their appreciation and understanding of the aims and context of the work to be undertaken as documented in a description highlighting the quality of the online media monitoring indicating inter alia coverage (number of sources, countries, type of media) and accessibility to monitoring results, etc.
15	21/10/2015 19:56	26/10/2015 13:55	Question regarding Tender specification. 7 General obligations of the tenderer / mandatory requirements	Do you need to have a analysis board which is live and always accessible?	26/10/2015 An analysis board is not a requirement, however the media monitoring results shall be accessible and downloadable during business hours.

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16	21/10/2015 19:56	26/10/2015 13:57	Question regarding Tender specification. 7 General obligations of the tenderer / mandatory requirements	Do you need to have advanced search technology options (boolean)? A type of search allowing users to combine keywords with operators such as AND, OR, NOT, NEAR, TITLE AND INGRESS to further produce more relevant results. For example, a Boolean search could be "hotel" AND "New York". This would limit the search results to only those documents containing the two keywords.	26/10/2015 The EEA requires a search agent/search profile which includes the search terms mentioned in answer 1 and expect that the search terms will be combined using Boolean operators. It is entirely up to the tenderers to decide on the range of services they can offer for the price quoted bearing in mind that their tender will be assessed in terms of their understanding and appreciation of the scope of and the level of services to be provided, in pursuance with the detailed award criteria specified under section 12.3.1 of the tender specifications.
17	22/10/2015 16:08	26/10/2015 13:59	copyright	We would like to clarify if due to the nature of the services provided (we have not the right to transfer the copyright of third-party providers) it is possible that the EEA will receive the right to use the Suppliers and Subcontractors services and results for internal purposes only with no transfer of ownership implied or express?	26/10/2015 Tenderers shall refer to the contractual provisions specified in Articles I.11.2 and II.7.3 of the draft framework service contract (annex 6 to the tender specifications).