

Call for tenders' details

Title: Framework contract for Services for the organisation of communication and information activities of the Liaison Office in Romania

Start date: 06/07/2018

Time limit for receipt of tenders: 17/09/2018

Contracting authority: European Parliament, DG Communication (COMM)

Status: Closed

Call for tenders question list

Call for tenders questions summary

#	Submission date	Publication date	Question subject	Question	Answer
1	18/07/2018 14:04	18/07/2018 14:34	Request of clarification 1 related to Financial and Economic Capacity	<p>Related to the following criterion for Financial and Economic Capacity: Financial and economic capacity will be assessed on the basis of the information included in the following documents, to be supplied by tenderers:</p> <ul style="list-style-type: none"> - Profit and loss account for the last two years (2016 - 2017) or tax declaration for natural persons; - Proof of professional risk indemnity insurance. <p>Our understanding that the Proof of professional risk indemnity insurance will be presented only by those entities that cannot provide the references requested by the contracting authority (minimum turnover of EUR 144.000 in the area covered by the contract for each of the last two years for which accounts are closed) and can prove its economic and financial capacity by other means.</p> <p>The companies that can prove minimum turnover of EUR 144.000 in the area covered by the contract for each of the last two years for which accounts are closed by presenting Profit and loss account for the last two years (2016 - 2017) doesn't have to present also Proof of professional risk indemnity insurance.</p> <p>Please clarify if our understanding is</p>	<p>18/07/2018</p> <p>All tenderers will have to present both requested documents:</p> <ul style="list-style-type: none"> - Profit and loss account for the last two years (2016 - 2017) or tax declaration for natural persons; - Proof of professional risk indemnity insurance.

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				Please clarify if our understanding is correct. Thank you.	

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2	23/07/2018 14:55	26/07/2018 16:05	Request of clarification related to Proof of professional risk indemnity insurance	<p>Related to the following criterion for Financial and Economic Capacity: "Financial and economic capacity will be assessed on the basis of the information included in the following documents, to be supplied by tenderers: (...) - Proof of professional risk indemnity insurance."</p> <p>In Romania and not only, this Professional risk indemnity insurance cannot be concluded for something that doesn't exist, in the case of a hypothetical contract or for any future contracts. This type of insurance can be signed/concluded only on the basis of a signed contract that will be implemented as it provides the necessary information for which the insurance will be issued (such as the parties involved, the period, the value, covered risks etc.). Under these circumstances, presentations of such Professional risk indemnity insurance at tender stage will block the participation of Romanian companies (and not only) at this tender. Thus, we kindly request that this requirement be removed at the tender stage and accept the obligation to present such a</p>	<p>26/07/2018 Please refer to point 14.2 of the Specifications: "If the tenderer is unable to provide the references requested, he may prove his economic and financial capacity by any other document which the European Parliament considers appropriate." For example, tenderers could provide a declaration of honour that they will sign a professional risk indemnity insurance, if they are selected to be awarded the contract.</p>

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				obligation to present such a Professional risk indemnity insurance or equivalent proof documents (such as good performance guarantee) after signing the contract within a maximum of 15 days. Thank you in advance for you reply.	

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#	Submission date	Publication date	Question subject	Question	Answer
3	06/08/2018 15:45	09/08/2018 16:34	Regarding Annex I Price schedule	<p>What does the weighting refer to exactly? Could you please clarify this? For example, in the case of Prints/ photocopies in black and white – the weighting of 1200 means 1200 of copies or 1200 of actions of copying/ printing a document that has max. 100 pages?</p> <p>Also, for hourly rates where units are expressed in hours, the mentioned weighting is referring to a certain period of time or to the whole duration of the contract?</p> <p>Thank you in advance for you answer.</p>	<p>09/08/2018</p> <p>According with point 15.Price criterion of the Specifications: "The price schedule components are subject to weightings (see Annex I). The weightings are based on a estimate of the services that it could be possible to perform over a certain period of time, on the basis of the Framework Contract to be concluded.</p> <p>In order to obtain the "price component" of the tenderer, each price will be multiplied by the relevant weighting coefficient.</p> <p>According with the Annex I- Price schedule: The unit prices will be fixed and will include all costs and all expenses. The prices of deliverables are therefore prices that include all tasks (...) necessary to carry them.</p> <p>As regards to the hourly rates, the weighting is not referring to time. In order to obtain the "price component" of the tenderer, each price will be multiplied by the relevant weighting coefficient. The total price to be taken into account will be determined as follows:</p> <p>Sum of weighted prices for A1 * 20% + sum of weighted prices for A2 * 20% + sum of weighted prices for B1 * 15% + sum of weighted prices for B2 * 5% + sum of weighted prices for C * 40%</p> <p>.</p>

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#	Submission date	Publication date	Question subject	Question	Answer
4	06/08/2018 15:56	09/08/2018 16:36	Clarification regarding subcontractors	During the contract period the tender will definitely involve subcontractors in order to deliver some of the services and they can be different depending on the event (e.g. renting different locations). Taking into account that we will not know from the beginning all of them, it's impossible to ask them to fill in annex VI, in particular identity and the value of the contract. Please clarify if this document has to be completed in the tender stage or after signing the contract upon clarification of the European Liaison Office in Romania.	09/08/2018 According with the point 6. Subcontracting: "If the tenderer uses subcontractors, Annex VI must be completed and included with the tender. Annex VI must be completed by the tenderer, not by the subcontractors. The tender shall give details, as far as possible, of that part of the contract which the tenderer proposes to subcontract and the identity of the subcontractors. (...), the European Parliament must be informed by the Contractor of any subsequent use of subcontracting not provided for in the tender. The authorising officer responsible reserves the right to accept or reject the proposed subcontractor.
5	22/08/2018 12:54	30/08/2018 11:04	Media	Could you please provide information regarding the ratio between paid social media versus paid traditional media for the campaigns included in this contract?	30/08/2018 There is not a ratio established between paid social media versus paid traditional media, but please have in mind that the online tools are mostly used for this contract.

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6	22/08/2018 12:54	30/08/2018 11:05	Events	<p>The point 3.2 Types of activities to be carried out of the same document outlines several activities with the title of example. Aiming to properly reflect specific activities within the budget, we kindly ask you to provide the number of events (seminar, workshops, roundtables, trainings) that are annually planned, as well as the usual number of participants for the above each mentioned type of event.</p>	<p>30/08/2018 Section 3.2 outlines indeed a list of activities that can be carried out to achieve the annual communication objectives and goals. The list is not exhaustive. The number of events can vary each year, considering the communications guidelines provided in order to increase visibility, reach (direct and indirect), and short and long-term impact. The number of participants can also depend on the type of event. As an example, for 2017 EPLO Bucharest organised approx. 30 events with participants varying from 50 to 200 persons per event, depending on the target audience. With the EE 2019 we expect that the number shall increase.</p> <p>Please be aware that this is an estimation and does not necessarily reflect the number of events that will be contracted within this framework contract. The number of events and number of participants is for exemplification purpose only.</p> <p>Bidders have the liberty to recommend the type of activities and number of actions and events considering the communications guidelines. Offers should focus on maximizing communication ROI (return of investment). Actions/ events</p>

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					(return of investment). Actions/ events with larger visibility, reach, and impact are of particular interest. At the same time, actions/ events should also consider maximizing the communication ROI for EE 2019.
7	22/08/2018 12:54	30/08/2018 11:06	visitors offers and events	The point 3.1.4 Our channels and communication techniques from Specifications of this Tender details a number of methods used by EP to engage with the target audience, inter alia "visitors offers & events". Could you please tell how many visits to the European Parliament are annually planned and how many people are targeted for each visit?	30/08/2018 Information in section 3.1.4. refers to European Parliament and the Directorate-General for Communication actions in general and are for information purposes. Liaison Office in Bucharest does not have a specific objective to organize visitor groups. Nevertheless, consider organizing visitor groups is not ruled out. As required by specific actions/ events, there are cases that may require to organize such visits (e.g. for winners of a competition).
8	31/08/2018 11:35	05/09/2018 18:03	Clarification regarding Annex 6	When the tender should complete details about subcontractors how can we estimate the value of subcontracted part of contract (in Euro and percentage) in Annex 6 if we don't know at this phase the number, format and frequency of events? Subcontractors will obviously not be all of them because we must fit the requirements of each event.	05/09/2018 In Annex VI, the tenderer should fill-in the approximate value of the subcontracted part of the contract. These values may be changed by the contractor throughout the duration of the contract, upon European Parliament's approval.

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9	29/08/2018 15:13	05/09/2018 18:06	Duration and maximum amount of the contract	Could you clarify section 3.6 if the maximum budget (€ 720,000) is per year - or is it for the maximum duration (12 months, renewable 3 times) ?	05/09/2018 As indicated in article 3.6, the total maximum value of the contract is EUR 720 000 refers to the total duration of the contract (12 months, renewable 3 times), it does not refer to the annual budget.
10	31/08/2018 11:24	05/09/2018 18:07	Ref. Question: Could you please provide information regarding the ratio between paid social media versus paid traditional media for the campaigns included in this contract?	Could you please specify where the budget for media should be included as Annex 1 – Price schedule – does not include any media quotation?	05/09/2018 There is not a ratio established between paid social media versus paid traditional media, but please have in mind that the online tools are mostly used for this contract. Please refer to paragraph "3.2 Types of activities to be carried out" of the "Specifications".

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11	05/09/2018 12:53	10/09/2018 16:11	GDPR	Concerning GDPR: In the case of online projects, which party shall be considered the owner of the contacts database – the EP or the contractor? If it is the EP, on what the legal basis will the contractor work with that database?	10/09/2018 Following the signature of the contract, all operations pertaining to the collection of personal data on behalf of the European Parliament will be covered by the provisions of ARTICLE I.14 – DATA PROTECTION of the framework contract. The protection of personal data processed by EU institutions (= operations for which the EU is the data controller or co-controller) governed by Regulation (EC) N. 45/2001 and not GDPR. Regulation 45/2001 is in the process of being replaced by a new regulation aligned to the rules and principles of the GDPR.
12	05/09/2018 12:52	10/09/2018 16:12	Target audiences	As it appears the target audiences are quite diverse, can you provide a summary of the primary categories targeted by EP communication activities?	10/09/2018 The European Parliament communicates to all European citizens. In a case-by-case situation, specific events address specific audience, such as young people, students, various economic and social stakeholders, depending on the subject of communication and the EP agenda.

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#	Submission date	Publication date	Question subject	Question	Answer
13	05/09/2018 12:42	10/09/2018 16:12	Section 14.3 of Specifications, Technical and professional capacity	Our contracts with past and current clients contain nondisclosure clauses related to the value of the contract, except when such disclosure is required by law. Consequently, would it be acceptable to list floor values, or ranges, for each client and service provided (or supply delivered)? E.g., in 2017 we provided PR services to client X worth in excess of 100,000 € (or between 100,000 and 200,000 €).	10/09/2018 The tenderer should submit the documents mentioned in paragraph 14.3 - "Technical and professional capacity" from the "Specifications" as precise as possible (a list of the principal services provided and supplies delivered in the past three years, with the sums, dates and clients, public or private). It is up to the evaluation committee to assess the documentary evidence provided by the applicants.
14	05/09/2018 12:45	10/09/2018 16:13	Section 3.1 of Specifications	How much latitude does EPLO's local communication strategy have in relation to DG COMM's EU-level strategy? As the present call for tenders makes no reference to a creative brief, are creative deliverables (concept and executions) expected to be submitted – e.g. for a voter turnout campaign – or will the contractor mainly adapt EP-supplied materials?	10/09/2018 EPLOs have to follow the DG Comm EU level strategy, but they are encouraging the creativity in the mix of means that implement the strategy that has already been adopted.

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#	Submission date	Publication date	Question subject	Question	Answer
15	05/09/2018 12:46	10/09/2018 16:13	Section 3.2 of the Specifications	In reference to Section 3.2 of the Specifications: since the list of activities appears to be non-exhaustive, as it is also stated in Annex I, Price schedule, can the tender propose other types of activities, and if so, how will these be scored?	10/09/2018 For assessment of the "price component", the tenderers are invited to complete the Annex I. They could also propose some activities related to the case study at the Section 2 of the "Technical part". These will be evaluated as described in Specifications - Article 15/Award Criteria.

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