

Call for tenders' details

Title: Media Monitoring and Media Analysis

Start date: 06/03/2020

Time limit for receipt of tenders: 30/04/2020

Contracting authority: European Chemicals Agency (ECHA)

Status: Closed

Call for tenders question list

#	Submission date	Publication date	Question subject	Question	Answer
1	09/03/2020 15:03	09/03/2020 15:22	Terms and conditions of the contract	Please let us know the following: 1. if a contract is to be made between both parties, is ECHA willing to use platform specific terms and conditions from the service provider? If yes, please elaborate how we can submit our comments and propose changes to your terms and conditions. 2. Will ECHA allow multiple contracts to cover this media monitoring tender or will only one single contract be signed?	09/03/2020 1. As indicated in the Invitation to tender (Section 2) submission of a tender implies acceptance of all the terms and conditions set out in the procurement documents and, where appropriate, waiver of the tenderer's own general or specific terms and conditions. 2. The contract will be signed with a single service provider. The contract shall be awarded to the tender ranked first, which complies with the Tender Specifications and is submitted by a tenderer having access to procurement, not in an exclusion situation and fulfilling with the selection criteria (Tender Specifications, page 27)

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2	10/03/2020 13:39	10/03/2020 14:12	Estimated total contract value	Can you clarify if the estimated total value of the contract, which is announced under II.1.5 of the Contract Notice (300 000.00 EUR excl VAT), refers to the full duration of 48 months? Or does it refer to the first 12 months of the contract?	10/03/2020 The estimated total value of the contract is 300 000 EUR (excluding VAT) for the full potential duration of 48 months.
3	10/03/2020 10:05	10/03/2020 14:19	Terms and Conditions - changes & amendments	Please let us know the following: 1. if ECHA will allow ANY CHANGES to their terms and conditions 2. if ECHA will allow ANY ADDITIONS to cover the nature of our services for media monitoring and analysis	10/03/2020 1. We refer to the reply to question 1. ECHA cannot allow any change to the terms and conditions set out in the procurement documents. This is not a negotiated procurement procedure. 2. The Tender Specifications describe the scope of services in section 1.4, and section 3.3 defines, in particular, the minimum requirements for the service. It is for the tenderer to propose in their offer what they consider pertinent to deliver the services, bearing in mind the award criteria (section 3.4) and the maximum potential value of the contract.

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4	17/03/2020 11:31	19/03/2020 15:09	Daily monitoring review	What is understood as same-day monitoring in the case of USA sources? Can we assume that coverage published before the deadline (12:00 Helsinki time) should be added to the daily press review and any coverage published after the deadline should be added to the next day's press review? всъщност това беше	19/03/2020 Correct, in accordance with the time-difference between the EU and the USA, and other non-EU countries, the respective coverage is simply to be included in the next-day's media review.
5	17/03/2020 11:34	19/03/2020 15:12	Daily media review	p. 1.4.2.2. summary of articles: "English translation of the media item (clipping) if published in language other than English. For this, the contractor will need to write (translate) a short summary in English." Please, clarify if you require translation of articles written in other languages than English or just summaries in English.	19/03/2020 No translations of the full-text articles is required, only of the title + summary (snippet).
6	17/03/2020 11:35	19/03/2020 15:16	Media coverage	If one media source has both print and online issue, shall we cover both or we can cover only one of the issues?	19/03/2020 Reference to one of them is enough, either print, or online, i.e. to the one that is easier to access.

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7	17/03/2020 11:42	19/03/2020 15:20	1.4.3. Deliverables for media monitoring analysis of print and online media Quantitative analysis	"In crisis situations, analysis may be required for ad hoc issues." - Please, clarify if this means that you might require additional analytic reports or you might require additional key words so that the issue is monitored properly in the Dashboard.	19/03/2020 Both. Ad hoc analysis might be requested in relation with a particular high-profile project or in an extraordinary situation. The service provider needs therefore to be able to flexibly add new key words to the monitoring whenever needed (e.g. due to changing ECHA tasks and areas of work or other specific topics, which the Agency cannot foresee at the moment.
8	17/03/2020 11:38	19/03/2020 15:46	1.7. Volume and value of the contract: how much do we plan to buy?	In case of unexpected or unforeseen increase of volume of ECHA's media presence you have the right to procure new services up to 50% of the initial contract. Can you set a benchmark for such a case - i.e. number of articles?	19/03/2020 ECHA may need to be able to react flexibly in case of an unforeseen increase in the media presence of the Agency. Therefore, the right to procure new services up to 50% of the initial contract value. If there were a substantial increase in the reporting, e.g. due to a high-profile case, the value of the contract would need to be amended accordingly. It is not possible to provide a numerical value (number of clippings), but for reference, in the past, ECHA raised the value of a contract for media monitoring by 10% for increased reporting on a specific year. (due to the glyphosate case).

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9	19/03/2020 15:58	23/03/2020 15:35	Contract notice	You are asking for a daily media monitoring with manual written English summaries that covers print and web in 32 countries, a dashboard, and a qualitative and quantitative analysis. In order to receive a high qualitative solution, do you still hold on to your budget of 75.000 EUR per year?	23/03/2020 ECHA confirms the budget available for this service contract.
10	23/03/2020 10:04	23/03/2020 15:48	Signature policy: how can documents be signed?	According to the "Invitation to tender", 1. Submission of tenders the documents (more specifically Declaration on honor) can be signed either by hand or electronically, whereas according to p. 4.3 Signature policy in the Tender specifications the documents shall be signed by hand. Given the COVID-19 pandemic and the respective transport restrictions will you accept electronically signed documents only?	23/03/2020 In view of the exceptional circumstances, ECHA will accept electronically signed documents in the tenders submitted in this procurement procedure.

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11	19/03/2020 15:59	23/03/2020 16:45	Case studies	In case study 1 “Daily press review” it is unclear if you want us only to describe the methodology behind the daily press review or if you also expect us to deliver a complete daily press review? If you expect us to deliver a daily press review, could you please consider to predefine a date/dates that the daily press review should cover? At this point you are asking us to select a random week in the second half of 2019. It is not possible to search retrospective in many of the print sources which will mean that the press review you receives will be lacking and it will be very difficult for you to compare different bidders reviews. The same applies to case study 2.	23/03/2020 It is not in the scope of case studies 1 and 2 to deliver an exhaustive coverage for the freely chosen period of time (one week), but “the most relevant media items to be included in the daily media review.” (point 1.4.2.2.). ECHA will assess the case studies based on the structure, geographical and thematic coverage, clarity and correctness of the translations in the example press review, number of languages covered, the methodology used for the daily press review, and methodology and clarity of the quantitative and qualitative analysis. ECHA will also assess the functionality and user-friendliness of the dashboard.
12	24/03/2020 12:30	24/03/2020 15:56	Daily media reviews	Can you tell us on average how many people from ECHA will have access to the daily media reviews?	24/03/2020 Currently, about half of ECHA’s staff (ca. 300 staff members) receive the daily media review, but potentially it could be sent to all staff members upon request. The daily media review is made available exclusively internally and is in no way distributed externally.

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13	26/03/2020 13:18	27/03/2020 08:46	Contract signing and service delivery start date	Is it possible for you to give us an estimate start date of the services?	27/03/2020 ECHA aims the service delivery to start in mid-July 2020. However, the Agency is closely monitoring the current Covid-19 crisis, which may have an impact on the given schedule. Please note that ECHA will publish any information in this regard in e-tendering.
14	27/03/2020 10:36	27/03/2020 11:02	Financial offer, 4.2. Content of the tender: what documents to submit with the tender?	4.2. Content of the tender: what documents to submit with the tender? Financial offer: "A complete financial offer, including the breakdown of the price needs to be uploaded. For this purpose, the Financial Model in Annex 6 shall be completed, duly signed and uploaded in e-Submission." - Shall we alter Annex 6 so that we can provide you with a breakdown of prices or we are to use it as it is and provide a total price for 12 months only?	27/03/2020 The tenderers shall provide a total price for 12 months. In this case, breakdown means the monthly price multiply by 12. The services are the same every month. No more details are required in the financial bid to be presented in the template of Annex 6.
15	29/03/2020 18:17	30/03/2020 08:49	1.4.2.1. Media monitoring of print and online media coverage	The ECHA global media monitoring and analysis programme is excluding social media. Please confirm.	30/03/2020 Yes, ECHA confirms that social media are excluded from the contract that is the subject of this call for tenders.

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16	27/03/2020 11:03	30/03/2020 08:58	Q&A period	Dear team, Do we have a deadline for questions, if yes when would it be? Best regards, Nicolas	30/03/2020 We refer to section 3.1 of the Invitation to Tender regarding contacts during the procedure, "The contracting authority is not bound to reply to requests for additional information received less than six working days before the time-limit for receipt of tenders."
17	29/03/2020 18:20	30/03/2020 09:05	Other - Coronavirus	Will there be any Corona related changes or delays of the tender?	30/03/2020 At the moment, ECHA confirms the timeline for the tender and the start of the contract. In case of changes to the original schedule the Agency will publish the information via this channel.
18	27/03/2020 15:22	30/03/2020 10:01	Summaries	Does English language media have to be accompanied by an English Summary?	30/03/2020 We refer to section 1.4.2.2.: (page 10, last bullet point) of the Tender Specifications: "English summary (approx. 100 words) with title and subtitle in original language and English translation of the media item (clipping) if published in language other than English. For this, the contractor will need to write (translate) a short summary in English." Therefore if the media item is published in English there is no need for English Summary.

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19	27/03/2020 15:23	30/03/2020 10:10	Summaries of online articles	Given that most of the press will be online where the user can access tools such as Google Translate, will online articles have to be accompanied by an English summary?	30/03/2020 There is no need to provide short summaries in English from online articles in other languages. Only the title translation is needed.
20	29/03/2020 18:17	30/03/2020 10:42	3.4.1. Case studies	II. When does ECHA exactly would like to receive the “five examples of a daily media review” (print and online) over the period of one full week (Mo-Fr) in the 2nd half of 2019? On April 30? And does the contractor choose the example week by itself? III. When does ECHA exactly would like to receive the “monthly media analysis” case study? On April 30? Do we have to collect the data by ourselves or can we get access on existing data? Or can we deliver a mock-up report with fictive data?	30/03/2020 The five examples of a daily media review (case studies) must be submitted with the tender documentation, namely on 30 April at the latest. Yes, as confirmed in Q&A 11, the contractor may choose the monitored week for the case studies. The collected data should come from real articles published on the media.

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21	29/03/2020 18:16	30/03/2020 12:08	1.4.1. Background and objectives	What is the average daily volume of (1) articles and (2) written summaries in the ECHA daily media review?	30/03/2020 (1) The estimated average daily volume varies from approximately 20-25+ on normal days with no high-profile releases, to 50+ following ECHA's own publications, or after those of the EU Institutions, Member State competent authorities or NGOs, etc. on important topics in the scope of ECHA's activities. (2) That depends on the number of publications in non-English speaking media. Please note that not all articles on the same topic need to be summarised and translated; but only those in the most prominent/high-profile media outlets, i.e. per country (for reference see the list on page 8 of the Tender Specifications)
22	30/03/2020 13:24	30/03/2020 15:58	Daily media reviews - summaries	Please, clarify for which articles you require to receive summaries? Do we understand correctly that summaries are required for non-English articles published in specialized, sectoral media and EU sources of information (both print and online)?	30/03/2020 Yes, summaries in English are required for both print and online mainstream and specialised media sources.

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23	30/03/2020 20:50	31/03/2020 09:15	3.4.1. Case studies	III. When does ECHA exactly would like to receive the “monthly media analysis” case study? On April 30? Do we have to collect the data by ourselves or can we get access on existing data? Or can we deliver a mock-up report with fictive data?	31/03/2020 We refer to Q&A 20. The case studies shall be delivered as part of the tender on 30 April at the latest. Real data of the chosen week shall be collected by the tenderer. ECHA cannot grant access to any data.
24	30/03/2020 17:54	31/03/2020 13:35	End-user Copyright Fees	Following up on the clarification about the number of recipients provided to an earlier question (at least 300 users), can you confirm that the ECHA is aware of and will cover any end-user copyright fees in the markets where they exist with the respective copyright authorities e.g. PMG in Germany, CFC in France and the NLA in the UK?	31/03/2020 We refer to section 1.4.2.2 of the Tender Specifications, it is the contractor's responsibility – and not ECHA's – to pay subscription costs and fees, where relevant. This covers all fees, including, by way of example, licensing fees charged by collective management organisations. Please also note that the 300 users are all ECHA personnel.
25	04/04/2020 19:19	06/04/2020 09:00	Case studies, media analysis sample	Reference to the answer to question 23, could you confirm that we can choose the 1 week for the media analysis sample ourselves or is there a specific week chosen for the analysis sample? If there's a specific week, is it the same week than for the news briefings or can we choose an example week for the news briefings as well?	06/04/2020 ECHA confirms (ref. Q&A 11, 20 and 23) that the tenderers are free to choose the week for which they wish to deliver the press reviews. The week of the news briefing can be the same or a different one. This is within the discretion of the tenderer as well.

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26	10/04/2020 11:10	14/04/2020 11:03	1.4.3. Deliverables for media monitoring analysis of print and online media	1.4.3. Deliverables for media monitoring analysis of print and online media, page 11: "These reports need to include identified items in the media." - It is unclear if in the monthly/annual analyses we shall include all identified media items for the period or selected ones to illustrate our insights?	14/04/2020 The required monthly/annual analyses are based on the coverage presented in the daily media reviews. There is no need to include or list all identified media items (articles/snippets) for the analysed period as they have been presented in the daily media reviews, but the analysis (monthly/annual) should be indeed based on them.
27	23/04/2020 21:30	24/04/2020 09:28	Extension	Unfortunately we were only made aware of this tender late last week and we believe we will be able to deliver the highest quality results. Do you think that would be possible to issue an extension in the deadline in order to complete the tender?	24/04/2020 The deadline for submission of tenders will not be extended.
28	23/04/2020 11:20	24/04/2020 09:30	Iceland Print Monitoring	We cannot monitor print clippings from Iceland but we can monitor Iceland online coverage. Is Iceland print essential to your service?	24/04/2020 ECHA confirms that, as defined in section 3.3. of the tender specifications, monitoring of top print clippings in Iceland is a minimum requirement which is not negotiable and shall be observed throughout the entire duration of the contract. ECHA also reminds tenderers that, as previously mentioned in question (6), would the media sources have both print and online issues, reference to either one of them is enough.

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29	23/04/2020 10:06	24/04/2020 15:40	Print Monitoring	Can you give a breakdown of the volume of clippings you expect per annum from just print media, for each country you want to monitor?	24/04/2020 No detailed breakdown per country regarding just print media can be given. The top 10 countries in 2019 as well as the overall amount of articles over the period 2014-2019 can be found in section 1.4.1 of the tender specifications. Tenderers shall note that the volume of articles per annum may vary depending on the context relevant to ECHA.

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