

## Questions & Answers (Q & A)

### Invitation to Tender No. 19/2016/OP/EITPROC for the provision of Digital Communication Services

Contract notice 2016/S 252-463960 of 30/12/2016

Last updated: 27/01/2017

#### Q & A No. 1 - posted on 17/01/2017

**Question:** We would very much appreciate if you could please inform us of the proportion of work to be carried out onsite and offsite.

**Answer:** Most of the work related to the Open Call for Digital Communication Services is carried out offsite (by 'offsite' we mean not at the EIT Headquarters). Work to be carried out onsite (at the EIT Headquarters) consists of training days (as set out in the Open Call documents) and meetings (foreseen but not specified, but may include a kick-off meeting and other meetings as deemed necessary. Meetings may also take place via video or teleconference).

#### Q & A No. 2 - posted on 18/01/2017

**Question 1:** *Cost estimates:*

a) Concerning the cost estimates (price list).the Tender specifications (Point 4.3, "Financial Part", p. 45) and Annex V, inform us that the prices per unit shall include all costs (staff costs, social contributions, other administrative costs, data purchase, translation costs any other costs except travels). We therefore understand that:

- Unit prices in Table 1 of Annex V must include, for each type of services, not only personnel costs but also all the related other costs.
  - Unit prices in Table 2 First column must include the data indicated in table 1 and related to the price per working day of each expert profile, whereas column 2 displays the cost of each resource per working day \* the related coefficient.
- Could you confirm that our understanding is correct?

**Answer 1.:** Yes, its correct. At Table 2 (Tender Price) in the first column (Unit prices) must include the data indicated in table 1 and related to the price per working day of each expert profile, whereas column 3 (Reference Price) displays the cost of each unit price \* the related coefficient.

**Question 2:** *Cost estimates:*

b) Annex V – Financial Offer inform the tenderer that "EIT will only pay for the skills needed", we therefore understand that the tenderer cannot propose in the offer other profiles in addition to the ones

listed in the Tender Specifications and in the tables 1) and 2) of Annex V. Could you confirm that our understanding is correct?

**Answer 2: Yes, its correct.**

**Question 3 :** Methodology: does the contracting authority have preferences with regard to a given development approach that should be adopted by the contractor? (e.g Agile?).

**Answer 3: The EIT has no preference regarding development approach.**

**Question 4:** *Content migration:* could provide us with a rough estimate of the content that will have to be migrated? (Number and type of items.).

**Answer 4:** As items are often added or removed on the EIT website, the EIT cannot provide an accurate figure. However, the last time the EIT requested a measurement of website size (13.05.2016) the answer was 'The filesystem size is 1.3G (including resources, application etc) and the database is 150MB (unzipped).' Tenderers should assume that the content of the EIT website will have exceeded these figures by the time of migration. The type of content includes PDFs, videos, images and Word documents. Tenderers should examine the current EIT website at <https://eit.europa.eu/> to ascertain a fuller picture of the type of items.

**Question 5:** *Multilingual features:* the Tender specifications (section 1.3, p. 6), inform us that "The website has a multilingual section that contains a description of the EIT in the remaining 23 official EU languages". Could you specify whether the contractor will be in charge of coordinating/providing translation activities for the new website and/or for other digital products that fall under the framework contract?

**Answer 5: The contractor will not be in charge of coordinating or providing translation activities for the new website or for other digital products under the current Tender.**

**Question 6:** *Technical selection criteria – Tender specifications, section 4.1.3*

a) Section 4.1.3 inform us that "The EIT will evaluate selection criteria on the basis of the declarations on honour", however, the table "Evidence" (p. 41 Tender spec.) lists the evidence that should be provided for supporting the criterion 1.1 , in order to present the list of services provided by the tenderer. With regard to this aspect: could you clarify whether tenderers have to provide evidence of the implemented projects at proposal stage?

**Answer 6:** Tenderers do not have to submit supporting documents for the evidence at the proposal stage. The EIT will evaluate selection criteria on the basis of the declarations on honour. Nevertheless, the EIT reserves the right to require evidence of the legal and regulatory, financial and economic and technical and professional capacity of the tenderers at any time during the procurement procedure and contract performance. In such case the tenderer must provide the requested evidence without delay.

**Question 7:** *Technical selection criteria – Tender specifications, section 4.1.3*

b) Again on selection criteria - criterion 1.1. The table at p. 41 lists the categories of services that should be demonstrated by the tenderer. Projects for Data visualization and Mobile Website development projects must be supported by evidence such as "design for and URLs". Could you clarify a little further what the tenderer should present under the category "design for"?

**Answer 7:** The Tenderers must submit a list of projects implemented related to these services outlining their main tasks within such projects. Further on the EIT reserves the right to require documentary evidence of the projects listed.

**Question 8:** *Legal Entity form:* could you confirm that this form must be provided only by the consortium leader (in case of a consortium)?

**Answer 8:** It is only mandatory that the consortium leader submits the Legal Entity Form.

**Question 9:** 1.2 - *More specifically, EIT target groups include:*

- *Brussels-based decision and policy makers*
- *Potential multipliers (EU-level umbrella organisations)*
- *Innovators and entrepreneurs*
  - o **Business:** *including business leaders, entrepreneurs, consultants and investors*
  - o **Higher education:** *including academia, educators, university administrators (rectors, vice-rectors and supporting staff) and students*
  - o **Research:** *stakeholders from the research field include professors, scientists, post-docs and other active researchers*

Has EIT defined the heuristics and topics groups separated according the target groups?

**Answer 9:** The target groups have been defined according to those groups and persons the EIT wishes to be informed of its activities. Content shared by the EIT with target groups is dependent on the target group's general profile and likely interests.

**Question 10:** Has EIT already set up the content strategy according to the target group? Or it is one of objective based on the website/Social Media revision?

**Answer 10:** The content of the EIT website is largely targeted at its target groups, as defined in the Tender documents. These target groups have been identified since the time of the EIT's founding. The content strategy may form part of assignments (under specific contracts) within the scope of the Framework Contract.

**Question 11:** 1.3 - The main task of the EIT's website is to increase awareness of the EIT's activities. To do so, the website should better integrate content from all EIT-related websites (e.g. portal), be better linked to and engage more strongly with social media, and reach a larger audience.

Reach larger audience - is it mass audience what is EIT counting with? Interested in the same topics as main target groups?

**Answer 11:** The EIT intends to reach a larger audience within its main target groups through its digital communications and generate greater visibility and awareness of its activities.

**Question 12:** 1.3 - The EIT's website and those of the five KICs largely mirror each other in terms of design and, to a limited extent, content. This creates a clear identity and level of consistency that must continue. In case the reach of larger audience (based on the revision) require the content changes in tonality or topics, are such changes within capacities of the content team?

**Answer 12: Content generation is the responsibility of the EIT. Requests for changes in tonality and topics may form part of assignments (under specific contracts) within the scope of the Framework Contract**

**Question 13:** Standard process for maximize the content potential, reach effectively the audience is:

- 1/ to create the hypothesis, heuristics (prediction of natural audience behavior - separated to the groups of audience),
- 2/ build content topics around the assumed context and natural interest
- 3/ content preparation and creation
- 4/ publication and optimization
- 5/ evaluation of results and learnings
- 6/ optimize the content strategy

In case of limited capacity of content team, is EIT open to let contractor to fulfilling of Content strategy process on their side, within set financial and capacity conditions?

**Answer 13: Content generation is the responsibility of the EIT. Requests for changes in tonality and topics may form part of assignments (under specific contracts) within the scope of the Framework Contract.**

**Question 14:** *1.5 - The objective of this framework contract is to ensure the EIT's communication goals are met for the duration of the contract. In short, the objectives are:*

- *To increase awareness of EIT Community activities and achievements*
- *Better integrate content from all EIT-related website*
- *Improve and engage more strongly using social media*
- *Reach a larger audience*

Does EIT have the deep analysis of the current portal / Social media channels visitors? Demographics, locations and interests? Or is it part of the revision?

**Answer 14: Analysis of digital communication channels, visitors and followers may form part of assignments (under specific contracts) within the scope of the Framework Contract. Contractors will be granted access to all channels as part of any assignment.**

**Question 15:** *2.2.3. - Web architecture and navigation*

Content personalization, different landing pages offering the different content depending on source of traffic dramatically increase the quality of audience and portal results itself. Is EIT using some kind of content personalization? Or is there any constriction of using tools enabling the content personalization (excluding the financial Exceeding of the contract?).

**Answer 15: Content personalisation may be presented to the EIT by the contractor during the term of the Framework Contract and may form part of assignments (under specific contracts) within the scope of the Framework Contract.**

Q & A No. 3 - posted on 20/01/2017

**Question 1:** Price list:

Annex V, Table 2 “Tender price”, lists the profiles that must be provided by the tenderer and the related coefficient, however, the “Social Media expert” profile and the related coefficient seems to be missing from this table, we assume that it was a typing error; could you provide us with this additional information?

**Answer 1:** It is not a typing error, Tenderer must give the unit price for Social Media Expert in Part 1 of Annex V, Unit Prices, but not at Part 2 of Annex V, Tender Prices. For the Financial evaluation only some of the services are listed in Part 2 of Annex V, Tender Prices.

**Question 2:** Case studies:

a) Concerning case study 1: do you confirm that the description of the case study must stay between 1 500 and 3 000 words, as it is the case in Case study 2 (due to a possible typing error in the technical specifications p. 43, the indication related to word limits is not clear)

**Answer 2:** Each of the two case studies should be 1 500 to 3 000 words.

**Question 3:** Case studies:

b) Case study 2: would it be possible to receive the EIT Community Brand Book in order to define the mockup linked to this case study?

**Answer 3:** The EIT Community Brand Book has been made available at the following URL: [https://eit.europa.eu/sites/default/files/eit\\_community\\_brand\\_book.pdf](https://eit.europa.eu/sites/default/files/eit_community_brand_book.pdf).

**Question 4:** Technical selection criteria.

In case of project references that respond to the selection requirements of the tender but are not public (i.e. websites that have a restricted access) would it be acceptable for the Contracting Authority to receive project descriptions with screenshots or, alternatively, to receive upon request the credentials for accessing the restricted area?

**Answer 4:** The EIT can make screenshots or access available where appropriate.

**Question 5:** Hosting:

The tender specifications, Section 2.1.2, p. 12 inform us that: “The Contractor must ensure migration of the existing version of the EIT website from the current server to its own servers or those of its sub-contractors”. The sentence seems to suggest that, if the hosting services (not the hosting design and hosting management but only the machines/server farm, such as it could be the case with Amazon web services) are provided by the tenderer through a third party’s server farm, the latter must be treated as a subcontractor and therefore fill all the needed documentation (Including the Letter of Intent). Could you confirm that our understanding is correct?

**Answer 5:** Yes, if the tenderer ensure the hosting through a third part (server farm), that third party shall be considered as a subcontractor.

Q & A No. 4 - posted on 27/01/2017

**Question 1:** In the Financial Offer document, part 1 item #12 - Data visualisation, requires a price quote *per project*. Upon review of *Technical Specifications 2.4.2*, it states *deliverables will be data visualisations, infographics and website integration training*. Kindly advise how we must interpret “per project” as the cost and level of effort depends on the complexity of the visualisations and infographics as well as the number of visualisations and infographics.

**Answer 1:** Regarding this question the EIT will modify the Tender Specification, Annex V. Financial Offer and the Invitation letter. The EIT will also publish a Notice for Corrigendum where it set out a new deadline for submission and a new date for opening. Please frequently check the OJEU notices and the EIT website for the publication of the Notice for Corrigendum and the Tender Specifications and Annexes.  
The Tenderers will have to submit the modified Financial Offer (Annex V.)

**Question 2:** In the Financial Offer document, part 1 item #13 - Other specific developments, requires a price quote per working day. However, the required time and resources to be allocated for the specifications, design and programming depends on the nature of the project, size of the project, complexity of the functionalities, and the number of designs. The cost per working day depends on the number of personnel and expertise needed and this depends on all the above factors. Kindly advise how you wish for us to price this item.

**Answer 2:** Regarding this question the EIT will modify the Tender Specification, Annex V. Financial Offer and the Invitation letter. The EIT will also publish a Notice for Corrigendum where it set out a new deadline for submission and a new date for opening. Please frequently check the OJEU notices and the EIT website for the publication of the Notice for Corrigendum and the Tender Specifications and Annexes.  
The Tenderers will have to submit the modified Financial Offer (Annex V.)

**Question 3:** In the Financial Offer document, part 2, is Unit Price Per Expert the cost per expert **per working day** as shown in the Experts table of Part 1?

**Answer 3:** Yes.

**Question 4:** Would it be possible to receive the EIT Community Brand Book, in order to address the work required by the Case studies of the above-mentioned tender?

**Answer 4:** The EIT Community Brand Book has been made available at the following URL: [https://eit.europa.eu/sites/default/files/eit\\_community\\_brand\\_book.pdf](https://eit.europa.eu/sites/default/files/eit_community_brand_book.pdf).

**Question 5:** Concerning your answer 5 to the "Q & A No. 3 - posted on 20/01/2017", where you state that any hosting provider must be treated as a subcontractor, we ask a further clarification: for all our projects we deploy software solutions on enterprise-level, internationally-renowned infrastructures such as Amazon. We use these commodities only for the physical servers, while the whole management and system activities are fully carried out by us. We believe that in this case the service can be considered in-house and not subcontracted.

**Answer 5:** The definition of Subcontracting according to the European Commission is the following: *Subcontracting is the situation where a contract has been or is to be established between the contracting authority and a contractor only and where the contractor or candidate/tenderer, in order to carry out that*

*contract, enters into legal commitments with other entities for performing parts of the contract. The contracting authority has no direct legal commitment with the subcontractor(s). Examples of subcontractors include contractors' suppliers or free-lance experts. In practice, any third party involved in the contract implementation which has no legal link with the contracting authority but with the contractor will be considered as subcontractor (e.g. any other company which does not participate in the contract execution but provides financial capacity).*

In our opinion, if the tenderer carries out the service with a third party, the third party must be considered as a subcontractor.

**Question 6:** Clarification document, version updated at 20.01 (questions\_and\_answers\_20.01.2017.op\_.eitproc\_18\_01\_2017). Answer n° 4 of the Q & A No. 3 - posted on 20/01/2017 .

We assume that the answer contains a typing error and that the meaning was that the tenderer (not the EIT) "can make screenshots or make access available where appropriate" (the question was related to the possibility of providing screenshots or credentials for accessing websites used for reference in case these websites were not public). Could you confirm if our understanding is correct? Or could you clarify a little further?

**Answer 6:** The answer previously provided should have read 'The EIT can accept screenshots or access where appropriate.

**Question 7:** Prices

According to the "Unit prices" table (Technical specifications and annex V) – Item 5 Web Hosting is to be calculated per year, however, the description of this service/task ((Technical specifications 2.1.2) inform the tenderer that this item should include also the "migration of the existing content from the current server" which is an activity that will be implemented only once, and should not be included in a yearly hosting service fee. Could you clarify, and indicate how this cost estimate should be addressed?

**Answer 7:** Section 2.1.2 of the Technical Specifications states 'The Contractor must ensure migration of the existing version of the EIT website from the current server to its own servers or those of its sub-contractors to cover the online presence until a new website is released.' This refers to the Contractor ensuring that the migration to the website is completed satisfactorily and not to the actual migration.

**Question 8:** Case studies

Annex vii and annex viii present the contest that the two case studies should address. Both documents list also a series of other information, highlighted in yellow, such as dates and payment provisions. We assume that these parts are only included in the annexes as examples of information that will have to be provided in a standard assignment and that they should not be taken in consideration at proposal stage, in drafting the two case studies that will be included in the technical proposal. Could you confirm that our understating is correct?

**Answer 8:** Your understanding is correct. The Case Studies have been amended and uploaded to the EIT website.

**Question 9:** The Technical specifications, p. 19, mentions Jira as a possible ticketing system (User feedback functionality which could be linked to a ticketing system (for example JIRA) to ensure timely monitoring and follow-up to issues users have encountered on the website(s).

We would like to ask whether the Contracting Authority has a specific preference towards this tool (Jira). If this was not the case, would the Contracting Authority accept alternative proposals from the tenderer?

**Answer 9: The EIT has no preference in this regard as long as the proposed tool fulfils similar functionality to JIRA.**

**Question 10:** For Case Study Two, is it compulsory to use the form provided or can we utilize a different format (A-3 for instance) in order to enhance the presentantion of the event website mock-up?

**Answer 10: Tenderers may utilise any format they wish provided that the guidelines provided in the Case Study are followed.**