

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: 20/01/2017

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. The tenderer must provide 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.

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: If the tenderer provides hosting through a third party, that third party shall be considered as a subcontractor.