



Clarification Note #1

GSA internal reference: 220628

Procurement procedure: GSA/OP/37/15 - Information and communication services for the European GNSS Agency (GSA) and the European Commission (EC) – 2 lots

Question #1: Regarding the above mentioned tender, could you confirm that the tenderers should submit only one set of the tender, meaning:

- 1 x Administrative File;**
- 1x Technical Proposal;**
- 1x Financial Offer;**
- 1 x USB or CD with the electronic files above.**

Answer: The tenderers shall submit one original and two copies of the Administrative File, Technical Proposal and Financial Offer, but shall submit one USB or CD-ROM per envelope.

Question #2: Does Technical and professional capacity criteria S3 mean that relevant experiences with a focus on communications initiatives in support of high tech products or services funded by private sector are insufficient? If so, is there a possibility to change this criterion?

Answer: All tenderers shall demonstrate experience acquired in the required field of Communications for an EU-funded programme or other publicly-funded programme with a focus on communications initiatives in support of high tech products or services and this selection criterion will not be changed.

Although many of the creative processes may be similar working for a public or private entity, the procedures and level of detail and effort required in managing budgets, work estimation, costing and reporting processes of publicly-funded projects (including contractual management of contracts of an EU agency) involve complexities that require a particular experience.

Question #3: In the tender specifications, section 4.5.3 lists the required content of the technical offer “to allow evaluation of all the qualitative award criteria”. However, point 2 refers to “Information required for evaluation of the technical and professional capacity selection criteria”. Can you please confirm that information referred to in point 2 is NOT used for the evaluation of qualitative award criteria?

Answer: The technical offer shall contain all necessary information to allow the evaluation of (i) technical and professional capacity selection criteria, (ii) minimum requirements and (iii) qualitative award criteria. Information provided by the tenderers to evidence a selection criterion is not used to evaluate against award criteria.



Question #4: Point 3 of section 4.5.3 refers to the minimum requirements that are listed separately in section 2.4.10. Point M5 in section 2.4.10 refers to the tenderers' compliance with environmental, social and labour law obligations. In how far is this part of the technical offer and assessed under qualitative award criteria and how do you expect tenderers to demonstrate compliance?

Answer: Minimum requirements are not assessed under the qualitative award criteria but will be assessed beforehand, following the review of exclusion and selection criteria. Only tenders which comply with the minimum requirements can and will be evaluated on the basis of the award criteria.

The tenderers may provide all evidence they deem necessary to demonstrate their compliance with point M5: declarations on honour, certificates delivered by independent or national institutes, , etc.

Question #5: In section 2.4.10, points M1 and M4 require tenderers to describe "how the tenderer intends to guarantee that the communications services requested by the GSA and EC can be effectively executed simultaneously" and "how the tenderer plans to manage the delivery of multiple priority projects simultaneously", respectively. Can you explain the difference between these two points?

Answer: Under M1, the tenderer shall explain how it will manage simultaneous requests by the 2 contracting authorities, the GSA and the European Commission, since the tender is for an inter-institutional framework contract.

Under M2, the tenderer shall explain how it will manage priority projects asked to the contractor by one of the contracting authorities (the GSA or the European Commission)- in case there are several projects from one authority going on simultaneously.

Question #6: Section 3.3.1 lists the qualitative award criteria applicable to this tender. This includes Q3 for creativity, assessing "the originality of ideas and the creativity the tenderers intent to bring in their approach and accomplish the aims of the communication tools". On the basis of what information are you planning to make this assessment? Is this linked to the scenarios included as part of the financial offer?

Answer: Creativity will be principally assessed based on the tenderer approach in answering the requested scenarios. In addition, the tenderers may provide as a part of their technical offer all the information and mock-ups they deem necessary in order to present their creativity.

Question #7: Annex II.F.2 refers to a total of 8 scenarios. In section 1.2 it indicates that tenderers are required to describe the approach they will take and to develop a timetable, in addition to providing a cost estimate. Is this information subject to evaluation under the tender's qualitative award criteria and therefore effectively part of the technical offer?

Answer: Tenderers shall provide:

- In their technical offer, all technical information required under section 1.2 (except the cost estimate) as well as all the technical information to fulfil the specific requirements of each scenario. No financial elements shall be integrated in the presentation of the technical aspects of each scenario.



- In their financial offer, tenderers shall provide only the overview tables presented under section 1.2 providing the cost estimate covering all human, technical, logistical resources that will be needed to perform the tasks for EACH scenario.

The cost estimation provided for the scenarios will be used for the financial evaluation of the tender.

Question #8: Each of the scenarios described for Lot 2 includes a “Tenderers must” section, which presumably goes beyond the general requirements described in Section 1.2. Scenario 3.7 however includes no “Tenderers must” section. Can you confirm that tenderer here need to provide a cost estimate only? Or are tenderers still required to provide a basic description of their approach and a timetable as described in section 1.2?

Answer: Section 1.2 provides the common requirements to each scenario, while the specific requirements of each scenario are described in the respective sections. Therefore, tenderers shall provide for scenario 3.7 elements to assess the requirements under section 1.2 as well.

Question #9: Scenario 3.8 for Lot 2 refers to the provision of an in-house webmaster. The “Tenderers must” section requires tenderers to “Outline the activities the tenderer foresees for the in-house webmaster” and to “Explain how the work would be organised”. It would seem to be the prerogative of the GSA to determine what activities it wants a webmaster to perform on its premises and how it would organise the webmaster’s work. Can you please clarify?

Answer: The tenderer shall provide its experience and understanding of this type of service. In particular, the tenderers may specify the following:

- activities that are best to be implemented in-house and those that are best done at the contractor’s premises with adequate justification
- organisational aspects of such placement in-house and best practices for an effective management and use of such a service
- any special needs required by an in-house webmaster.

Question #10: In Annex II.F on page 3 three scenarios are described. Can you send us actual dates for scenario 1 and 3, so we can use those in our planning?

Answer: The scenarios presented in Annexes II.F.1 and II.F.2 are fictive examples and do not necessarily represent the reality. They are used only to estimate the prices per lot and for evaluation purposes only. Therefore, no actual dates can be provided for these scenarios.

Clarification #11: Missing Annex II.G – Template Subcontractor Letter of Intent has been uploaded to the website.

Question #12: For the scenarios included in Annex II.F.2. Financial Offer, tenderers are required to provide information relating to project planning or deliverables. We understand that the information tenderers will provide in those scenarios will be assessed using the list of all the qualitative award criteria detailed on page 28 of Annex II, Tender Specifications and will thus be part of the qualitative evaluation of the awarding procedure. Could you confirm our understanding is correct?



Answer: See answer to question #7 and #8. The technical proposal made by the tenderer for each scenario will be evaluated against the three qualitative award criteria (Q1 to Q3) detailed on page 28 of the Tender Specifications.

Question #13: In Annex II.F.1 for each of the 3 scenarios, in addition to the submission of the financial offer using the given “Scenario cost estimate tables”, it is mentioned on page 3, 2 points listing the deliverables: “(...) Specify the approach they will take to provide the services (...)”, “(...) timetable work (...)”. Idem in Annex II. F.2, from page 5 to page 11, under the title “The tenderer must:” for each of the 8 scenarios specific deliverables are listed as (non-exhaustive): “(...) approach and methodology for the task (...)”, “Explain how the work would be organised (...)”, “Explain in detail the design and content organisation approach (...) to website’s structure (...)”, “(...)Propose a mock-up of a new homepage (...)”, “(...) Gather the information to write the story (...)”, “(...) provide a text of a sample story (...)”, “(...) propose images and captions (...)”, etc.

Based on the award criteria of the tender on page 28 of the Annex II, could the GSA clarify how the deliverables of the scenarios will be assessed? More specifically, could you please provide us with the break-down of criteria for the assessment of the mock ups and the points attributed to each criteria?

Answer: See answer to question #12. Each scenario will be evaluated based on the qualitative award criteria Q1 to Q3 presented in the Tender Specifications. All sub-criteria under each criterion have equal weightings.

Question #14: The price lists available (in Appendix I to Annexes II.F.1 and II.F.2) include columns that refer to quantities of units (under titles such as ‘number of man-days’, ‘quantity’). Usually, the price schedule of a framework contract is not where the number of units for a specific item, action, profile or service should be required, for the reason that this information cannot be provided by a tenderer at this stage. Our understanding is that a price schedule is a financial reference in which tenders have to express costs per unit for different items, profiles, services, etc. leaving the estimation of necessary quantities to quotes for specific offers (or financial scenarios of the tender). We believe this must be a clerical mistake and kindly ask you to remove those columns from the price schedule and, eventually, publish new annexes.

Answer: At that stage, the tenderers shall indeed only fill in the prices for the different items (that will function as reference prices throughout the duration of framework contract); and not the quantities. Please note that new Appendix 1 to Annex II.F.1 and Appendix 1 to II.F.2 have been published to this effect.

Question #15: Could you please outline the purpose of the subtotals included in the price lists available in Appendix I to Annexes II.F.1 and II.F.2 (given that the pricelist will not be assessed as such to determine the financial value of the bids)? We believe it must be a clerical mistake and would suggest deleting those subtotals in order to avoid any misunderstanding especially since the way these subtotals are calculated is not always self-evident.

Answer: Please refer to answer to question #14.

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