

Clarification Note #3

GSA internal reference: 221098

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

Question #39: Annex II, section 2, refers to “standard and prestige categories”. Can the GSA explain what is meant by this?

Answer: The GSA would like to be offered 2 categories, of more standard quality for broader distribution, one of a higher quality for more selective distribution. For example, for pens tenderers could distinguish between pens made of plastic for standard and other made of metal for the prestige category. Tenderers are free to propose this distinction for each item.

Question #40: Scenario 1 “ATM World”- Location determination of the evening reception for 300 people: It is to be held in the exhibition space. What does the GSA mean with exhibition space? The stand of 30 m² or another location? Is this exhibition space defined by the GSA or should the tenderer come up with a venue proposal?

Answer: The reception shall be held in and around GSA exhibition stand in the conference hall used for the event. Tenderers are free to propose the placement of the stand within the size/cost parameter of 30 m².

Question #41: Scenario 1 “ATM World” - The booth is 30 m². Is there any detail information about the measurement like it is in scenario 2, e.g. 5x6m or can tenderers choose a stand situation on their own?

Answer: Tenderers can choose/recommend the stand dimension size.

Question #42: Scenario 3 “European Space Solution” - Location determination: In point 3.3.2 is stated that tenderers have to make the design and production for the venue detailed in different zones (registration area, entrance hall, areas on the 1st and 2nd floor, etc.)

Could the GSA provide the name of the venue/ location in Brussels and submit some technical drawings about the area (inside / outside) where this event takes place to catch up necessary information.

Answer: No venue for the event has been selected. It is up to the tenderer to propose a suitable venue.

Question #43: Selection criteria S4 - Technical and professional capacity criteria of the proposed team. Are all functions in the field of communication mentioned as examples mandatory?

Answer: The functions given in criteria S4 are exempli gratia. All functions listed in Appendix I of Annex II.F.1 and Annex II.F.2 are mandatory fields of communication.

Question #44: The Scenario cost estimate tables should use the unit prices provided in Appendix I to Annex II.F.2, multiplied in each case by the number of man-days estimated by the tenderer or the number of units requested in the scenario descriptions. However, can the GSA clarify how the columns 'Number of man-days' for items 2.1.1 to 2.2.7 and the column 'Quantity' for items 2.2.8 to the end in Appendix 1 itself should be completed.

Answer: See new Appendix I published.

Question #45: Can the GSA confirm that the column 'Man-days in EUR' of items 2.1.1 to 2.1.7 of Appendix I to Annex II.F.2 should be filled in with the price per one man-day for each profile?

Answer: It is confirmed.

Question #46: Can the GSA specify the number of working days on which tenderers should calculate their prices for 3-month, 6-month and 1 year in-house placements in Appendix I to Annex II.F.2.

Answer: All prices under Appendix I to Annex II.F.2 section 2.1 shall be daily rates (i.e. price for one man-day). Price (daily rate) to be proposed for assignments of 3-months, 6-months and 1 year in house placement shall also be daily rate, therefore the number of working days is not necessary for the calculation of these prices.

Question #47: Section 2.2.2.1.2 of the tender specifications state that the contractor may be asked "to provide either full or part-time onsite support at a GSA facility." Can the GSA explain which column of the price grid (Appendix I to Annex II.F.2) will be used to determine the cost of onsite missions of less than 3 months.

Answer: Costs for on-site work for less than three months shall be calculated based on the daily rate proposed by the tenderer in section 2.1.4.2. For the sake of clarity, the columns titles in Appendix I to Annex II.F.2 have been modified and the Appendix is also republished.

Question #48: Section 2.2.14 of Appendix I to Annex II.F.2 concerns 'Quick printing of publications (2-3 days maximum)'. Can the GSA specify how the period of quick printing should be calculated? For example, can tenderers assume that the maximum turnaround will be measured from the GSA's approval of print-ready artwork to delivery to a single address in Prague or in Brussels?

Answer: Only the number of days to print shall be included, delivery time to an address shall not be included in the duration.

Question #49: Section 2.2.14 of Appendix I to Annex II.F.2 concerns 'Quick printing of publications (2-3 days maximum)'. Can the GSA confirm that this refers to working days, excluding weekends and public holidays?

Answer: It is confirmed that only working days shall be counted.



Question #50: Can the GSA clarify how tenderers should complete the 'Unit cost in €' column in Section 2.2.14 of Appendix I to Annex II.F.2. "... / unit (time ...)". As an example, can the GSA specify how this should be completed for an item which has a unit price of 1 € and can be printed in 36 hours?

Answer: The cost/time ratio proposed shall be for 1 unit of a product (16-page publication) for the overall quantity specified. This cost/time ratio may evolve depending on the number of copies. In your example, 2.2.14.1.1 may be filled in as "1€/unit (36h)".

Question #51: How many shows/events does the GSA expect to run in total per year? Is it correct that those amounts stated in Annex II, page 29 at point: Prices per lot are just an indication for the price estimation - a hypothetical frequency? Are the real events distributed all over the year?

Answer: The scenario frequency on page 29 gives a very general idea of the frequency of events throughout an average year. As noted, the scenarios and frequencies are meant for the tender evaluation purposes only.

Question #52: Lot 1, Scenario 3 - Could the GSA explain its expectations regarding a concept for the professional engaging and attractive execution of events panels & session. Is the request about a specific software program and/or a schedule for the panel session or just the description of our methodology to manage this request?

Answer: Within this scenario, tenderers shall demonstrate their conference organising skills, experience and insight. Tenderers shall provide their methodology and ideas on how to run professional, engaging and attractive panels and sessions.

Question #53: Scenario 3 Lot 1 - Organisation of the reception – one topical evening reception for participants - Is the topic already defined? Or shall tenderers come up with a proposal for an entertainment program for the specific target group related to a determined theme/subject of our own choice?

Answer: The topic has not been defined and tenderers shall propose a topic and describe how it would be reflected the evening reception.

Question #54: Can the GSA confirm that Lot 2 scenarios form part of the Financial offer (Annex II.F.2) and that as such they will not be taken into consideration for the evaluation of the technical quality? Alternatively, can the GSA explain how it will evaluate the approach and methodology of each scenario, as well as any deliverables (such as mock-ups, etc.), and clarify the extent to which this evaluation will contribute to the final score.

Answer: Please see answers to questions 7 & 12 published in Clarification Note 1.

Question #55: As regards scenario 7 'Provision of promotional items', Lot 2, could the GSA:

- clarify how the tenderer would disseminate 13,500 sacks and 13,500 promotional pins in 28 countries if it must send 500 pieces of each item per country, knowing that: $28 \times 500 = 14,000$?



Answer: This is a clerical mistake. Quantity shall be 14,000.

- **confirm that the ‘sacks’ referred to on page 10 of Annex II.F.2. correspond to item 2.3.10 ‘Rucksacks with four-colour printing of a short slogan and/or a graphical image and a URL address’ of the pricelist (Appendix I to Annex II.F.2)?**

Answer: Sacks referred to in the Scenario 3.7 of Lot 2 shall indeed correspond to item 2.3.10 of the pricelist. For the sake of completeness of its tender, the tenderer may add new sacks items in the pricelist, however only the item 2.3.10 shall be used for the scenario.

- **confirm that there’s a clerical mistake on page 10 of Annex II.F.2. where 23 official languages are requested, as opposed to the 24 languages officially recognised by the EU (and referred to in other sections of this scenario)?**

Answer: Yes, it should read 24 languages.

- **confirm that the ‘fourth item’ that must be proposed by the tenderers should be produced in 24 languages?**

Answer: Yes.

- **confirm that the costing for delivering the promotional items considered by scenario 7 falls under the remit of the provision made on page 3, §4 of Annex II.F.2, which reads: “The cost of sending and/or storing equipment or unaccompanied luggage, transportation for purposes directly associated with tasks ordered by the GSA and rental of venues are reimbursable expenses and shall not be quoted.”?**

Answer: In this scenario, the delivery of the items is part of the tasks required to the tenderer. The tenderer shall research and propose a delivery solution that is effective as well as cost efficient (as there are different ways to ship with large variations in price). Tenderers shall include in their cost estimate the delivery of the items in 28 countries as this delivery is not considered as “cost of sending equipment”.

- **clarify whether the tenderers must include prices for both ‘prestige’ and ‘standard quality’ promotional pins in the Appendix I to Annex II.F.2 (general price list) :**
 - **given that the general price list (Appendix I to Annex II.F.2) does not include any promotional pins;**
 - **given that scenario 7 requires the tenderers to provide GSA with 13,500 promotional pins (standard quality);**
 - **and given that, as stated on page 29, §3 of Annex II ‘Tender Specification: “In case a resource needed to perform a task requested in a scenario is not listed in the specific price schedule provided by the GSA, the tenderer should extend the relevant part of the table and add the missing item (indicating proposed unit price and type of the price unit)”;**
 - **and given that, as stated on page 4, §5 of Annex II.F.2., “For items specifically listed in the specific price schedule tables, the tenderer should provide a catalogue reference to illustrate the difference between the standard and prestige categories.”**

Answer: Promotional pins have been added to the Appendix I to Annex II.F.2. For scenario 3.7, only the price for standard quality pins will be used.



Question #56: As regards scenario 5 'Creation of a visual identity', Lot 2, the specifications require the tenderers to create a visual identity that: "should include a branding platform, a logo and a slogan" (see page 8, §2 of Annex II.F.2). Could the GSA provide the tenderers with a clear definition of a 'branding platform', as this concept includes a vast and controversial array of publications?

Answer: Please refer to answer to question #37 published in Clarification Note 1.

Question #57: There are several inconsistencies regarding the concept of visual identity throughout this call for tenders.

Page 17, §1, c) of Annex II reads: "Logos and visual identities: the creation of logos and visual identities for products, conferences, policy areas, events etc. The visual identity could include a branding platform, a logo and a slogan. The establishment of a dynamic visual identity is essential for information and communication activities to be effective" and page 8, §2 of scenario 5, Lot 2 (Annex II.F.2.) requires the tenderers to create a visual identity that: "should include a branding platform, a logo and a slogan".

From this it is understood that a logo and a visual identity are two different concepts and that the second can (but must not) include the first.

However, the general price list (Appendix I of Annex II.F.2) includes item 2.2.8: 'Design or adapting a logo or visual identity for the web, a campaign, publications or promotional material'.

In other words, the items imply that tenderers are required to provide the contracting authority one price for what are actually two items of different nature and size. This is, from a logical and economic point of view, impossible and needs to be addressed.

Could the GSA correct it (i.e. create two different items in the price list, one for the logotype, the other for the visual identity)?

Answer: Indeed, logo is one, though very important, part of the visual identity. Visual identity also takes into account the graphic charter (e.g the colour, the use of the logo, the way to place on the different supports, how it has to be adapted for the different supports...). Appendix I of Annex II.F.2 have been updated accordingly in order to separate those items.

Question #58: As regards scenario 4 'Writing a web story for the GSA website', Lot 2, the specifications require the tenderers to provide a text of a sample story. Could the GSA clarify in which languages this sample must be provided: should this be in the original language only (English) or in all the languages listed in the requirements (i.e. EN, FR, DE, ES, IT, CS)?

Answer: As mentioned in the requirements of the scenario, the story must be written in English and translated into FR, DE, ES, IT, CZ.

Question #59: As regards scenario 3 'Writing and designing of publication', Lot 2, could the GSA:

- clarify in which languages the publication should be written?

Answer: Publication should be written in English.



- **clarify whether the GSA require the tenderers to translate the publication into four other languages and if so, specify which ones?**

Answer: The sample story should be provided also in FR, DE, ES and IT.

- **clarify whether the number of pages (16) includes the cover and back cover of the publication?**

Answer: 16 pages is the document excluding the covers.

- **confirm that the GSA do not require the tenderers to include printing costs in their quotation but only the costing of preparing the files for the printer?**

Answer: Please refer to the answer to the question #16.

- **clarify whether the following tasks/requests should be included in the costing of the scenario:**
 - giving an indication as to the recommended target audience of the publication,
 - giving a detailed description of the brochure's content,
 - giving an indication on how the publication will be disseminated and its effectiveness will be evaluated.

Answer: The detailed budget for this scenario shall include the costs of all items under Scenario 3, point 3.3.3.

Question #60: According to the tender specifications information concerning i) technical and professional capacity and ii) compliance with the minimum requirements should be included in the technical proposal. Though, these elements are not included in the qualitative award criteria. Could the GSA clarify?

Answer: Please refer to answers to questions 3 & 4 published in Clarification Note 1.

Question #61: Lot 2, scenario '3.5 Creation of a visual identity': could the GSA confirm that the methodology and cost estimate of this scenario should refer both to the creation of the visual identity and to the application of the visual identity to a series of templates for different information and communication tools?

Answer: The cost estimate shall comprise at least the costs for all elements of the service, including the variety of information and communication tools.

Question #62: Do the tenderers have to multiply the event cost, based on the event frequency mentioned in Tender specifications, page 29? Or do they calculate the price for one event only?

Answer: Tenderers shall provide in their financial offer both the price for one scenario and the total price per lot for their tender based on the hypothetical scenario frequency provided in section 3.3.2. of the Tender Specifications of the Tender Specifications.

Question #63: In Article 3.3.2 of the Tender Specifications, what Financial Tables of Answers does the GSA refer to?

Answer: The financial evaluation will be done based on the cost estimates tables of the scenario. The price schedules will be the unit prices to be used during the implementation of the contract.



Question #64: Can the tenderer re-name the description under Appendix I to Annex II.F.1 - 2.1.8 "Graphic Work" to Graphic Designer?

Answer: The tenderers cannot change the item lists provided in the table. However, tenderers can add items if they feel necessary as the Excel table allows for the addition of additional rows at the end of each table.

Question #65: Is it correct that the "2.1 Development and maintenance of websites" and "2.2 Editorial support, translations, graphical design, layout, video production, printing (of small quantities of materials), dissemination, evaluation" and 2.3 "Promotional Items" mentioned in Appendix 1, are meant as unit prices/unit costs?

If so, what does "Number of man-days"/"Quantity" column in the Appendix mean and should tenderers fill in the Appendix for each particular scenario?

Answer: Please refer to updated Appendix 1 to Annex II.F.2. Appendix 1 shall only comprise unit price for the entire contract duration. Price of each scenario shall be described in the cost estimate tables only.

Question #66: For some of the scenarios in LOT 2, tenderers need the Corporate Identity Manual of GSA, or at least:

- Logotype of all versions in curves (AI, EPS)
- Specification of the corporate font
- Specification of corporate colours (CMYK, RGB)
- Any possible graphic motifs that are used in corporate identity (backgrounds, raster, types of graphs, etc.)
- Images used in GSA's visual communication (satellites, Globe, etc.) for which it has copyrights/licences to.

Answer: Your proposal can be based on, but does not need to be limited to, information available on the GSA website: <http://www.gsa.europa.eu/communication/identity-0> No further corporate information on GSA identity will be disseminated to the tenderers.

Question #67: Does the in-house placement mean in GSA Headquarters?

Answer: Yes.

Question #68: Is the address below the current address GSA Headquarters?

European GNSS Agency
Janovskeho 438/2
170 00 Prague 7
Czech Republic

Answer: Yes.

Question #69: Can the GSA share detailed specification regarding Appendix 1 to Annex II.F.2 - 2.2.1 Stand? Do it refers to a 2x1m roll-up?



Answer: No, the price to be quoted is the price for a stand build by m2.

Question #70: 2.2.14, “Quick printing of publications (2-3 days maximum) In general, the range of pages and the range of copies varies a lot. The price to print 1 copy of a documents is very different from 1000 copies. And the difference of printing 1-page document or 50-page document is also quite enormous.

Shall tenderers calculate printing 1 copy of 1-page publication and 1000 copies of 50-page publication for 2.2.14.1.1? And apply the same approach to all documents in 2.2.14.1 – 2.2.14.11?

Answer: The price list comprise the price based on a 1-unit publication, however this price is to be used for orders of up to 1000 units. Price shall be based on a 16-page publication, as used in Scenario 3 of Annex II.F.2.

Tenderers are welcomed to add extra lines in the table if they deem necessary.

Question #71: 2.3, “Promotional Items” In general, the range of items and the range of units varies a lot. The price to deliver 1 copy of a customised pen is very different from 100 units. Shall the tenderer calculate both prices for 1 pen and 99 pens, for 2.3.1.1? And apply the same approach to all promotional items in 2.3.1 – 2.3.11?

Answer: Item 2.3.1.1. comprises the price based on a 1 pen delivery, for orders of up to 99 pens. However tenderers are welcomed to add extra lines in the table if they deem necessary.

Question #72: 2.2.1.19 - Technical writer – what exactly is meant by that? A person who writes expert technical texts, like script writer with expertise?

Answer: This refers to a writer than can expertly draft clear, easy to understand and engaging text, in proper English, often on more complicated technical subjects, relevant to the nature of the work of the GSA.

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