



23 September 2011

Clarification No 1 for open call for tenders:**Framework service contract(s) for the provision of media monitoring tools and services (2 lots)****Reference number: EEA/COM/11/003****Question 1:**

According to section 7.1 of the tender specifications (page 5/13) the monitoring shall provide coverage published on the major internet based news media and public sector websites in 35 countries. Do you have an indication on the number of websites EEA wish to cover in each country as a minimum requirement?

Answer 1:

There is no minimum requirement set for each country as the number of potential online sources will vary significantly from one country to another, depending for instance on the size of the country concerned. Similarly, there is no requirement as regard the maximum number of sources to be monitored. As specified under section 11.3.1 A of the tender specifications, tenderers are required to provide a description of how the required services will be provided indicating inter alia the number of online sources covered. Obviously, the higher the number of online sources covered, the higher the number of points awarded under this award criterion will be.

Question 2:

As EEA will receive coverage from many different languages, is EEA interested in added value services like for example a weekly newsletter with English summaries covering top news?

Answer 2:

Section 7 of the tender specifications describes the required minimum level of services to be provided. It is entirely up to the tenderers to decide on the range of services they can offer for the price quoted, bearing in mind that their tender will be assessed in terms of their understanding and appreciation of the scope and the level of services to be provided, in pursuance with award criterion No 1 under section 11.3.1 A of the tender specifications.

Question 3:

With reference to lot 2 – Periodic monitoring of EEA coverage in printed and audio-visual media and related services, could you indicate how many major EEA reports are launched yearly on average?

Answer 3:

EEA launches on average three major reports per year where printed and audio-visual media monitoring is required.

Question 4:

With reference to section 7.2, first bullet point, of the tender specifications, can you give an indication on the type and number of keywords upon which the monitoring shall be based?

Will it be just EEA/European Environment Agency or will there be additional specific keywords each time?

Answer 4:

In principle the monitoring will be based on the name of the European Environment Agency in the languages of its 32 member countries and the name of the Executive Director of the Agency. EEA does not foresee there will be any variation in keywords each time there is a new report.

Question 5:

Do you have any expectation regarding the delivery times of the monitored coverage? Does it have to be morning or same day delivery or can there be a delay of 2 or 3 days for some countries?

Answer 5:

Section 7 of the tender specifications describes the required minimum level of services to be provided. It is entirely up to the tenderers to decide on the rate at which the required services can be delivered for the price quoted, bearing in mind that their tender will be assessed in terms of inter alia the flexibility and service orientation of the tenderer, their responsiveness and interaction with EEA, in pursuance with award criterion No 2 under section 11.3.1 B of the tender specifications.

Question 6:

All coverage will be in original language. Do you require English summaries for coverage in some languages and if so, for which languages?

Answer 6:

The provision of English summaries of EEA coverage in radio, TV and printed media is not a service requested under this open call for tenders.

Question 7:

For Radio/TV monitoring, do you require streamed videos/mp3s in all countries or are alerts sufficient?

Answer 7:

Section 7 of the tender specifications describes the required minimum level of services to be provided. It is entirely up to the tenderers to decide on the range of services they can offer for the price quoted, bearing in mind that their tender will be assessed in terms of their understanding and appreciation of the scope and the level of services to be provided, and in particular the accessibility to the monitoring results, in pursuance with award criterion No 1 under section 11.3.1 B of the tender specifications.

Question 8:

With reference to section 7.2 of the tender specifications (page 5/13), do you need coverage of any specialised media and if so could you specify which types of media would be the most relevant for EEA (e.g. environmental press, scientific journals, etc...)?

Answer 8:

As specified in the tender specifications under section 7.2, second bullet point, as a minimum the monitoring shall preferably cover five printed and three broadcasted major national news and media in the 32 EEA member countries as well as the USA, Canada and Australia. The

tender specifications provide further that coverage of additional media as well as additional countries/continents would be considered as advantageous.

When drawing up their bid, tenderers shall bear in mind that their tender will be evaluated in terms of their understanding and appreciation of the scope and level of services to be provided, taking into account elements such as the total number of media sources covered (specified by category), the geographical coverage, the type of media covered, etc... pursuant to award criterion No 1 under section 11.3.1 B of the tender specifications.

Question 9:

With reference to section 11.2.3 of the tender specifications, last bullet point, concerning the tenderer's environmental policy (page 10/13), is this criterion compulsory or is it a "plus"?

Answer 9:

Tenders will be assessed on the basis of the information they provide. All the information will be assessed in the light of the criteria set out in the tender specifications. The procedure for the award of the contracts, which will concern only admissible bids, will be carried out in three successive stages. The procedure foresees:

- (1) To check, on the basis of the exclusion criteria, whether tenderers can take part in the tendering procedure;*
- (2) To check, in the second stage, on the basis of the selection criteria, the financial, economic, technical and professional capacity of each tenderer who has passed the previous stage;*
- (3) To assess, in the third stage, on the basis of the award criteria, the technical merit and the financial value of each tender which has passed the exclusion and selection stages.*

Consequently, in order to be eligible for the third and last stage in the evaluation process, tenderers are required to provide the information and documentation demonstrating the fulfilment of all the selection criteria specified under section 11.2 of the tender specifications, including a description of their environmental policy specifying the status of implementation (i.e. a description of any environmental management certification that they currently hold, of any accreditations applied for and their current status, or in the case where no accreditations are held, an outline of their environmental policy).

Furthermore, as stated in section 13 of the tender specifications, EEA runs a certified environmental management system (EMAS) and is committed to minimising its negative environmental impacts, to continuously improving its environmental performance and to complying with all environmentally relevant legislation in its host country. EEA recognises the need to give priority to minimising the environmental impacts of running offices, procurement and business travel. Therefore the future contractor will be requested to consider the EEA environmental management guidelines in the implementation of the contract.

