

CLARIFICATION no. 1

Procurement procedure CEPOL/PR/OP/2016/001 – Multimedia support services to CEPOL communications activities

Answers to questions sent by potential tenderers

No.	Question	Answer
1	Financial proposal page 4. Item 12. (photocall/stand) what is the size?	200 x 300 cm.
2	Financial proposal page 4. Item 13. (illustration) what is the unit? The illustration of a book or a page?	The contractor shall be able to provide with illustrations to be used in both printed and online publications. When talking about illustrations, we mean creating from scratch an original artwork for various purposes (i.e. using Adobe Illustrator, etc.).
3	Financial proposal page 4. Item 14. (graphic/charts) what is the unit? Preparing a graphic or chart for one page or for a multi-page document?	The unit is based on a single graphic / chart for one page.
4	Financial proposal page 8. Item 38. (translator) which languages are need? Common languages (English, German, French) or other EU languages or other, non EU languages?	Translations can be asked in and from all 24 EU official languages.
5	The budget estimate per year (45,000 EUR) - does it include both: <ul style="list-style-type: none">- the graphic design services and- videos and photos for 30 conferences?	Yes.

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6	E-book: Do we have to design the jackets or the inside pages as well?	The contractor that will be awarded the contract shall design the entire e-book. There is no need to design anything at the stage of the applications.
7	Webpage for event: What is the estimated numbers of the subpages? (E.g. Opening page, blank page, info page, etc.)	The contractor needs to provide with a price per single webpage excluding subpages.
8	Online banner: Static or dynamic? If dynamic, then how many pages shall it consist?	The contractor shall provide a price for a static banner.
9	Illustration. Is it a photo, a drawing or another illustration? For what will be used?	Please refer to the answer of question nr. 2.
10	5, 3 and 10 minutes video report and image film: Where is the expected spots? (city) What kind of spots? (office, station, public space)	The main filming location shall be CEPOL Headquarter in Budapest. Prices per unit shall be calculated on this basis.
11	Web streaming: From where and how many cameras shall we "broadcast"?	The livestreaming shall be organised from CEPOL headquarters in Budapest. The price per unit shall include one fixed camera.
12	Please define the position called Researcher.	CEPOL defines a researcher as an expert, often from the academic world, active in scientific research.
13	Creating of original music: Please define the type and the length of the music.	The music shall be used as background music for promotional videos produced by Cepol. The length can vary from 5 to 20 minutes. The

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		contractor does not necessarily need to produce the music. It can purchase the rights to existing music that Cepol shall be allowed to use in its videos;
14	We would like to check again if the budget of 180.000 euros covers the 4-years long framework contract as a whole or it is for one year only? Because your requirements are quite complex and challenging we are afraid 45.000 per year is not enough to bring you perfect/1st-quality solution...Where do you see areas where potential supplier can save some money?	EUR 180 000 is the maximum amount CEPOL will spend over the four (4) years. There is no guarantee that we will use the whole amount and the EUR 44 000 is an indicative amount to be spend yearly, with some years less and some years more.
15	Annex II Question no. 1 – 1.1 When you refer to „description of the proposal”, what do you mean by the proposal? Do you mean the proposal provided for Scenario 1, and 2? Or do you mean agency proposals within the contract in general? If the later, how could we describe content and structure?	“Description of proposal” refers to the various proposals that the selected contractor will provide to CEPOL to deliver multimedia services. For example, when talking about the creation of a video, how does the tenderer propose to proceed? What would be the proposed workflow between the tenderer and the agency (i.e. in person or online meetings, communications plans...)? How would the tenderer establish a timeline for the project? And so on. This question aims at evaluating the working methods of the tenderers. CEPOL does not request any specific format as answer. We just want to see concrete examples of the working methods and the workflow organisation of the tenderers.
16	Annex II Question no. 1 – 1.3	CEPOL is aware that measurement methodologies vary depending on the products. We would like to see the tenderer demonstrate its knowledge of the various measurement methodologies. It can be for a

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	<p>Could you be more specific on what do you mean by „products“? For the simple reason, that measurement methodologies may be different in case of an educational video distributed for conference member or alternatively in case of a publication in the press.</p>	<p>website, a press release, a video, on Social media, etc. The important element of the answer is the demonstration of the tenderer’s knowledge in that field.</p>
17	<p>Annex II Question no.2 and 3</p> <p>Are Scenario 1 and 2 optional or both are mandatory to deliver in the tender phase. (We do understand that they will be both part of the assignment.)</p>	<p>Scenario 1 and 2 are both mandatory in the tender phase as they will be the elements on which the tender’s competencies will be evaluated. Please keep in mind that the tenderer does not need to produce neither a Prezi presentation nor an animated video, but only need to explain the processes to create the products and provide with samples of previously created products.</p>
18	<p>Annex II Question no.4</p> <p>This question refers to delivery times for all tasks. In what aspects is it different from Question no. 1 -1.2? If the later refers to Scenario 1 or 2, how is it different from Question no 2, 2.3 “time per task“?</p>	<p>Question nr 2, 2.3 only refers to the creation of a Prezi (in scenario nr 1). Question nr 4 refers to all the services that the contractor shall provide for CEPOL. The important element of that question is the description on how the tenderer intends to meet the deadlines. Indeed, this question allows the tenderer to explain its policy for staff back-ups, for work continuity, along with proposed mitigation measures in case of unavoidable delays, etc. The part on “maximum delivery time” is aimed at assessing whether the contractor can evaluate objectively the time they need to produce a task. To simplify the answers to the second part of this question, the tenderers shall only provide with maximum delivery time for the following tasks: creation of a 50 pages Annual report (format B5, layout only), creation of a static banner for the website and creation of an animated introduction for a promotional</p>

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		video (for reference, please see the promotional videos created by CEPOL in 2015 available on CEPOL YouTube channel).
19	<p>Annex X – 1.Tasks and 2. Tasks</p> <ul style="list-style-type: none"> • What is the target audience of the multimedia materials, especially that of the prezi presentations and the animated video to be described in the case studies? • Do we have to consider and time plan of the events referred to in B.1.3 (conferences, trainings etc.) in the dissemination strategy plan? Is there any seasonality of these activities? • Do we need to include any specific / required call-to-action (registration form, links to platforms of interactive communication etc.) in the case studies and the descriptions? • “...a description of how an original visual concept fitting the key messages will be prepared...” – what do you mean by this? A description of the development procedure (i.e. steps to take)? 	<ul style="list-style-type: none"> • Target audience for the Prezi shall be very broad (i.e. specialists in the field of law enforcement training, EU institutions and agencies, but also general lay audience and media outlets) – indeed, this presentation shall be used as an introduction to the agency accessible for both specialists and non-specialists. <p>Target audience for the animated video shall be aimed at specialists (i.e. law enforcement officers, training institutions, etc.) – the objective of the video is to promote one specific CEPOL course. This is of interest only for specialists.</p> <ul style="list-style-type: none"> • CEPOL’s activities are planned on an annual basis. You can find the details of the planned activities for the current and upcoming years in the Work Programme available on the website under the section “Work Programme” (https://www.cepola.europa.eu/who-we-are/key-documents/work-programme). <p>When it comes to the dissemination plans for both scenarios, the tenderers are free to use any approach of their choice.</p> <ul style="list-style-type: none"> • The tenderers are free to include any additional information that they deem necessary. • Yes we mean the development procedure.
20	B.6.2.2. TECHNICAL AND PROFESSIONAL CAPACITY	<ul style="list-style-type: none"> • The one ranked first by the evaluation committee.

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	<ul style="list-style-type: none"> • Are those requirements that follow the “Only the successful tenderer shall provide the following evidence...” needed to be included in the envelopes to be delivered by the 18th? • What is the definition of “successful tenderer”? Are they those who’s Administrative Documentation (envelop A) is meeting the requirements? Or the one ranked the first by the evaluation committee? Or something different? <p>When providing CV’s of the team the following is required: “List of relevant services ... The most important services shall be accompanied by certificates of satisfactory execution, specifying that they have been carried out in a professional manner and have been fully completed; We are not sure what you mean by that. Do you mean maybe letter of references by Clients for whom that team member delivered projects? Can you spell out what do you mean by “certificates of satisfactory execution” when it comes to a person?</p>	<ul style="list-style-type: none"> • Letter of references by Clients for whom that team member delivered the projects.