

## QUESTIONS AND ANSWERS

**Provision of strategic communications, editorial support, graphical, digital and events-related communications services - REF. SJU/LC/0123-CFT**

N°	Subject	Reference in documents	Questions	Answers
1	Value of the contract 17/11/2015	Tender specifications Section 3.3 Value/volume	<p><b>Specifications annexed to Invitation to Tender: "Chapter 3 INFORMATION ABOUT THE CONTRACTS"/ 3.3 Value-Volume</b></p> <p><i>"The maximum allocated budget... duration of the contract(s)."</i></p> <p>The amount of 800,000 EUR covers the contracts for all 3 LOTS or it is the budget estimated per LOT? Additionally, the amount of 800,000 EUR is foreseen to cover the contracts only for the first year or for the whole period of the framework contract meaning 12 months with the possibility to be extended three times?</p>	<p><del>The amount of EUR 800 000 cover the maximum duration (4 years) of the contract in full (across the 3 lots).</del></p> <p><b>Please refer to answer to question n.4 below</b></p>
2	Value of the contract 17/11/2015	Case study Lot 1 - Annex 3	<p><b><u>ANNEX 4: "CASE STUDY LOT 1"</u></b></p> <p><i>"The tenderer is requested to produce... of a press pack."</i></p> <p>Do you expect us to realise the infographic meaning to produce the text and graphics and present it as part of the case study or just describe how we will approach the production by indicating a cost breakdown, a planning and division of tasks? Additionally, can the financial table but also the planning of the case study be part of the annexes or it should be part of the two pages description per case study?</p>	<p>We would like to see your creativity by means of a draft infographic based on your research of our organisation/programme. The financial breakdown and planning should be given in the case study two pages (1 page infographic, 1 page financial description and planning).</p>
3	List of references	Tender specifications,	When citing assignment references in "Annex 3 List of projects", can the specific contracts under a large	As requested in page 20 of the tender specifications assignments referenced shall comply with at least the following criteria:

	17/11/2015	section 4, page 20	framework contract be included as separate projects, or must the framework as a whole be all included together on one line?	<ul style="list-style-type: none"> <li>• Value of at least EUR 10 000</li> <li>• Services directly relevant to the tender</li> </ul> <p>The projects listed shall provide sufficient evidence of the professional experience of prospective tenderers carrying out assignments similar to those requested regardless the contractual frame.</p>
4	Volume of services 20/11/2015	Tender specifications	<p>It is indicated that the estimated volume of the contract is 800 000 EUR (excl. VAT). Could you please give an estimation of the volume per lot/ year? Or could you please clarify based on previous years:</p> <p>4.1 Under Lot 1, how many information products (brochures, newsletters, etc) - including number of languages and pages - are estimated to be produced per year?</p> <p>4.2 Under Lot 2, how many and what type of electronic products and/ or Audio-Visual material – duration, locations etc- is expected to be produced per year?</p> <p>4.3 Under Lot 3, it is mentioned in the Tender Specifications, that “(...) several events independently aiming to attract approximately 200 stakeholders on specific technical topics or work areas - these events take place up to 4 times a year. In addition, the SJU organises two team building events per year.” Could you please clarify quantities and locations and durations for the events?</p>	<p>The amount of EUR 900 000,00 (as per corrigendum n.1) covers the maximum duration (4 years) of the contract in full (across the 3 lots).</p> <p>The indicative amount per Lot would be:</p> <ul style="list-style-type: none"> <li>- LOT 1: EUR 200 000,00</li> <li>- LOT 2: EUR 280 000,00</li> <li>- LOT 3: EUR 420 000,00</li> </ul> <p><b>Please refer to corrigendum n.1</b></p> <p><b>Replaces answer to question 1 above.</b></p> <p><u>Answer to question 4.1</u></p> <p>The SJU invites you to visit the brochures page of the SESAR website to find out more information as to the types of printed materials that the SJU produces on an annual basis, e.g. In 2015 we produced 2 release brochures (24 pages each), two small brochures (foldable 21/21cm), event agenda (foldable 1 page), 1 factsheet (1 A4) and event agenda (three foldable A5). Please note in addition to publishing and printing, this lot is also to provide strategic and editorial support.</p> <p>Please note that the SJU normally only produces material in English, however on occasion has produced brochures in the 5 other ICAO languages (French, Spanish, Chinese, Arabic and Russian).</p> <p><b>Please refer to corrigendum n.1</b></p> <p><u>Answer to question 4.2</u></p> <p>This will be dependent on the nature of the communication</p>

				<p>activities/events being carried out in any given year. From previous experience we can imagine the development of 3-4 videos/animations as well as the development of at least one web-based tool.</p> <p><u>Answer to question 4.3</u></p> <p>The SJU organizes a maximum of 4 events per year of up to approximately 200 participants; as an average, 1 event per year outside the EU (previous events have taken place in Beijing, Dubai, Washington, Montreal), and 3 inside the EU.</p> <p>An overview of the SJUs past event activities can be found on the SJU website: <a href="http://www.sesarju.eu/newsroom/events">http://www.sesarju.eu/newsroom/events</a></p> <p><b>Please refer to corrigendum n.1</b></p>
5	<p><b>Documents related to this call for tenders;</b></p> <p><b>Eligible countries;</b></p> <p><b>Budget;</b></p> <p><b>Additional information</b></p> <p>14/11/2015</p>		<p>Could you provide us the following details:</p> <p>5. A) List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required.</p> <p>5. B) Soft Copy of the Tender Document through email.</p> <p>5. C) Names of countries that will be eligible to participate in this tender.</p> <p>5. D) Information about the Tendering Procedure and Guidelines.</p> <p>5. E) Estimated Budget for this Purchase.</p> <p>5. F) Any Extension of Bidding Deadline?</p> <p>5. G) Any Addendum or Pre Bid meeting Minutes?</p>	<p><u>Answer to questions 5.a), b) and d):</u></p> <p>The documents related to this call for tender, including Invitation to tender, Tender specifications and Draft framework contract, describing amongst others, the tendering procedure, requirements for submitting tenders and terms of reference are published on the following website of the SESAR Joint Undertaking</p> <p><a href="http://www.sesarju.eu/procurement/calls-for-tenders#2333">http://www.sesarju.eu/procurement/calls-for-tenders#2333</a></p> <p><u>Answer to question 5.c):</u></p> <p>Participation, with the meaning of submitting a tender as a member of an established grouping/consortium, is open on equal terms to all natural and legal persons falling within the scope of the Treaties; therefore, only economic operators registered in the EU and all EU citizens.</p> <p>Participation in procurement procedures with the meaning of subcontracting does not have a geographical limitation.</p> <p><u>Answer to question 5.e):</u></p>

				<p><b>Please refer to answer to question 4 above.</b></p> <p><u>Answer to question 5.f):</u></p> <p>The deadline for reception of tenders at the SJU premises has been extended; 20 January 2016 at 11.30 Brussels time.</p> <p><b>Please refer to corrigendum n.1</b></p> <p><u>Answer to question 5.g):</u></p> <p>Neither addendum nor pre bid meeting minutes exist for this call for tenders.</p>
6	<p><b>Staff form</b> 03/12/2015</p>	<p>Specifications 4.3.3.4 Evidence to be provided for each Lot</p> <p>Annex 2.3 List of projects &amp; Staff form</p>	<p>Tenderers are asked to provide the completed staff form to be found in Annex 5. Annex 5, as currently published, is the financial offer form. Is there another staff form to be completed?</p>	<p>Please note that the tender specifications should read Annex 3 instead of Annex 5.</p> <p>Both, tender specifications have been updated accordingly. Please refer to the latest updated in</p> <p><a href="http://www.sesarju.eu/procurement/calls-for-tenders#2333">http://www.sesarju.eu/procurement/calls-for-tenders#2333</a></p> <p>and to <b>corrigendum n.2</b></p>
7	<p><b>Case studies</b> 03/12/2015</p>	<p>Case study (scenario) Lot 3</p>	<p>7.1 The case study should not exceed two pages. Does this include the breakdown of costs, as well as a total price, time and division of tasks, or can these be additional to the two page case study analysis?</p> <p>7.2 Could you please confirm whether the cost breakdown for the case study should be included in Volume 2 – Technical Offer or in Volume 3 – Financial Offer, as clearly the cost breakdown for the case study will make reference to the prices in the financial offer.</p>	<p><u>Answer to question 7.1:</u></p> <p>Yes, the case study which shall not exceed two pages shall include breakdowns of costs, as well as a total price, time and division of tasks.</p> <p><b>In addition, please refer to answer to question n.2 above.</b></p> <p><u>Answer to question 7.2:</u></p> <p>The cost breakdown for the case study in the dedicated two pages of Volume 2, as the case study is part of the technical offer. The cost breakdown of the case study shall be coherent with the prices proposed in volume 3 financial offer.</p>
8	<p><b>Total value/volume and financial</b></p>	<p>Specifications 3.3, value/volume</p>	<p>8.1 Could you please specify whether the 800.000 refer to each lot individually or cover all three lots. And is this per year or for the (maximum) duration of</p>	<p><u>Answer to question 8.1:</u></p> <p><b>Please refer to answer to questions 4 and 1 above.</b></p>

	<b>offer form</b> 03/12/2015	And	<p>four years? A maximum allocated budget per year per lot would be much appreciated, if available.</p> <p>8.2 As the financial offer covers staff costs and promotional items, but does not include other items necessary for an event, such as accommodation fees, storage costs, interpretation, equipment etc., do we understand correctly that these costs will be covered on an invoicing basis and do not form part of the budget volume for this contract?</p>	<p><u>Answer to question 8.2:</u></p> <p>The price list captures the prices for the baseline of tasks, which will be taken into account for the financial evaluation of the tenders, however it is not exhaustive.</p> <p>For specific services and supplies not listed in the unit price list but needed for the performance of the tasks, please indicate these where relevant. These prices would serve as reference in the future when implementing the framework contract via specific contracts.</p>
<b>9</b>	<b>List of references</b> 03/12/2015	<p>Specifications 4.3.3.4 Evidence to be provided for each Lot</p> <p>Annex 2.3 List of projects &amp; Staff form</p>	<p>Annex 3 does not include a column for "public or private recipient" – should we therefore add this column to the list, or include the information in column B 'client'?</p>	<p>You may choose any of the two options.</p>
<b>10</b>	<b>Case studies</b> 03/12/2015	<p>Case study (scenario) Lot 1</p>	<p>10.1 It is mentioned that the case study should not exceed two pages. Does this include the breakdown of costs, as well as a total price, time and division of tasks, or can these be additional to the two page case study analysis?</p> <p>10.2 It is mentioned that the infographic should respect the current SJU visual guidelines. Could you please provide us with the current SJU visual guidelines, as they are not to be found on your website?</p>	<p><u>Answer to question 10.1:</u></p> <p>Yes.</p> <p><b>Please refer to answers to questions n. 7.1 and n. 2 above.</b></p> <p><u>Answer to question 10.2:</u></p>
<b>11</b>	<b>Declaration of Honour</b> 09/12/2015	<p>Specifications 4.2 Assessment in the light of exclusion criteria</p>	<p>At the tendering stage, for each identified subcontractor, we have to provide a signed Declaration of Honour (Annex 1). We understand that no additional document has to be provided (for the subcontractor). Is that correct?</p>	<p>In principle, at this stage no further document from the subcontractor is required. The SJU nevertheless may require, if it deems it necessary, the submission of further evidence on any of the exclusion situation listed in articles 106 and 107 of the Financial Regulation as a condition for signature of any contract.</p>

12	Client references 09/12/2015	Specifications 4.3.3.4 Evidence to be provided for each Lot (for the tenderer)  Annex 2.3 List of projects & Staff form	We understand that, as evidence of technical and professional capacity (point 4.3.3.4), we have to provide client references that do not need to be signed by the client (as contact details are provided). Is that correct?	Reference of the last 10 assignments shall be provided by using the template developed for that purpose to be found in Annex 2.3. This template does not need signature of the clients.
13	Staff form 09/12/2015	Specifications 4.3.3.4 Evidence to be provided for each Lot (For the co-ordinator/project leader and other team members)  Annex 2.3 List of projects & Staff form	13.1 Regarding technical and professional capacity, point 4.3.3.4 (2.i) mentions to provide as evidence a “completed staff form to be found in Annex 5”. Isn’t annex 5 the financial form, to be filled in and included only in the Financial offer?  What information do we have to include from Annex 5 as evidence of technical and professional capacity?	<u>Answer to question 13.1</u>  <b>Please refer to answer to question 6 above.</b>  <u>Answer to question 13.2</u>  The template provided in Annex 2.3, as per corrigendum 3, requests the following information: <ul style="list-style-type: none"> <li>• Name</li> <li>• Profile</li> <li>• Lot</li> <li>• Years of professional experience in total</li> <li>• Years of professional experience in the profile</li> <li>• Native level of English YES/NO</li> </ul>
13	CVs 09/12/2015	Specifications 4.3.3.4 Evidence to be provided for each Lot (For the co-ordinator/project leader and other team members)	Regarding technical and professional capacity, point 4.3.3.4 (2.ii) mentions to provide a “Detailed CVs...including mention to the certifications required above and the list of audit assignments managed”. What do you mean by “certifications required above”? To which certifications do you refer? What do you mean by “audit assignments”?	There is an incorrect element in the tender specifications that is being corrected by <b>Corrigendum 3</b> .  Please note that the text should read as follows:  <i>[...] ii) Detailed CVs (only), using the Europass format, of the persons who will be responsible for carrying out the tasks, <del>including mention to the certifications required above and the list of audit assignments that they have managed or in which they have participated during the last three years.</del></i>
14	Visual guidelines 11/12/2015	Case studies Annex 4 to the	It is mentioned that the infographic should respect the current SJU visual guidelines. Could you please provide	Information on the SJU visual guidelines can be requested in this link:

		Specifications	us with the current SJU visual guidelines/ stylebook, as they are not to be found on your website?	<a href="http://www.sesarju.eu/newsroom/use-sesar-trademark-and-logo">http://www.sesarju.eu/newsroom/use-sesar-trademark-and-logo</a>
15	Global budget 16/11/2015	Specifications 3.3, value/volume	May we ask you to provide the breakdown of the global budget between the three lots, please?	Please refer to answer to question n.4 above
16	Draft Framework contract 18/12/2015	Annex 2.6 Draft Framework Service Contract	Are tenderers allowed to suggest alternative terms for consideration by Annex 6 Draft framework contract as provided in the tender documentation? If so, is there a preference for how such alternative terms should be presented?	<p>The terms of the draft framework contract (Annex 6 to the tender specifications) are standard and common to all contracts issued by EU bodies. In principle, no alternative is foreseen other than the options allowed therein.</p> <p>Please note letter point 9 of the letter of invitation to tender: <i>"Submission of a tender implies acceptance of all the terms and conditions set out in this invitation to tender, in the tender specifications and in the draft contract (...)"</i></p>
17	Case study Lot 3 07/01/2016	Case studies Annex 4 to the Specifications	<p>17.1 Case study Lot 3: No indication is given as to the country where the event has to take place. Do you expect us to make an assumption for the country (specific hotel...) or just suggest a general format without mentioning a specific location/hotel?</p> <p>17.2 Price list Lot 3: Some profiles of the list are "non-compulsory". As these will often be local (hostess, cleaning staff...), their unit price will vary depending on the country.</p> <p>Is it correct to understand that these "non-compulsory" prices will be binding in case of attribution?</p> <p>If yes, can we therefore leave them blank (provide only compulsory prices) and use assumptions for the case study?</p>	<p><u>Answer to question 17.1</u></p> <p>Please suggest a general format without mentioning a specific location/hotel.</p> <p><u>Answer to question 17.2</u></p> <p><b>Please refer to answer to question 8.2 above.</b></p> <p><u>Answer to question 17.3</u></p> <p><b>Please refer to answer to question 7.2 above.</b></p> <p>The cost breakdown of the case study shall be coherent with the prices proposed in volume 3 financial offer.</p>
18	Case study Lot 3	Case studies	After having visited the website <a href="http://www.sesarju.eu">www.sesarju.eu</a> , we have noticed that the event taking place from	<u>Answer to question 18.1</u>

	08/01/2016	Annex 4 to the Specifications	<p>Tuesday, 14. June 2016 to Thursday, 16. June 2016 in Amsterdam and named “SESAR 1 – Closure event” shows some similarities with the Case study – Lot3. With that in mind::</p> <p>18.1 Could we take the online draft agenda as a reference for our proposal?</p> <p>18.2 Could we base our proposal on this event?</p> <p>18.3 Budget-wise for the case study, as mentioned in your briefing, we will prepare a proposal for a budget (excluding venue rental)– but could you please specify if we have to include catering, room rates for participants, entertainment, Networking dinner and AV equipment</p>	<p>A general format should be proposed based on the specifications outlined in the case study. Any events on the SJU website may be used a source of inspiration.</p> <p><u>Answer to question 18.2</u></p> <p><b>Please refer to answer to question 18.1 above.</b></p> <p><u>Answer to question 18.3</u></p> <p><b>Please refer to answer to question 17.2 and 8.2 above.</b></p>
19	<b>Brand guidelines</b> 11/01/2016		We require the SESAR brand guidelines	<p>The Corporate ID is available on our website:</p> <p><a href="http://www.sesarju.eu/newsroom/use-sesar-trademark-and-logo">http://www.sesarju.eu/newsroom/use-sesar-trademark-and-logo</a></p>
20	<b>NEW!!!</b> <b>Submission of a new tender</b> 15/01/2016		<p>Our company has already submitted our proposal for this Call for tender, for Lot 3 “Event Communications” [...]there is 1 document missing in our tender: we didn’t included the new completed staff form (Annex 3).</p> <p>We would be grateful if you could let us know how we can solve this problem.</p> <p>Should we submit a complete new proposal or can we add an addendum (Completed staff form) to our proposal?</p>	<p>You are free to submit a new tender keeping in mind the deadline of the 20 January 2016. Should you decide to submit a new tender, please indicated in the letter of invitation to tender which one of the two tender is the valid one.</p> <p>Please note that in order to be considered for the evaluation, tenders need to be complete, as per the requirements set in point 7 of the letter of Invitation to Tender. The SJU will not evaluation parts of different tenders.</p>