



**S2R.18.OP.04: Provision of integrated information and communication campaigns, event organisation and public affairs services**

**QUESTIONS AND ANSWERS (section 3.2 of the invitation to tender)**

**Open Procedure - S2R.18.OP.04  
03/07/2019 (version 5)**

*NB: in order to respect the confidentiality between the interested parties, questions submitted and answers provided must be written down in an anonymous way. Therefore, the S2R JU reserve the right to modify the question submitted by the interested parties or delate the parts are not consider to be written in an anonymous way.*

	<b>QUESTION</b>	<b>ANSWER</b>
1.	Can you provide an indication of the average number of events, of each type, that contractors would be expected to support on an annual basis?	<p>The number of events planned will depend on the year. In 2020 for example, we have six events already planned (more possibly to be confirmed at a later stage). Out of these six events, three are major events. Two of these major events are biennial (<u>InnoTrans</u> and <u>Transport Research Arena</u>), which fall in 2020, making this a peak year for events. It means that in 2021 these events will not take place, but will take place again in 2022.</p> <p>With regards to the types of the event, these can range from organizing an exhibition stand at an external fair to the organization of a Shift2Rail conference and related networking activities for 300+ participants. Examples of two medium-sized events (with 100+ participants) we have</p>



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		<p>organized this year include the <a href="#">Shift2Rail 2019 Info Day</a> and the <a href="#">#HydrogenTrain workshop</a>.</p>
2.	<p>Could you please clarify whether there is a word limit or a maximum number of pages for the technical offer?</p>	<p>We confirm that there is neither a limitation in the number of pages nor in the number of words for the technical offer. The same rule apply for the case studies presentation (section 2.6 of the tender specifications). Nevertheless, tenders must be presented following the structure and content indicated in section 6 of the tender specifications and include all documents requested.</p>
3.	<p>We would like to request the following clarifications with regards the tender price schedule (annex V of the tender specifications): Section II. Event Organisation - Line 149: <i>Management of travel and accommodation for participants and speakers</i>. Could you please clarify whether this cost should include the management of hotel/travel arrangements only, or also include the actual cost of the hotel/travel bookings, in addition to the cost of their arrangements? Could you please clarify whether the unit 'person' should be read 'person/day' or should it be considered a lump sum?</p>	<p>This item is linked to the services requested in section 2.3.1 (Preparation of the event) of the technical specifications, in particular <i>“providing all logistical support for the event, including shipping of materials and the organisation of travel for S2R staff and other participants as requested”</i>. In particular, only participants and/or speakers whose travel and accommodation is requested to be organised by the contractor must be included in the column D (“cost per unit”) as a fee for the management of those services (e.g.: fees for the provision of a list of the most economic hotels near to the event’s place, hotel reservations after the choice made by the participant, etc.). Therefore, costs to be paid for the hotel/travel bookings should not be included in the price as S2R JU only reimburse travel and accommodation of event participants in exceptional circumstances and following S2R JU specific rules, which will not be in any case</p>



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		<p>directly paid by the contractor or reimbursed by S2R JU to the contractor. As regards the “price per person”, we confirm that is a flat rate/lump sum per participant and/or speaker. This means that ONLY ONE PRICE PER PERSON has to be applied in lines 150 to 154 of the price schedule. In the course of the implementation of the framework contract (via specific contracts or order forms), the price indicated by the tenderer in the price schedule will be multiplied by the real number of participants of the respective event. For example, for an event of 150 participants, the price per person indicated in item “costs up to 200 persons” (line 153) shall applied and then multiplied by 150.</p>
4.	<p>We would like to request the following clarifications with regards the tender price schedule (annex V of the tender specifications) – Section II. Event Organisation, Lines 265-266-<i>Tower show case (0.50 x 2m) and Advertising tower (0.50 x 3.5m)</i>. Could you please confirm that the above two elements consist of the structure only of a display shower and that any additional element (screen/logo/image) requested to appear on the tower would be billed separately? Could you please confirm that the only difference between the above two elements is the height of the tower?</p>	<p>Please note that the two items represent different objects. The <i>Tower show case</i> is a transparent cabinet with shelves, where objects can be displayed, also know as a display cabinet. The <i>Advertising tower</i> is instead a tailor-made tower structure which can have four or more sides, and which can include printed or 3D content on them or an integrated screen. For the former <i>Tower show case</i> branding is not usual. However, for the <i>Advertising tower</i> we confirm that all additional design elements including the inclusion of printed logos/text/images, 3D content or an integrated screen would be billed separately.</p>



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5.	We would like to request the following clarifications with regards the tender price schedule (annex V of the tender specifications) – Section III. Public affairs services. The price list includes one line under that section for ‘Personnel costs’. Could you please specify the seniority level for this role?	This item of the price schedule must include the cost per unit (person/day) for the services not included in section I- <i>Horizontal staff and services</i> (lines 10 to 16). As regards the category, it is up to the tenderer to decide the category of staff and the price for the execution of those services.
6.	We would like to ask the following questions on the event management case study 1 (section 2.6.1 of the tender specifications): Event management. Could the contracting authority provide information on innovations that would likely be showcased at such events in the following months? Would it be possible to provide an idea of expected budget for such an event? In terms of overall visual identity for the stand, would this be the contracting authority branding or would it need to include the identities of members and other stakeholders? Could the contracting authority provide input on any brand hierarchy and expectations of the level of details needed at this stage?	Examples of innovations that could be showcased at such events (based on past ones) include : rail-related innovations in various formats ranging from video material, physical objects (also in motion), Apps, mock-ups, models, prototypes, virtual reality, a live webcast of a real scale demonstration etc. More information concerning innovations shown at our most recent large-scale event (InnoTrans 2018) can be seen here: <a href="https://shift2rail.org/innotrans-2018/">https://shift2rail.org/innotrans-2018/</a> . Concerning the budget, as stated in the case study (section 2.6.1) the tenderer is asked to propose an estimated budget (cost breakdown) using the prices they have indicated in its financial offer (“Price schedule”). There is no minimum or maximum budget, it is up to the tenderer to propose the budget it considers most appropriate for covering all the tasks and services that the tenderer must carry out for each case study (event management and graphic design). As indicated in section 2.6 and 5.5.1, the case studies have been drawn up solely for the purposes of the evaluation of the quality of the offer. Therefore the approach the tenderer will propose to achieving the objective described in the case



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		<p>studies (including the estimated budget) will be assessed during the evaluation of the quality of the offer, in particular criterion n° 3 (Analysis of the case studies). In terms of branding, Shift2Rail's visual identity should be prominent together with members' logos. Concerning the level of details required, please refer to section 2.6 where all elements to be included as part of the case study are listed.</p>
7.	<p>With regards to Annex IV.b (Tenderer's experience in the field of the contract), please could you clarify what information we are required to provide for 'Language (level in the Common European Framework for Reference for Languages)'?</p>	<p>The Annex IV is a summary of the information to be provided by the tenderer in the technical tender. As regards Annex IV.b (Tenderer's experience in the field of the contract), the tenderer must indicate the "English level" the tenderer has in accordance with the Common European Framework for Reference for Languages: <a href="https://europass.cedefop.europa.eu/sites/default/files/cefr-en.pdf">https://europass.cedefop.europa.eu/sites/default/files/cefr-en.pdf</a>, i.e.: A1 (Basic User), A2 (Basic User), B1 (Independent user), B2 (Independent user), C1 (Proficient user), C2 (Proficient user). As stated in section 5.3.3.1 of the tender specifications (<i>Criterion A4 - English language capacity</i>), the tenderer must prove capacity to work in English (C1 level in the Common European Framework for Reference for Languages ) and prove experience and capacity to draft and deliver excellent quality reports in English. In case of a consortia or joint tender is the combined capacity of all members of the group and identified subcontractors that will be taken into consideration. As an evidence, the tenderer must provide examples that at least</p>



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		two (2) projects delivered and successfully completed in the fields indicated in Criterion A1 must have been delivered in English at C1 level.
8.	Would it be possible to re-issue an updated version of Annex V (Final Offer), as the sections mentioned on the column "references to the relevant section in the tender specifications" do not correctly correspond to the sections of the Tender Specifications document? (e.g. there isn't a section 2.1.1.1. but it's mention on Annex V)	The references to the relevant section of the tender specifications have been updated and the wording of the profiles indicated in section 5.3.3.2. (Capacity of the team proposed by the tenderer delivering the service) has been aligned with the Price schedule (e.g.: in row 131 the profile "event manager" is replaced by "event's organiser"). An updated version of the Price schedule (Annex V) has been published in our website.
9.	In Annex V (Price schedule), under "Horizontal Staff and Services" is mentioned "National correspondents for communications services" and "Coordination of National Correspondents/Campaigns". Could you please provide a definition for these categories of staff and services?	The national correspondent is the person assigned to take care of communication services in a particular country. Coordination of National Correspondents/Campaigns refers to the person who coordinates all national correspondents/campaigns across countries.
10.	In Annex V (Price schedule), is indicated (under section DIGITAL COMMUNICATIONS, Web design and maintenance) <i>Antivirus</i> services (row n°115). Does the Unit Price relates to a monthly or yearly fee?	It is a monthly fee for anti-virus maintenance to ensure protection from documents coming from users (see also section 2.2.2.4.3 of the tender specifications).
11.	In Annex V (Price schedule), is indicated (under section DIGITAL COMMUNICATIONS, Web design and maintenance) - <i>hosting of the system services (including servers and all support activities</i>	It is a monthly fee for the website hosting & website maintenance and content management of the S2R JU websites. For more details please read section 2.2.2.4 of the tender specifications.

	<i>required</i> ) (row n° 116). Does the Unit Price relate to a monthly or yearly fee?	
12.	In Annex V (Price schedule), is indicated (under section DIGITAL COMMUNICATIONS, Web design and maintenance) is indicated in row 123 - <i>Update of the mobile version of the website (includes concept in English, layout, design, deployment)</i> . Is this related to the full mobile version of the website?	We confirm that price should include all the tasks related to the full mobile version of the website.
13.	Concerning Annex IVc (capacity of the team proposed by the tenderer), if we include two different people/profiles for the contract manager position, do we need to submit CVs for both contract managers proposed?	As stated in section 5.3.3.2 of the tender specifications Criterion B1. – Contract Manager), the tender must include the curriculum vitae of the Contract Manager proving the professional experience and in a Europass format ( <a href="http://europass.cedefop.europa.eu">http://europass.cedefop.europa.eu</a> ). If the tenderer decides to provide the profile of two or more Contract Manager, the curriculum vitae of all of them must be provided.
14	Could you please confirm that in section 5.3.3.2 of the tender specifications (Capacity of the team proposed by the tenderer delivering the service) the Contract Manager, the Event’s organizer and the EU Data protection specialist may be the same person?	We confirm you that the Contract Manager, the Event’s organizer and the EU Data protection specialist could be the same person. Nevertheless, the person should meet all the minimum level of educational, professional experience and English language knowledge indicated in section 5.3.3.2 for those profiles (i.e.: overall minimum years of experience and minimum years of experience in the field of the contract) and provide the evidence requested (i.e.: curriculum vitae of the Contract Manager and Annex IVc-



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		<p>(technical and professional capacity template -Capacity of the team proposed by the tenderer/delivering the service) duly completed and signed.</p> <p>If the person proposed does not meet all the minimum levels of the “combined profiles” the tenderer will be rejected and therefore will not be considered for the next steps of the evaluation process. The Contracting Authority reserves the right to request any additional information including CVs and proofs for the statements by requiring e.g. copies of diplomas, qualifications or proofs for specific experiences.</p>
15.	<p>We notice in the updated Price Schedule template that was published on 28/06/19, cell D287 ‘Personnel cost’ is locked a part of the protected sheet whilst it wasn’t in the previous version of the template. Could you please clarify if this cell should be filled in?</p>	<p>The row D287 (Personnel cost) has been unlocked and an updated version of the Price Schedule has been published. Tenderers must fill all the items in column D of the excel table (Cost per unit in euros) except the cells that are filled-in automatically.</p>
16	<p>We would like to request the following clarifications with regard to the tender price schedule (annex V of the tender specifications) – column "Reference to the relevant sections in the tender specifications". It seems that chapters mentioned do not correspond to the relevant sections as in most of the case we cannot find those sections (2.1.1.1. ) or the sections corresponds to contents which are not related to the corresponding product services (for instance . Could you please confirm if there have been a typo/mistake or is our understanding not correct?</p>	<p>Please refer to answer to question 8. The references in the price schedule to the relevant section of the tender specifications have been updated and a revised version of the Price schedule has been published.</p>



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17.	We cannot find correspondence between the profile of Communication planner/strategist (as mentioned and described at chapter 5.3.3.2 "capacity of the team proposed by the tenderer delivering the service") and the profiles listed in the price schedule as this profile doesn't appear in the list. Could you please clarify if it has to be considered the same profile as the communication campaigns manager?	Please refer to answer to question 8. The wording (i.e.: titles) of the profiles indicated in section 5.3.3.2. (Capacity of the team proposed by the tenderer delivering the service) have been aligned with the title of the profiles indicated in the Price schedule. A revised version of the Price schedule has been published.
18.	We cannot find correspondence between the profile of EU Data protection specialist (as mentioned at chapter 5.3.3.2 "capacity of the team proposed by the tenderer delivering the service") and the profiles listed in the price schedule. Could you please clarify if we should consider this profile among some the ones listed in the price schedule or could you please provide us with an updated price schedule with the inclusion of some other profiles?	Not all the profiles indicated in section 5.3.3.2 (selection criteria "capacity of the team proposed by the tenderer delivering the service") of the tender specifications has been included in the Price schedule (annex V). The reason is that different profiles could be delivered by the same person (e.g. the "Contract Manager" can be also the "EU Data protection specialist") in order to meet this selection criteria. See more explanation in answer to question 14. However, not all the profiles indicated in the Price Schedule have been included in the minimum number of profiles listed in section 5.3.3.2. The reason is that some profiles (e.g. national correspondents for communication activities) not requested to be included in the tenderer's team could be requested to the contractor during the implementation of the contract in order to deliver the services indicated in the tender specifications (e.g.: relations with the Press).



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19.	<p>Could you please clarify if you expect that only one contract manager should be considered in the overall work team? Could you please clarify exact roles and responsibilities of the Project Manager? The question arises as it seems that only one Contract Manager should be appointed but the description states that s/he should also manage all the assignments and be the main contact point with S2R JU (Chapter 2.10.1. Contract management: A contract manager should be assigned to manage assignments and respond to S2R JU requests"). In our understanding, given the characteristics and the workload envisaged, we consider that there should be more profiles managing the assignments and being thus the contact points for specific assignment with S2R JU (in addition to the contract manager) but there is no clear indication about this interpretation. Could you please clarify if the contract manager should be the main contact point also for specific assignments and not only for the contract management?</p>	<p>We confirm that the contract manager shall be the main contact point with the S2R JU and will be in charge of overseeing the overall contract and related project activities. The roles and duties of the contract manager are detailed in section 2.10.1 of the tender specifications. As regards the number of contract managers, as stated in section 5.3.3.2 of the tender specifications (Capacity of the team proposed by the tenderer delivering the service) the minimum number to meet the selection criteria B1 (Contract Manager) is at least one. Nevertheless, the tenderer can propose more than one profile. We remind you that the availability and involvement of the contract manager, the interaction and coordination with the team proposed by the tenderer and subcontractors (if applicable) will be assessed during the evaluation of the quality of the offer (quality criteria 2- "Contract management").</p>
20.	<p>Could you please also clarify exact roles for the communication planner/strategist?</p>	<p>The communication planner/strategist is expected to be at manager level. This person's role includes the coordination and overall oversight of all communication operations of the team they are working with. This means coordinating all communication activities and performing a final quality check before delivery.</p>



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21.	<p>Could you please clarify the difference between the profile of Events Manager and Project Manager as listed in the Model Financial offer Form, under Annex V. Event Organisation (preparation of the event and follow up) as the mentioned references to the relevant sections in the tender specifications seem not corresponding to the relevant sections?</p>	<p>Please refer to answer to question 8. The title of the profile “event manager” has been replaced by “event’s organiser” in the updated version of the Model Financial offer Form (Price schedule).</p>
22.	<p>Referring to the Price Schedule, we would like to receive some clarifications:</p> <p>1) rows 34 and 35 "four colour printing of a brochure": we would like to highlight that the matt version could be only 115g/m<sup>2</sup> and not 120g/m<sup>2</sup>. Is it possible to consider this solution?</p> <p>2) rows 38 and 39 (business cards and greeting cards): could you please specify the type of paper?</p> <p>3) row 40 (envelops): could you please specify the characteristics of the envelope (strip seal, window, etc.)?</p> <p>4) transportation: in order to quote transportation (rows 45-47 and 147-150) we would need to know the weight of the items to be transported</p> <p>5) row 66: could you please specify the size of the portfolio case?</p>	<p>1) We confirm that a difference of 5g maximum is possible.</p> <p>2) Row 39: business cards: 285g/m<sup>2</sup> and Row 40: Greeting cards: 300g/m<sup>2</sup>.</p> <p>3) Row 41: strip seal envelopes</p> <p>4) Rows 45-47 and 147-150: Regarding transportation costs we are aware that in order to give an accurate estimation you would need to know the weight of items, but for that matter you would also need to know other details such as the destination, timing etc. all of which could impact the price. These details will change according to needs, so therefore for the purposes of this price schedule we ask you to indicate the unit price for m<sup>3</sup>/km.</p> <p>5) Row 66: Portfolio case: 33 x 27 cm.</p>



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<p>23. Please could we request answers to the following clarification questions related to the Price Schedule :</p> <ol style="list-style-type: none"> <li>1) Line <i>“Services related to the publication as per para 2.1.2. a, per publication. Paragraph 2.1.2.a cannot be located in the Terms of Reference. Could you please clarify the services covered by the above line?</i></li> <li>2) Line <i>Update of web feature text in English, per unit. Could you clarify what is understood by web feature and the difference with the web text?</i></li> <li>3) Line <i>“Creation of new web text (includes writing of the text in English), per webpage. Could you clarify the maximum length of a webpage ?</i></li> <li>4) Lines <i>“Development of new simple feature/service (includes concept in English, design, development and implementation on the website) and Development of new complex feature/service (includes concept in English, design, animated graphics, animation and development and implementation on the website). Could you provide examples of a simple feature/service as opposed to a complex feature/service?</i></li> <li>5) Line <i>Duplication of DVD-R, four-color process printing of label and sleeve, Unit. Could you confirm that no price should be indicated next to this line but only next the three following ones: Fewer than 100 copies, 100-299 copies, 5000 or more?</i></li> </ol>	<ol style="list-style-type: none"> <li>1) An updated version of the Price Schedule has been published where section 2.1.2.a is no longer mentioned. The correct correspondence of this item is section 2.2.1 (strategic communications) of the tender specifications.</li> <li>2) A web feature can include any element on the website which does not consist of text. Web text is written content on the website.</li> <li>3) There is no maximum length to be specified.</li> <li>4) Simple features could include website buttons/icons etc. whereas a more complex feature, as already mentioned in the Price Schedule could be an animated graphic etc.)</li> <li>5) We confirm that Row 98 requires an average lump sum price per unit, independently of the copies, whereas rows 99, 100 and 101 requires a price depending of the number of copies indicated.</li> </ol>
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24.	<p>Case Study 1. As the price list contains more profiles than those listed under 5.3.3.2, should the case study 1 on events include the CV of any additional profiles not foreseen in 5.3.3.2 i.e. technician, secretary, reception staff?</p>	<p>Please see answer to question 18 above. There is no need to include in the tender the CVs of any additional profiles not foreseen in section 5.3.3.2 but the tender can include them if the tenderer consider pertinent for the approach proposed in the case study. For the cost breakdown tenderers should use the prices they have indicated in its financial offer (“Price schedule”) indicated in Annex V (column “Cost per unit (€)”, including for the profiles proposed in the case study.</p>
25.	<p>At line 42 (Services related to the publication as per para 2.1.2.a) of the updated Price Schedule published on 28/06, the reference to the Tender specifications (ToR) has been updated to 2.2.1. Section 2.2.1 of the ToR links to the following paragraph: 2.2.1. Strategic communications:</p> <ul style="list-style-type: none"> <li>•Developing specific communications strategies, identifying and mapping target audiences (for example, general public, Rail experts, policy makers, press and media) and their needs, developing messages, proposing appropriate communications and promotional materials and channels for dissemination;</li> <li>•Measuring the impact and effectiveness of the content developed regarding the target audiences and adjusting the strategies based on the results.</li> </ul> <p>However, Line 42 of the Price Schedule refers to services related to publication and the unit is ‘Publication’. Could you please clarify whether Line 42 is supposed to cover the development of a communication strategy and the measuring of its impact and</p>	<p>The services requested in Line 42 of the Price Schedule have been updated to ‘Services related to strategic communications as per section 2.2.1. of the Tender Specification and is based on a lump sum price. An updated version of the Price Schedule has been published.</p>



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	effectiveness, as developed under Paragraph 2.2.1 of the ToR? If so, should we consider the unit is a lump sum for these services?	
26.	With regard to the tender in the subject, could you please clarify whether the "existing graphic interactive map" mentioned at page 11 of the tender specifications is online on the S2R JU website? Is it the members' map or is it another map?	This refers to the interactive map of Shift2Rail's 12 capabilities, available here: <a href="https://shift2rail.org/capability/">https://shift2rail.org/capability/</a> . However, there is also indeed a less complex interactive map currently used on our website to display our members, and indeed this may also need updating in the future.
27.	Referring to the Price Schedule, we would like to receive a clarification: row 98 (Duplication of DVD-R, four-color process printing of label and sleeve) seems to be a general description of the items to be quoted in the following rows (99-101). In this case no quotation should be given. Is this interpretation correct?	See answer to question 23, sub-question 5) above.



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28	Referring to the Price Schedule, could you please clarify the item 42 (services related to the publication as per para 2.1.2 a)?	See answer to question 25 above.
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