

Call for tenders 2015/S 236-427113 for contract EEAS-484-DELJPNT-SER-DIR

Questions and Answers

The Delegation of the European Union to Japan has received questions related to the Tender Specifications of 'Call for Tenders EEAS-484-DELJPNT-SER-DIR'. For the purpose of transparency and fairness, below are the answers to the questions. For information: figures in the questions refer to paragraphs in the published Tender Specifications.

3.1 last paragraph, page 4: 'once final version....other contractor': what are the quantified specifications of the Delegation in regard to timing from receipt till publication online (eg: within 1 to 3 working days?)

In principle, the contractor is expected to carry out all tasks explained in 3.3.1 a) -c) of the Tender Specifications, swiftly on average within one working day with regard to articles in all EU MAG sections except for the 'feature section', for which two working days are acceptable. Some articles may contain visual materials that require complicated formatting work, in which case the contractor is given such materials separately from the text well and in advance for them to have enough time for formatting. Articles cannot be uploaded until the Delegation approves the layout and formatting, which may take an additional working day.

3.3.2.c on page 6: does this requirement means that ONLY the CMS needs to be updated and not the EUMAG design in general?

The contractor is not expected to update the EU MAG design in general under the contract in question.

3.3.3.a on page 7: expected time frame of Social Media communication actions? eg same day as published article, next working day...?

In principle, the contractor is expected to make announcements as soon as possible within the same day or at the latest on the following working day.

3.3.3.d on page 7: does 'steer the performance of the magazine' include paid ads on external platforms and/or embedding of EUMAG articles on external online magazine platforms or merely a steering via technical solutions within the present EUMAG structure?

"Paid ads on external platform" is not required unless it is done on the contractor's own cost, whereas embedding of articles on external online magazine platforms can be encouraged if done without making the Delegation bear any additional cost.

3.3.4.b on page 7: 'at short notice': can this be a bit more quantified (eg within 1-2-3 working days)?

In few very exceptional emergency cases, the contractor may be asked to be available for a meeting within the same day. But in other cases, the contractor would receive at least a couple of days' notice.

6.1.1. (methodology) page 11: can you please specify and quantify 'at short notice by the Delegation or the Content Provider), (eg: within 4 working hours, within 1-2 working days), how about requests outside normal working hours (eg after 18h on weekdays) and weekends/holidays?

In principle, the contractor should be reachable during working hours via e-mail or phone, and should respond to requests referred in the said part of the Tender Specifications within 4 working hours. The contractor is not required to work outside of the normal working hours (e.g. 9h-18h) nor during weekends/holidays except in such special cases where advance agreement with the Delegation is made upon the Delegation's request.