

# EEA and Norway Grants

## Digital communication services

Questions and Answers

19 February 2019

- 1. Page 5 of the *Tender instructions*, you are requesting the tender answer to be of 50 pages maximum. Are the itemized budgets, CVs, and supporting documentation (VAT, taxes...), including in the 50 pages?**

The tender should be maximum 50 pages, excluding annexes. Any examples or references presented can be attached as a separate annex. Itemised budgets, CVs and supporting documentation can also be attached as annexes.

- 2. Tender delivery. We have well understood that the tender shall be delivered in electronic format, per email. Do you have a preference for the format - One single pdf or several pieces (main document, annexes) and the delivery system (dropbox link, WeTransfer, email attachment?)**

The tender shall be delivered in electronic format, by e-mail to [rto@efta.int](mailto:rto@efta.int) with copy to [lwe@efta.int](mailto:lwe@efta.int). There are no requirements for the format proposal other than the structure laid out in Section 3 of the tender instructions. The bidders are encouraged to submit one pdf (including annexes) but several pieces (main document and annexes) will also be accepted, as well as bids sent through an online file transfer software (WeTransfer, etc.)

- 3. Can you please clarify how many contractors are you seeking to hire for the Framework contract? Top sentence of page 1 of the *Terms of reference* is referring to "one - three contractors (...)"**

The Financial Mechanism Office seeks to hire one, two or three contractors under the Framework Agreement.

- 4. Regarding the scope of services needed, it would be great to get some clarity on the specific scope, breadth and intensity of support. Do you require both strategy and arms and legs support in implementing the range of tactics?**

Yes, we are seeking a contractor that will provided us strategical recommendations and consulting, as well as tactical support and execution.

- 5. Is ongoing community management of the social media channels foreseen for the length of the project?**

No, ongoing community management of the social media channels is not foreseen. The Financial Mechanism Office is seeking a contractor to provide tactical and strategic support and consulting to next-level our social media channels.

**6. Is the support required for one internal EEA comms team or various different internal comms teams?**

The support is required for one internal communication unit of the Financial Mechanism Office. According to the Technical specifications, the contractor shall provide, occasionally and upon request from the communication unit, training, coaching and presentations to our stakeholders, in order to better use our network to amplify our digital activities.

The Contractor shall cooperate with the [www.eeagrants.org](http://www.eeagrants.org) service provider as required to ensure successful deployment of all campaigns on our website. The main contact point for the contractor will nevertheless be the officer in charge of the website at our communication unit.

**7. Would the 3 stand-alone creative projects noted (campaigns and video plans) be included in the total budget allocated for the contractor (i.e. max €500M/2 years), or would they be considered stand-alone projects on top of regular support, with additional budgets?**

According to the Price specification section of the Tender Instructions, an itemised budget (using the Annex II of the Terms of Reference) should be provided for the three examples of possible services requests under the Framework Agreement (i.e. max €500M/2 years). They are not considered as a stand-alone project on top of regular support, but possible services to be requested as part of the overall budget.

**8. According to the Tender Instructions, "In addition, an itemised budget (using the Annex II of the Terms of Reference) should be provided for the following three examples of possible service requests: [a list of three sample service requests follows]...". Shall we understand that this itemised budget is to be provided as the answer you are expecting in full or shall we understand that the itemised budget is part of a wider and fully developed case study for each of the three samples?**

The itemised budget for the three sample service requests (using the Annex II of the Terms of Reference) is the answer we are expecting. The itemised budget for these three examples is not part of a wider and fully developed case study for the three examples.

**9. Is the tender open to UK agencies?**

Yes, we have no geographical restriction in our tender. According to the Tender Instruction, "this procurement is an open call for tenders where all suitable entities are invited to submit tenders." However, please note that as stated in the tender instructions (section 3.6): "The tenderers should include information about workflows, flexibility to adapt to a changing workload, tight deadlines and evolving priorities. They should also refer to their ability to travel within the EEA and to meet in Brussels with short notice." ,as well as in the ToR (section 6.3): "*Meetings may take place at the FMO's Headquarters in Brussels, Belgium or at the premises of the Contractor, if located in Brussels, Belgium. The Contractor shall be able to act within the EEA and to meet in Brussels with short notice.*"

**10. What form (from a formal point of view) should elaboration of understanding of objectives / approach and methodology and technical solution have? (presentation, document other?) Or is it solely on our consideration? Can we prepare one document for all three parts or do we have to prepare one document for each part?**

The tender shall follow the structure of the award criteria listed in section 4 of the Tender Instructions. The tender should be maximum 50 pages, excluding annexes, examples or references presented. There are no specific requirements as to the form or the tender or the elaboration of the same.

- 11. You are requesting that the project manager assigned for the services shall prove a C1 level of English according to the CEFR. Can you please specify the type of proof you would like to receive? Our Project Managers are either English native or equivalent.**

The Financial Mechanism Office will assess the level of the Project Manager assigned for the services provided by evaluating the academic and professional background presented in the CV. In addition, the English proficiency of the Project Manager and main contact will be assessed (in addition to the self-evaluation of the language knowledge presented in the CV) when the pre-selected candidates present a case study in person at the FMO at a later stage.

- 12. What is considered to be proof of C1 English level in accordance to the tender?**

Please, see answer provided in question 11.

- 13. I am a self-employed communications consultant and I usually partner up with two other companies to undertake complex and or multimedia projects. I have seen that one of the requirements is to present "Documentation showing that the company is registered in a) a public register of enterprises, b) tax and c) VAT (mva) certificate from relevant authorities". Considering that I'm self-employed, and that I do not have a company per se, I can only show my VAT registration number. I am not however registered in a public register of enterprises and consequently there is no tax company number.**

As specified in the tender instruction, there is no restriction regarding the eligibility or the composition of the bidder. However, please be advised to study the tender documentation carefully, and assess whether the compliance with the award criteria could be adequately met considering all the requirements listed in the tender documentation.

- 14. Is there an incumbent agency contractor for part or all of the remit in this tender? If so, what about the relationship has worked well and less well, and why are you seeking a new partner?**

Yes, there are several contractors we work with for separate projects. The Financial Mechanism Office (FMO) is seeking a new contractor because we want to establish a Framework Agreement that enables us to work in close cooperation with one digital communication agency, which can respond to all our communication needs in the coming two years. In addition, we expect to focus our communication efforts in the digital world increasingly, which will require us to work closely with our new contractor.

- 15. Do you have any existing tools or technology that we should be aware of?**

The Communication Unit at the FMO uses tools such as Hootsuite -social media monitoring-, Drupal (please read section 3.2.2. *Graphic and web design* of the Terms of Reference for more information), Premiere Pro, InDesign, Photoshop, among others.

As indicated in the Terms of Reference, the contractor is expected to suggest tools available on the market that will maximise the communication work of the FMO. The review and approval tool or method used for the communication between the FMO and the contractor shall be user friendly in order to ease the communication and the rounds of feedback that each assignment will undergo.

- 16. Can you offer insight into your anticipated budget/effort % split of the three stated categories: social media strategy and monitoring, graphic and web design and audio-visual production?**

The budget/effort split of the services that may be requested under the three main areas included in the Terms of Reference would be, roughly:

- 3.2.1. Social media strategy and monitoring 20%
- 3.2.2. Graphic and web design 40%
- 3.2.3. Audio-visual production 40%

**17. Can we assume that the €500k stated two year budget does not include digital media spend?**

Yes, digital media spent shall be part of the overall budget of the tender.

**18. Should we also ultimately plan for the £500k budget to include reimbursable 3rd party costs (e.g. tools, fonts, stock imagery/video, travel etc.), or will incremental investment be allocated for these?**

As indicated in page 5 of the Terms of Reference, the Contractor should purchase any kind of illustrations, such as stock photos and videos, when required. Such purchases would form a part of the contract and would be reimbursable. All purchases require FMO's approval.

As indicated in section 7. *Price specification* of the Tender Instructions, the estimated costs for the travel, subsistence and accommodation expenses to carry out any of the services listed under the Terms of Reference that require traveling will be reimbursed in accordance with Annex A and Annex B. The FMO will not reimburse the costs incurred for coordination meetings in Brussels.

**19. Can you offer a view of the expected number of deliverables/campaigns for the two year period?**

We will run two maximum 360 digital campaigns per years. The deliverables will have to be adapted according to size and expectations of the campaigns.

**20. It looks like the overall Euros 500k two year budget is to cover the one to three contractors you are looking to hire i.e. the budget would stay the same, regardless of the number of agencies hired. Assuming this is correct, please could you advise whether you have a preference to work with one or several agency partners on this scope and the criteria that will need to be met to win the contract exclusively.**

The budget shall not exceed 500.000 EUR for the two-year Framework Agreement. The budget will be the same, regardless of the number of contractors we select (one – three) under the Framework Agreement.

Ideally, we would prefer to work with only one agency that shall be able to provide all the services included in the Terms of Reference.

Please, read section 4. Award criteria of the Tender Instructions for more information about the criteria that needs to be met.

**21. Are you specifically looking for one agency to cover all three activities or can we pitch for one (or two) in particular? We would then either partner with another agency either chosen by us or by yourselves to cover the third activity (in our case, this would be video).**

The FMO is ideally looking for one sole agency to cover the three main services listed under the sections 3.2.1. Social media strategy and monitoring, 3.2.2. Graphic and web design and 3.2.3. Audio-visual production. Depending on the capacity of the submitted tenderers to provide full or partial coverage to the services included in the Terms of Reference, the FMO might decide to select one, two or three contractors.

**22. Is it also possible to do just the digital web part?**

Please, refer to the answer provided for question 21.

**23. Who is the target audience?**

Please, refer to section 2.3. *Target audiences* of the Terms of Reference. For more information about the organisational setup of the EEA and Norway Grants, refer to Annex I of the Terms of Reference.

**24. Is there an example or benchmark of a company with the level of digital communication they're looking for?**

No, the FMO is ideally looking for one sole agency to cover the three main services listed under the sections 3.2.1. Social media strategy and monitoring, 3.2.2. Graphic and web design and 3.2.3. Audio-visual production.

**25. Should we consider both internal and external communications?**

The majority of the services requested will fall under external communication.

**26. Do you currently run any ads or omni-channel communication strategies and marketing?**

Yes, we run ads on Facebook and Instagram for certain posts.

**27. Have you any data or insights to share your current communication situation?**

The FMO will share the data and insights with the agency or agencies we select at a kick-off meeting, which will take place soon after the selection.

**28. In the tender instructions document under section '7. Price specification' it is stated that costs incurred for coordination meetings in Brussels are not to be reimbursed. What exactly is understood as a coordination meeting and how often do these take place?**

The FMO seeks to establish a close relationship with the Contractor in order to work in close cooperation with the team proposed for each assignment. Therefore, it is expected that the Contractor is available on extremely short notice to be present at the headquarters of the FMO (Brussels) or to accommodate the FMO's visit to the Contractor's office to ease meetings and workflows. We expect meetings in person to take place approximately once a month in Brussels. Video conference or Skype meetings are expected to take place once a week, approximately.

**29. What is the reason to have a tender now?**

The FMO will increase its digital communication in the coming months and years. To make this possible, we need a new contractor to work in close cooperation with us. In addition, 2019 marks the anniversary of the European Economic Area agreement and the communication efforts and needs will increase considerably throughout this year.

**30. We see that copy is not included in the tender, do you have an in house copywriter or existing contractor for this? We would like to include copy as a service in our offering.**

The printing services are carried out by other external service providers we work with. Nevertheless, the focus of this tender and the services that might be requested are digital rather than print. Thus, there is no need to include print as a services of our tender.

**31. Do you have information available about your social channels in terms of visitors, engagement, etc. that you can share when we start our collaboration?**

Please, refer to question 27 for more information.

**32. Is it possible for us to get access to your social media channels when we start working together?**

Yes.

**33. What does the scope of work for the microsite(s) entail?**

The microsite will be solely dedicated to the campaigns we carry out throughout the years, which will be approximately two. The scope of the work for the microsite will be similar to the one you can see in the [No Hate Speech campaign](#) we carried out in the past.

**34. We see you do digital marketing in house, what is the reason for this? What we mean to say is that we also do campaign management and media buy-in in-house and have experienced that it's often effective to keep it together. For both the implementation of the campaign and the monitoring during. This something we'd like to incorporate in our tender. As your document states this will be done by your office we were curious to know why this is.**

The communication unit has done digital marketing in-house so far as we did not have an agency to support us with this service. For the implementation and monitoring of future campaigns we will work closely with the selected agency, both during the development and implementation of the campaign and the monitoring phase.