

Call for tenders – BH4648/2020/13

Purchase of communication and visibility services in the framework of the joint European Union/Council of Europe programme “Horizontal Facility for the Western Balkans and Turkey 2019-2022”

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Q1: Are the providers required to give a creative solution/proposal for every individual Order, after which the Council chooses which provider receives the Order based on the criteria listed in the Tender file, or is a specific Order given to a specific provider based on the initial application the provider provides when applying for the Tender, based on the Council’s review of the provider’s qualifications for that specific Order? (Section C – Pooling)

A1: An Order Form will be sent to a specific provider based on the initial application submitted by the provider to the call for tenders and the assessment of the provider’s qualifications for that specific Order. The Council of Europe will inquire in advance about the availability of the selected supplier to provide the services defined in the Order Form within a given deadline.

Q2: “Outline of the visibility and communication concept elaborating the approach to be used with regards to the HFII programme;” - Are the applicants required to provide a complete creative concept (from idea to design and implementation strategy) a sort of “pitch” to the Council regarding the HFII programme? If so, is there a brief outlining the programme’s strategy and goals, so that we are able to provide a tailor made creative concept? If this is not the requirement, could you please provide us with further specific information as to what is expected under this point? (Section F- Documents to be provided)

A2: Bidders are required to provide a general outline of the suggested visibility and communication concept elaborating the approach to be used with regards to the Horizontal Facility programme. It should present, but not necessarily be limited to, suggested target audiences, main communication messages for the themes covered by the programme, usage of the HF II slogan in communication products and activities, strategy for co-operation with the media and any other details explaining the communication approach. All important information about the programme, including its aims, Beneficiaries, actions and results are available on the [Horizontal Facility II website](#).

Q3: Can we apply only for one country?

A3: Yes, it is possible to apply for only one Beneficiary, taking into account your expertise and experience in that Beneficiary.

Q4: If not (possible to apply for one Beneficiary), the fee of 55.000 EUR is total for all markets for the period of 12 months?

A4: The threshold of 55,000 EUR is applicable to all services under the Framework Contract that will be provided within the duration of the Contract (as stipulated by the Act of Engagement, the Framework Contract shall be tacitly renewable on an annual basis, until 20/5/2022).

Q5: Can we apply also for both lots, PR and Digital and visual.

A5: Yes. Potential bidders are welcome to apply for the lots in which they fulfil the requirements.

Q6: The offer and supporting offer have to be signed, stamped or just electronic version in PDF?

A6: The Act of Engagement needs to be signed and stamped, but it is not necessary to send original items by post when submitting. Scanned versions (.pdf or .jpg) of the signed documents will suffice.

Q7: What does "the exclusion" mean?

A7: The exclusion level indicated in the Act of Engagement expresses the maximum price (daily fee for each deliverable) that the buying entity will accept. Any offers above this exclusion level will be declared inadmissible and excluded from the procedure.

Q8: "The Exclusion Level" for the Fee indicated in the Lot 2 on page 3 of the Act of Engagement varies between 120 and 200. Are those prices in Euros? We are intended to propose daily fees. Could you please clarify what the expected number of working hours per day is? In most cases, the daily fee is calculated based on the number of working hours.

A8: The prices indicated in the "Exclusion level" column are in Euros without VAT. A daily fee represents the fee to be paid for what is commonly accepted as a 'standard' day of work, namely 8 hours. Therefore, when calculating the fee for a deliverable based on the estimated number of days necessary for producing such a deliverable, this (working day=8 hours of work) is the reference figure to keep in mind.

Q9: For registration documents - is it enough to provide unofficial translation of Certificate issued by the Commercial Court Central Registry or the document should be translated by a sworn interpreter?

A9: It is enough to provide unofficial translation of registration documents. However, it is needed to submit also a scan of the document in the original language issued by the local authorities, to complement the unofficial translation.

Q10: Could you please clarify what does "exclusion level" mean? Does it refer to the maximum fee accepted? Also, could you clarify how should we calculate "daily fee"? Is it per person? How many working hours? For example, creating visual and video materials (including preparation of the synopses of materials, necessary filming/photo shooting, subtitling, post-production, etc) may require a team of several professions and hiring additional equipment (lights, sound, etc), so how do we calculate daily fee in this case?

A10: The exclusion level indicated in the Act of Engagement expresses the maximum price that the buying entity will accept. Any offers above this exclusion level will be declared inadmissible and excluded from the procedure. A daily fee represents the fee to be paid for what is commonly accepted as a 'standard' day of work, namely 8 hours. Therefore, when calculating the fee for a deliverable based on the estimated number of days necessary for producing such a deliverable, this (working day=8 hours of work) is the reference figure to keep in mind.

Q11: In the Act of Engagement document (on the fees page): what are the numbers that appear under the column 'exclusion level'? Are these any fee references? Do they need to be edited by the provided?

A11: The exclusion level indicated in the Act of Engagement expresses the maximum price that the buying entity will accept. Any offers above this exclusion level will be declared inadmissible and excluded from the procedure. The amount indicated in the exclusion level should remain unchanged in the document and should not be edited by the bidder.

Q12: In the Terms of reference document: (page 7, Section F. Documents to be provided): Does this point '*Outline of the visibility and communication concept elaborating the approach to be used with regards to the HFII programme*' apply also for Lot 2?

A12: The '*Outline of the visibility and communication concept elaborating the approach to be used with regards to the HFII programme*' applies also to Lot 2. However, the offers for Lot 2 should focus only on visual and multimedia aspects of the visibility and communication concept and elaborate on the forms of design and communication products to be used, visual elements, etc.

Q13: What is the threshold budget for one country (we would like to apply from Turkey) and one Lot for one year?

A13: There is no budget threshold for individual Beneficiaries, nor for the period of one year. The threshold of 55,000 EUR is applicable to all services under the Framework Contract that will be provided within the duration of the Contract and is applicable to all Beneficiaries.

Q14: And what will be the threshold budget for 5 months from 20/12/2020 until 20/05/2022?

A14: No budget threshold has been defined for the period from 20/12/2020 until 20/05/2022, as it will depend on the needs of the buying entity in that period.

Q15: In Act of Engagement, to fill “daily fee” column, should we think the duration as 365 days, one year?

A15: A daily fee represents the fee to be paid for what is commonly accepted as a ‘standard’ day of work, namely 8 hours. Therefore, when calculating the fee for a deliverable based on the estimated number of days necessary for producing such a deliverable, this (working day=8 hours of work) is the reference figure to keep in mind.

Q16: In Act of Engagement, what does “exclusion level” and 80, 500 mean at Lot 1?

A16: The exclusion level indicated in the Act of Engagement expresses the maximum price (daily fee for each deliverable) that the buying entity will accept. Any offers above this exclusion level will be declared inadmissible and excluded from the procedure.

Q17: Could you please clarify what is the exclusion level in proposed fee(s) in the box(es)? What does it indicate or how does it relate to the proposed fees?

A17: The exclusion level indicated in the Act of Engagement expresses the maximum price (daily fee for each deliverable) that the buying entity will accept. Any offers above this exclusion level will be declared inadmissible and excluded of the procedure.

Q18: We would like to know what does it mean unit fees mention in each box, if they are the reference prices where should we be based? They indicate the maximum price reference which it mean our price offer have to be lower that unit fee? (regarding the global price in Exclusion level mention in the box in the document ACT OF ENGAGEMENT, point A. Terms of reference/Table of unit fees)

A18: The exclusion level indicated in the Act of Engagement expresses the maximum price (daily fee for each deliverable) that the buying entity will accept. Any offers above this exclusion level will be declared inadmissible and excluded of the procedure.

Q19: Can you please elaborate your expectations in terms of receiving documentation for the following criteria:

- **Q19a:** Outline of the visibility and communication concept elaborating the approach to be used with regards to the HFII programme;
A19a: Bidders are required to provide a general outline of the suggested visibility and communication concept elaborating the approach to be used with regards to the Horizontal Facility programme. It should present, but not necessarily be limited to, suggested target audiences, main communication messages for the themes covered by the programme, use of the HF II slogan in communication products and activities, strategy for co-operation with the media and any other details explaining the communication approach. All important information about the programme, including its aims, Beneficiaries, actions and results are available on the [Horizontal Facility II website](#).
- **Q19b:** Capacity to meet the deadlines indicated in the Act of Engagement;
A19b: By signing the proposed Act of Engagement, the bidders express their availability within the duration of the contract. Having in mind that this procedure will result in a framework contract with a pool of suppliers, the Council will check the availability of the selected service provider prior to each requested service stipulated in the Order Form.
- **Q19c:** Capacity to adapt to the context;
A19c: Communication needs and styles of communication largely depend on the reality in the field in individual Beneficiaries, therefore the ability of the service provider to offer proper communication proposals and solutions need to be in line with the needs of the respective Beneficiaries.

Q20: A financial offer weighing 30% has been mentioned, too. Is this another offer to be prepared for each Lot, or the fees listed under AoE are sufficient and subject to the financial criteria?

A20: It is not required to submit separate offers for each of the Lots. Fees listed in the Act of Engagement are sufficient and subject to the financial criteria.

Q21: We're aiming to apply for Kosovo coverage, only. Is physical presence (in Kosovo) of proposed experts a must?

A21: Physical presence of the proposed experts is not a necessary requirement for any Beneficiary. However, it is necessary to demonstrate the expertise and experience of the experts who are proposed to be engaged in respective Beneficiaries.

Q22: Terms Of Reference gives information on the background of the programme. However, we would really appreciate it if we could have more information on one of the documents to be provided, specifically about point four - ***Outline of the visibility and communication concept elaborating the approach to be used with regards to the HII programme***. We would like to know, if possible, do we need to focus specifically in one of the themes covered by the Horizontal Facility, such as ensuring justice, fighting economic crime, discrimination and freedom of expression? Or should we present a proposal based on a general concept of awareness and informative campaigns?

A22: Bidders are required to provide a general outline of the suggested visibility and communication concept elaborating the approach to be used with regards to the Horizontal Facility programme, covering all thematic areas. It should present, but not necessarily be limited to, suggested target audiences, main communication messages for the themes covered by the programme, use of the HF II slogan in communication products and activities, strategy for co-operation with the media and any other details explaining the communication approach. All important information about the programme, including its aims, Beneficiaries, actions and results are available on the [Horizontal Facility II website](#).

Q23: How do we communicate which country(s) we are applying for under a specific Lot?

A23: Bidders can make a note in the tendering documentation and/or the e-mail containing the tender proposal which Beneficiary they are applying for under a specific Lot. In addition, demonstrated expertise and experience in the tender proposal will serve as an indicator on Beneficiaries in which the bidder can be engaged on an as needed basis.

Q24: Does applying for two Lots means sending two separate tender applications?

A24: It is not necessary to send two separate tender applications when applying for two Lots. The tenderer declares that they submit a tender for one or both Lots by ticking the box(es) corresponding to the Lot(s) they tender for (please see Act of Engagement, section A. Terms of references/Table of unit fees).

Q25: If we plan to apply for both lots, do we have to present two concept outlines, one for each lot?

A25: It is not necessary to present two *Outlines of the visibility and communication concept elaborating the approach to be used with regards to the HFII programme* when applying for both Lots. It shall suffice if the bidder wishing to apply for Lot 2 focuses in the Outline also on visual and multimedia aspects of the visibility and communication concept and elaborate on the forms of design and communication products to be used, visual elements, etc.

Q26: In the table listing unit fees, there is a column titled "exclusion level". What does this refer to?

A26: The exclusion level indicated in the Act of Engagement expresses the maximum price (daily fee for each deliverable) that the buying entity will accept. Any offers above this exclusion level will be declared inadmissible and excluded from the procedure.

Q27: Based on the TOR, we have to present proof of company registration. Do these documents have to be translated in English? Does it have to be a notarised translation?

A27: It is enough to provide unofficial translation into English of the registration documents. However, a scan of the document in the original language issued by the local authorities should also be submitted, to complement the unofficial translation.

Q28: If the company applying for the tender is owned by private persons, do we need to list owners and executives?

A28: For all tenderers that are registered as legal persons, it is necessary to submit a list of all owners and executive officers. Please note that it has been defined in tender rules (please see Tender file, section A. Tender rules) that the tenderer must be a legal person. According to the tender rules, all forms of legal persons are accepted, including consortia.

Q29: And, just to confirm, in the table listing unit fees, are we supposed to list a price per unit? Considering that there are different types of content that can be created - press releases, short video animations, infographics etc. are we supposed to list them in this table, provide a separate list with prices per units or neither?

A29: Tenderers are invited to indicate their daily fee for each deliverable listed in the Act of Engagement by completing the table of fees. The number of days needed for the completion of each deliverable will be subsequently defined in each Order Form and therefore there is no need for creating a separate list with prices per unit.