Open Call for Tender No OC/004/2012/EIT PROC
Provision of digital telecommunications services

Below, a list of the questions received for this procedure and the answers provided by the EIT regrouped by topic:

Questions regarding the current website and digital presence

Question 1

Page 4 of Terms of Reference: Concerning the goal of reaching a better audience and the appropriate actions to be taken in order to achieve this goal: Does this point to optimizing the user experience on the EIT website(s), or does EIT also look for a new online marketing strategy?

Answer to question 1

Yes, it does, as outlined in page 5 of the Terms of Reference (expected results), the EIT expects the building of an effective strategy for the EIT's online portal.

Question 2

Page 4 of Terms of Reference: Concerning the digital communication target groups: Could you provide us with some examples for typical users from the education sector, the research sector, from investment sources and the international/global community? Who are these users, and what are their tasks? What are their interests and information needs regarding the EIT?

Answer to question 2

Referring to page 3 of the Terms of Reference, the EIT has created highly integrated structures, the so called KICs (Knowledge and Innovation Communities), which link higher education, research and business sectors to one another thereby boosting innovation and entrepreneurship. In practice, this means that it is difficult to define a typical user. Using the education sector as an example, the EIT's website should be equally targeted to students, professors, and/or higher education administrators interested in the activities of the EIT.

Regarding the interests and information needs of users this answer should not be considered exhaustive as the interests and need for information cannot all be listed. Using the education sector as an example, interested individuals may look for specific information relating to education programmes run by the KICs, such us ways of collaborating with the EIT or the KICs, information on what the EIT is and wants to achieve, etc…

EIT new website or web portal / Foreseen contents

Question 3

Page 7 of the Terms of reference: What is an "Interactive Incubator selector"? Is it an application that helps future entrepreneurs to select a suitable incubator company?

Answer to question 3

This is part of an indicative set of possible functionalities that could be required for the implementation of the EIT website. An interactive incubator selector could be defined as an application that helps entrepreneurs finding incubators across Europe being this linked to the activities of a KIC.

Audit of the current website and project management

Question 4

To what extent are the KIC's websites to be included in the audit and the following makeover?

Answer to question 4

As indicated in the Terms of Reference (page 7), "the contractor will realise an audit of the EIT's current website taking into account its relations with the whole network of "EIT-related" websites: KICs, co-locations if applicable, other websites (education platforms...).

The contractor will draft a report including:

• General recommendations for EIT webs (standards, good practices) including webs outside eit.europa.eu (KICs website, other EIT-related websites) – in terms of design, navigation, SEO, accessibility, social media...

An inventory of all the existing contents around EIT, possible contents to create, how to present and integrate these contents better in a unique platform or in a portal, taking into account any administrative and resource constraints"

However, the decision on the inclusion of the KIC's website will be dependent on the results of the audit.

Question 5

Page 7 of the terms of reference: Is the assumption correct that the EIT website as well as the complete KIC websites and social media activities by

EIT are to be considered in the audit, the general recommendations the inventory and the recommendations on how to present and integrate these contents?

Answer to question 5: Yes

Question 6

Page 7 of the terms of reference: Do you wish to redesign the KIC's websites as well as the EIT website, possibly by integrating all 4 websites into one solution (united by common technical platform, design and navigation structure)?

Answer to question 6

This option would be subject to the result of the audit and cannot be specified at this stage.

Question 7

Page 7 of the terms of reference: Or is the assumption correct that the makeover of the EIT website (chapters 3.1.2 to 3.1.5) does not comprise the KIC websites?

Answer to question 7

This is subject to the result of the audit. The makeover of the EIT website will include the makeover of what the current EIT website (eit.europa.eu) consists of; however, the definition of what the EIT website should consist of in the future may change as a result of the audit.

Question 8

Can you provide us with the EIT's brand book / existing graphic charter?

Answer to question 8

This is not necessary at this stage. Please take our logo into consideration as well as the "look and feel" of our current website (eit.europa.eu) and of the below documents as illustrations:

- http://eit.europa.eu/fileadmin/Content/Downloads/PDF/factsheet/20111128_EIT_factsheet.pdf
- http://eit.europa.eu/fileadmin/Content/Downloads/PDF/Stories/InnoEnergy_Creation_highway_web_HD.pdf

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Question 9

Which of the existing corporate design elements such as logos, claims, key-visuals have to be adapted in future designs?

Answer to question 9

The EIT logo and graphical charter to be presented is:

Content Integration

Question 10

Page 10 of the terms of reference: "The contractor will be responsible for the integration of the previous or existing web content into the new system selected (CMS migration). Are there any third-party systems or external interfaces?

Answer to question 10

Media integrated from media resources. No other interfaces AFAIK.

Hosting

Question 11

Paragraph 1, page 11: What is the time frame for the 100 Mbytes traffic? Or did you mean a 100 Mbit/s network connection?

Answer to question 11

Yes 100mbit/s network connection was meant.

Question 12

Paragraph 8, page 11: Does it fits the needs if the data center hotline is also protected by diesel generators or does the phone system of the agency office also needs diesel generators beside the UPS?

Answer to question 12

The specs are about datacenter, so datacenter phone line UPS + Diesel should be fine. (if we are not afraid to ask for possibly limiting requirements we can ask for both).

Tender Specifications

Question 13

Page 1/2: How to handle potential sub-contracting as website programming should begin earliest in 2013. Right now we cannot foresee if a sub-contractor is really necessary to realize the project. Thus we would like to know if we should list a potential sub-contractor (regarding point 6 Annex 3 and ff.)?

Answer to question 13

Subcontracting is allowed when there is a need for a particular expertise, and it is subject to prior approval of the EIT. As soon as the prospective tenderer or the future contractor is aware of the need for subcontracting, this need will be communicated to the EIT and relevant further documentation will be requested if applicable. A list of potential subcontractors is welcomed at the moment of the submission of the tenders and gradual updates will be requested.

Question 14

Page 7: What kind of template should be used for the educational and professional qualifications (CV's)?

Answer to question 14

We advise to use the Europass format, a model of which is to be founded at: http://europass.cedefop.europa.eu/en/home?loc=en_GB

Qualitative Criteria – Criterion 2

Question 15

Page 8: How many mock-ups / design approaches for the promotional page are expected for the Call for Tender?

Answer to question 15

One. Tender specifications states the followign: *the tenderer shall provide with **a** design (mock-up).*

Question 16

Page 8: The following internet link http://eit.europa.eu/activities/events/single-view/article/youth-and-entrepreneurship-drivers-of-innovation.html does not link to the event page in question.

Is it correct to use the information contained on page http://eit.europa.eu/events/event-information/youth-and-entrepreneurship-drivers-of-innovation/ instead?

Answer to question 16: Yes

Information concerning the Tender

Question 17

Page 1/2: Do the demanded references for other audits need to be submitted in English, or do we have to submit these in our domestic language (German)? Please see: http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm

http://ec.europa.eu/budget/contracts_grants/info_contracts/financial_id/financial_id_en.cfm

Answer to question 17

Tenders and supporting documents in response to a call for tender might be submitted in any official language of the European Union. Albeit tenders in English, working language of the EIT, are welcomed since that facilitates the work of the EIT.

Question 18

In general: How to handle assumptions and limitations? Is there a possibility to define a scope of work during the call for tender? Is it possible to attach a document showing these aspects, i.e. enclosed to the audit or the references? Also regarding technical recommendations and limitations.

Answer to question 18

Prospective tenderers are requested to stick the situations defined in the terms of reference and not to make assumptions.

Participation in the tender procedure

Question 19

Based on Page 1 of the Tender Specifications, we could not identify if a company from Serbia is eligible to participate in this current Call for Tender (either in the capacity of sub-contractor or partner).

Answer to question 19

Pursuant to Article 106 of the Financial Regulation "participation in tendering procedures shall be open on equal terms to all natural and legal persons coming within the scope of the Treaties and to all natural and legal persons in a third country which has with the European Union a special agreement in the field of public procurement under the conditions laid down in that agreement." In the case of Serbia, the Stabilisation and Association Agreement has been signed but not entered into force yet, so on this basis Serbian companies cannot participate in tendering procedures as tenderers for the time being.