



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

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Questions and answers relating to Open Procedure – EMA 2012-37-ED Online Strategy and Interface Design

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Questions and answers

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1	with regard to your open invitation to tender (No. EMA 2012-37-ED) namely "Online Strategy and Interface Design" I would like to pose a question for the purpose of clarifying the nature of the contract. In the Technical Specifications it is stated that the place of performance for all deliverables is London. Does that mean, that the proposed consultants, experts and designers have to work on-site during the whole implementation period? Or is it permitted that the work (such as designs, development of prototypes etc.) is also performed at the contractor's premises?	The supplier will be expected to visit the London premises of the EMA at the start of specific projects for initial briefings and for any user research which needs to be done with EMA staff at its London offices as part of specific projects. Therefore consultants, experts and designers do not have to work on-site during the whole implementation period of the framework contract.
2	Could you please clarify the following: In the description of the activities (pages 7-10) associated with the given tender (Online strategy and interface design — EMA/2012/37/ED) the place of execution of the identified service is London. Do you expect therefore that the place of performance of the tasks shall be in London at the EMA offices (Intra-Muros) or at the Contractor's premises (Extra-Muros) regardless of where these might be located in Europe.	The supplier will be expected to visit the London premises of the EMA at the start of specific projects for initial briefings and for any user research which needs to be done with EMA staff at its London offices as part of specific projects. Therefore consultants, experts and designers do not have to work on-site during the whole implementation period of the framework contract.
3	Within the technical Specification document you refer to the 'place and execution of services' as 'London', does this mean that you require the 'anticipated resources' to be located at your premises for the duration of the contract i.e. the allotted number of days for each 'allocated resource'?	The supplier will be expected to visit the London premises of the EMA at the start of specific projects for initial briefings and for any user research which needs to be done with EMA staff at its London offices as part of specific projects. Therefore consultants, experts and designers do not have to work on-site during the whole implementation period of the framework contract.
4	To the best of our understanding the electronic version downloaded is	Your understanding is correct. The documents available

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	considered to be the only official one and no paper version and/or additional CD-ROM is dispatched for this call.	electronically are the only official ones and no other paper version or additional CD-ROM will be dispatched.
5	In the Technical Specifications it is stated that the place of performance for all deliverables is London. Does that mean, that the proposed consultants, experts and designers have to work on-site during the whole implementation period? Or is it permitted that the work (such as designs, development of prototypes etc.) is also performed at the contractor's premises?	The supplier will be expected to visit the London premises of the EMA at the start of specific projects for initial briefings and for any user research which needs to be done with EMA staff at its London offices as part of specific projects. Therefore consultants, experts and designers do not have to work on-site during the whole implementation period of the framework contract.
6	Is there by any chance a budget attached to this project that we can work towards.	<i>We will not publish budget estimates for this procurement procedure. However, you can find volume estimates in the specification and contract notice in the OJEU. You should be able to work with those figures.</i>
7	Page 6, 3.1 Website strategy and design services for development of a European medicines web portal / Research: Do we have to execute the interviews in the original countries in the mother language of the countries? Or can we execute the interviews in English in our home country with people from the different countries? Do we have to include the incentives (€) and maybe travel costs for the interviewees in the offer? Page 18, 14.1.1. Clarification regarding the Quality award criteria: We are required to redesign the homepage and results page of https://www.clinicaltrialsregister.eu/ . Are there any particular design guidelines that we have to consider?	Regarding your first question please refer to the specifications: <i>"interviews in English with EMA staff at EMA headquarters and national competent authority staff in Member states by telephone (in English) to understand business priorities and the strategic goals of the portal; "</i> Interviews can be done via Skype or telephone; as such interviewers do not need to be located in the home country of the interviewee for a face to face interview. Regarding the language of the interview, this should be in English as stated in the specifications. The tenderer can decide to pay incentives if they wish but it will not be possible to charge the Agency for these separately. The tenderer will only be able to charge the Agency for those services indicated in the costing sheet. No, there are no particular design guidelines to consider. This is

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		at the tenderer's discretion.
8	1. With regard to the submission of the proposal: In your invitation letter you state that unnecessary plastic folders or binders should be avoided. Is there any way of submission you would prefer instead? 2. Regarding the selection criteria: In the technical specifications you state that CVs should be submitted without personal indication (name, picture, gender, date of birth). Instead we should submit a separate list associating the CVs through numbers with actual names. Should this list be submitted in a separate envelope or can it be part of the technical proposal (e.g. as Annex)? 3. Regarding the award criteria: In the technical specifications you state that the tenderers should submit an infographic on CD-ROM or similar. What level of interactivity is required? In what media format (i.e. static image, interactive HTML, video animation) should the infographic be produced for the proposal?	1. The Agency has no preference, as stated in the invitation to tender letter tenderers are requested to try to avoid unnecessary plastic folders or binders. 2. We did not stipulate a separate envelope, only separate list, so it is at the tender's discretion. 3. This is an open decision for the tenderer.
9	I see that the specification states "The service provider will not be asked to customise or build a CMS or other web publishing/information management systems, develop software or provide advice on the Agency's ICT technical architecture" Our response would be to (following an information architecture review and audit of the current site), propose the redesign and redevelopment of the website onto our platform.	The service provider is not required to build designs onto a CMS or develop software as stated in the technical specifications. We do not require the tenderer to implement technical solutions on a CMS. The service provider is required to provide only the services described in the specifications (an agnostic solution).
10	We were dismayed to read the financial threshold that you have placed on this tender that effectively will eliminate the majority of SMEs from bidding. We understand that you may be concerned about capacity but best practice in the UK suggests that this is not the way to achieve this. We enclose an extract from the Cabinet Office website:	The subject of this call for tender is of extreme importance for the Agency as the winning tenderer will help the Agency to show and share its values, visions, what the Agency is to the outside world. We also understand that some SME's might struggle to cover all

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	"We are changing how we do business to make sure that small companies, charities and voluntary organisations are no longer shut out by excessive bureaucracy and poor procurement practices. For example, we've made it clear that departments must not rule out SMEs who are financially sound simply because their turnover is low. " https://www.gov.uk/government/policies/buying-and-managing-government-goods-and-services-more-efficiently-and-effectively/supporting-pages/making-sure-government-gets-full-value-from-small-and-medium-sized-enterprises Please could you review the 2.5M Euro turnover requirement as it seems to go against best practice procurement policy and will open up your tender to many more exciting and innovative companies who will otherwise be excluded.	requirements based on the published volumes for this procedure. The Agency needs to ensure that the tenderer has the economic and financial capacity to provide all services requested on this procedure during the duration of the Framework Contract. The Agency has already published its requirements and in this case does not consider that the threshold can be lowered. Please note that the statement on the Cabinet Office website relates to the procurement strategy of the UK government contracting authorities which do not include the Agency.
11	We have a few questions surrounding the estimated number of days provided by the agency for the project. I wondered whether you might be able to help me with the below? • could you shed any light as to the "units" value of the first table e.g. does this represent the number of days estimated. • Also, does the first table represent the estimate for the first stage of the project and the second table for subsequent years? • Finally it appears that the number of days in the pdf don't match up to the number of days in the spreadsheet required for submission. We just wanted to clarify which was correct	First Question – the units of the first table represent quantities of that type of service (e.g. Online survey development with maximum 30 questions, hosting of survey and results analysis report delivered to EMA - we estimate that we will need around 20 of this survey) Second Question – No. As explained above the first table represents the estimated services for the whole duration of the framework contract and the second table represents the estimated consultancy days that will be required for the whole duration of the framework contract. Third question – They are different numbers. The numbers of days published in the specification are our estimated volume during the duration of the FWC. The number of days published in the spread sheet is a scenario that will be used to evaluate the price.

Document history

Version	Who	When	What
1.1	CAW	11.06.2013	Questions 1 to 5 – Sent to C&P for review
1.2	CAW	12.06.2013	Reviewed by C&P and sent for publication
2.1	CAW	19.06.2013	Added Question 6
2.2	CAW	25.06.2013	Added Questions 7 to 11
2.3	CAW	26.06.2013	Updated answer to question 7
2.4	CAW	27.06.2013	Review by C&P and sent for publication