



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.
12	1. Concerning the volume of services required (chapter 8, page 11):	1.

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	We would like to fully understand the difference between activity and a single interview / test session, and how the estimated number of 100 activities is composed. A) Is it understood correctly that your estimation refers to 80 activities with 10 participants each, thus amounting to an overall number of 400 participants for end-user research, another 400 participants for user-testing? (User research activities being applied to a number of different projects over the course of four years, adding up to 100 activities with the number of 20 online surveys included). B) Is it also understood correctly that the quantities given in chapter 3.1. (medicines web portal) partly refer to activities (persona development, 3 surveys, benchmarking), and partly to the number of interviews (45) and testing sessions (30) to be conducted? C) How many user research activities do you estimate for the medicines web portal project? 2. Concerning the place and manner of execution of the end-user interviews: Do you ask for the end-user interviews to be conducted face-to-face, or would you also consider interviews over the telephone or in written form? 3. Concerning the text under point 2 (page 4): “The goal of the roadmap is to reduce the current number of Agency-hosted websites (18+) used by our various stakeholder groups to a smaller number of websites. Each website will be aimed at distinct primary audiences and will offer information and services tailored to these audiences.” Is it understood correctly, that you want to have one website (portal) in the end, which includes all information from all 18+ websites? Or do you prefer different single websites but not that many?	A) Yes, your understanding is correct. The estimated requirements are (refer to page 11, chapter 8): 40 End-user research conducted with 10 participants; 40 User-testing sessions with 10 participants 20 Online survey developments with maximum 30 questions, hosting of survey and results analysis report delivered to EMA. 1 European medicines web portal design project; The above are estimated services that will be required under the Framework Contract Moreover, there is the estimated consultancy requirements, which can be found on page 11, chapter 8 of the technical specification. Yes, the user research activities will most likely be applied to a number of different projects over the course of 4 years B) That is correct. The European medicines web portal project described in 3.1 is considered a distinct, stand-alone project. The services described in 3.2, 3.3, and 3.4 may be requested over the four year period in addition to the work on the European medicines web portal project. The frequency of the requests for those services are estimates only. C) Please read the description of the medicines web portal project described in 3.1 to understand the research activities required. 2. 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. 3. More information will be given to the supplier during the initial project briefing once the tender is awarded. 4. We cannot provide an answer to this question as it is not relevant to the award criteria.

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	4. Concerning 14.1.1. Clarification regarding the Quality award criteria, 2. Quality of design skills: - Are patients really the main target group of that website? Was this website created for patients? 5. Concerning Annex IV, Summary checklist "Documents as requested in relation to proposed subcontracting." - Which documents do you mean here exactly? 6. Design - Can you provide style guides (digital or print)? - Can you provide logos as vector or image? - Can you provide fonts (ttf or otf format) of all defined fonts? - Do you have image material or an image/photo database? If yes, is it possible to get access?	5. Please refer to the technical specification document, page 10, 4.2. Subcontracting. 6. The tenderer does not need to comply with EMA design guidelines when submitting documents for award criteria assessment
13	Page 11: 8. Estimated contract volume 1. Online survey development with maximum 30 questions, hosting of survey and results analysis report delivered to EMA. Quantity: 20 Does that mean, that we have to offer 20 surveys with 30 questions during the four years contract period? 2. End-user research conducted with 10 participants (sourced by the EMA), in the format of one-on-one interviews or a single workshop with an outcome report delivered to EMA. Activities could include card-sorting, personae development etc. Quantity: 40 Does that mean, that we run 40 interview sessions (or workshops) with 10 people (all in all 400 people) during the four years contract period?	1. The Agency may require a maximum number of 20 surveys with a maximum of 30 questions per survey. This is an estimate only and the Agency is not legally bound to request this. 2. The Agency may require a maximum number of 40 sessions. This is an estimate only and the Agency is not legally bound to request this. 3. The Agency may require a maximum number of 40 sessions. This is an estimate only and the Agency is not legally bound to request this.

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	3. User-testing sessions with ten participants (sourced by the EMA) with an outcome report delivered to EMA. Quantity: 40 Does that mean, that we run 40 user-testing sessions with 10 people (all in all 400 people) during the four years contract period?	
14	Page 6, 3.1 Design, testing and delivery: »delivery of final HTML prototype coded according to Agency technical standards functional specification document ...« Where can we find that “Agency technical standards functional specification document”?	More information will be given to the supplier during the initial project briefing once the tender is awarded.
15	In regard to the invitation to tender for the Online strategy and interface design project (Ref. no: EMA/2012/37/ED), please can you advise as to whether this is a single tender or if we are allowed to tender for different lots/elements of the project.	This procedure is a single call for tender, there are no lots. The bid should cover all requirements stipulated in the specifications.
16	With regard to the selection criteria: Are we right in assuming that our insurance to cover legal liability under the Public and Products Liability Policy serves as evidence for the requested professional risk indemnity insurance?	Please see section 13.1 of the technical specifications. The Agency requires to receive appropriate statements from banks or, where appropriate, evidence of relevant professional risk indemnity insurance. Tenderers are advised to check with their insurers if unsure if their policies provide professional indemnity cover or not.