
FAQ'S 2 - TENDER SPECIFICATIONS OF THE STRATEGIC COMMUNICATION STRATEGY & EXECUTION SERVICE FOR PRIMA

1. Can the applicant consist of more than one organization? Can we apply with a group of 1 or more organizations to form the working team?

The offer and the service must be performed by only one company, but it is possible the subcontracting in the conditions established in article 8.J of the Terms of Reference.

2. We have seen that the technical offer should not exceed 20 pages. Should the CVs and references be included in the 20 pages of the technical offer? Can they be part of a different attached PDF annex?

The CVs and references should not be included in the technical offer. In case you want to present them, they shall be in an attached PDF.

3. Which are the evaluation criteria for the economic offer? In case of the best value for money, how will the economic offer be evaluated?

According to PRIMA internal procedures, the best value for money is a principle to take in consideration when selecting a supplier. However, the best value for money does not necessarily be the lowest submitted price offer.

4. Duration of the contract. We understand the activities will be implemented in two phases covering a 2-year period (with an overall budget of 120.000€ - VAT not included), however, in chapter 8, point D), the "Validity Period" is "1 year counting from the formalization of the Contract". Can you please clarify this point?

The contract is for 1 year, but in case PRIMA considers convenient to extend it for 1 more year, it will be done according to the conditions offered by the company in its offer.

5. Within the "Create and deploy the brand narrative" activity, do you foresee the release of a new logo for PRIMA or do you expect the brand awareness strategy to be based on the already existing logo?

We are open to suggestions about the release of a new logo for PRIMA and we are willing to discuss with you some possible designs. Furthermore, we are aiming to create a brand awareness strategy and improve the brand narrative about PRIMA. This could include creating an authentic brand narration and telling the story of PRIMA in an effective way.

6. Within the "Reshape the current PRIMA website" activity, can you please clarify the following:

- Which Content Management System is used for the current website? Do you expect that the reshape will have to use the current CMS or is the applicant free to propose its own preference in terms of CMS to use?

Wordpress is the CMS we use. We prefer to stick to the current CMS as changing it would mean a complete makeover of the website. You can suggest your preferred CMS and justify it. We are open for discussions and suggestions from your side.

- Is the reshape of the current website limited to the publicly available sections or does it also include the private area for the Experts?

Both the public and private website should be modified with special focus on the publicly available.

- Will the hosting remain the current one or should the applicant also bear the hosting?

The hosting will stay the same.

7. We kindly ask you to clarify the request to "Prepare a script and the proposals facilitating a corporate video showing the current situation of the programme and the different projects". Is this limited to the preparation of a script for the corporate video or does it include the whole audio-visual production process including the production and delivery of the corporate video (thus, not limited to the preparation of the script)?

It includes the production of the whole audio-visual so that it is a final product ready to be published on the website and on social media.