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

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1. The communication agency has to set a general corporate strategy and a local one, which is generic and applicable to the different markets?

The strategic approach to PRIMA's communication must have a global scope and be locally grounded. This means that people responsible for PRIMA's Communication Strategy and Execution service must design and execute the entity's strategic communication plan from a broad perspective and define the communication reference framework, which will contain the different communicative actions that each Member State will have to implement at a local level.

2. Regarding the digital content, does PRIMA need to optimize the existing website or reboot a new platform?

The current PRIMA web has to be clearly improved. Tenderers need to assess how to improve it and eventually may decide to create a new one.

3. What channels of intern communication currently exist within the institution?

PRIMA has the internal communication channels of a foundation of its size but is open to implementing new formulas that optimize it.

4. When is the contract signed?

The public tender will be ruled in November 2020. The service will begin immediately, with the contract being signed either in December 2020 or in January 2021.

5. Code of Conduct

The Code of Conduct mentioned in the tender is the PRIMA Code of Conduct that applies, among otherS, to *"Consultants, contractors and freelancers performing work on behalf of PRIMA"*.

6. Does the proposal have to be presented in a specific format?

As specified in the applicable regulations, the agency needs to submit three separate documents in digital format (PDF): A) Economic Offer (1 page); B) Technical Offer (max. 20 pages); C) Civil Liability Insurance (1 page)



7. Does the budget include the expenses derived from production and technological development?

Yes, the budget includes all the costs derived from the project.

8. RGDP policy

All communications done by PRIMA (directly, or through the tenderer if this is the case) must fulfil with the RGDP requirements, including the obtention of the previous formal acceptance of those who receive PRIMA communications.