



## ANNEX M5

### TECHNICAL SPECIFICATIONS

#### Lot 5: Press clipping services

##### 1. Background of the service

- As part of the Performance Measurement System<sup>1</sup> and for the Cedefop's press service, Cedefop implemented a monitoring of media coverage system. We are using a main contractor for monitoring the press and online editorial content in 28 EU countries, plus Iceland and Norway.
- So far, we receive an average of 500 press clippings per year, with a higher number of clippings coming from Greece, Germany, Spain, and Italy.

##### 2. Purpose

- The main purpose of this framework contract will be the purchase of electronic press clipping services to monitor the extent to which European citizens are informed about Cedefop's work.

##### 3. Volume of orders

- The orders will be placed, by order forms, once per year or any time a specific monitoring need arises, or if the units' number of the previous order was exceeded.
- The monitoring service is required for all year round.
- From past experience the volume of deliveries is around 500 clips/ year.

##### 4. Requirements

- The requested services are divided into two categories: *basic service requirements* and *additional requirements*. All services offered will receive points, as indicated, for each question, based on your description of the service. The maximum numbers of points to be awarded are divided into three categories, based on the importance of that service (max. 4 points, max. 6 points or max. 8 points). Zero (0) points will be awarded for a NO answer. A number of points will be awarded in relation with the quality of the service and based on how the service satisfies our needs and requirements. The maximum total number of points that a tenderer might accumulate is 100. These points will be used in the technical evaluation of the tenderers.
- Please use the table below each question, to answer the specific question. The answer should be clear, as detailed as possible, but still concise. Some points will be awarded for the quality of the submission.

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<sup>1</sup> Since 2009, Cedefop developed a performance measurement system (PMS) which helps Cedefop manage and evaluate its impact, efficiency, effectiveness and relevance.



**4.1. Communication and customer service**

Basic service requirements

- All exchange of information, written or oral, concerning the execution of the contract between Cedefop and the Contractor shall be in English language. The interface of any online system should also be in English language.
- A customer account manager responsible for the overall management of the contract and for the communication with Cedefop must be appointed. This person will maintain regular communication with Cedefop, mainly via email or phone. A back-up of this person should be assigned.
- Customer service should be provided by email and phone, at least four (4) hours during Cedefop’s working hours (9 AM to 5 PM UTC+02:00 time zone), Monday to Friday, except on Cedefop’s public holidays and Contractor’s public holidays.
- Customer services should be provided for the follow-up of orders and related issues such as delivery clarifications, wrong deliveries, etc.

Q1. Are you able to provide the basic service regarding the communication and customer relation?

This answer will receive between 0-4 points.

YES	NO
Describe:	

Additional requirements

- Provide online initial training regarding the use of online database system, without charging any additional cost. The contractor may propose a remote training.

Q2. Do you provide training regarding the use of the online system? Describe the training materials and policy regarding your online system.

This answer will receive between 0-4 points.

YES	NO
Describe:	

**4.2. Coverage**

Basic service requirements

- The Contractor will be asked to monitor and deliver to Cedefop all the media content where pre-defined keywords appear, covering all required countries.
- The keywords required to be monitored will be:
  - “Cedefop”;
  - “European Centre for the Development of Vocational Training”;
  - the translation of “European Centre for the Development of Vocational Training”, in the national language of each country where the service is required. These language versions will be provided by Cedefop.



- Additional keywords could be requested during the year, for a specific timeframe, or on a permanent basis.

Q3. Are you able to monitor these keywords and also to offer a dynamic keyword monitoring during the contract?

This answer will receive between 0-6 points.

YES	NO
Describe:	

- The countries to be covered are all the 28 EU member states, plus Iceland and Norway.

Q4. Are you able to offer this geographic coverage during the contract?

This answer will receive between 0-4 points.

YES	NO
Describe:	

- The type of sources to be monitored:
  - print media: newspapers (including specialised press), magazines, etc.
  - online media: online editions of print media, news agencies, blogs, other online editorial content.
- The Contractor should ensure that all the freely available online articles are covered (e.g. from Google news).

Q5. Are you able to offer this type of sources coverage during the contract? Please describe your coverage as detailed as possible and how you guarantee this coverage.

This answer will receive between 0-4 points.

YES	NO
Describe:	

- Certain press clippings should be excluded from the coverage:
  - contract award notices of Cedefop contractors;
  - Cedefop job vacancies;
  - articles where Europass is mentioned as a required CV format (usually appearing in the weblink of Europass page <http://europass.cedefop.europa.eu/>);
  - Cedefop press releases published as such in different online sources.

Q6. Are you able to exclude from deliveries the abovementioned categories of articles or any other categories identified in the future? Please describe your procedure in case wrong clippings are delivered.

This answer will receive between 0-6 points.

YES	NO
Describe:	



Additional requirements

- The Contractor should be able to cover other countries, especially from the EU neighbourhood countries, but not only.

Q7. Are you able to offer geographic coverage outside the minimum required? Please detail the geographic coverage you can offer.

This answer will receive between 0-4 points.

YES	NO
Describe:	

**4.3. Delivery of results**

Basic service requirements

- Press clippings should be delivered in PDF/A like format, including full text, keeping the original format (in colour, if the case) and in such a way as to be easy to read.

Q8. Are you able to deliver the press clippings in the required format? Please include in your tender documents at least 10 random press clippings from different countries and different types of sources.

This answer will receive between 0-8 points.

YES	NO
Describe:	

- Delivery of the press clippings should be done in a timely and efficient manner. As an indicative timing, we would appreciate to receive the clippings no later than five (5) working days from the publication date for the newspaper clippings, and no later than ten (10) working days from the publication date for the other type of sources, for 90% of the deliveries. No delivery should exceed one month from the publication date.

Q9. Are you able to deliver the press clippings in a timely and efficient manner? Please detail the speed of the delivery you can guarantee for different categories of clippings.

This answer will receive between 0-8 points.

YES	NO
Describe:	

- Delivery should be notified through email alerts, but clippings should also be accessible inside an online system, for at least one year. The database should be accessible through IP or user name/ password access. A list with around five emails will be given to the Contractor for alerts delivery.



Q10. Are you able to offer an alerting system and to make the press clippings available in an online system?

This answer will receive between 0-8 points.

YES	NO
Describe:	

- The archive of the results should be delivered in print and/or electronic format, at the beginning of the year, for the last year. Deliveries shall be made to the address of Cedefop as follows:

Courier address:

Europe 123, 57001 Thessaloniki (Pylea), Greece

Postal address:

PO Box 22427, 55102 Thessaloniki, Greece

Q11. Are you able to offer the archive of the previous year press clippings in print and/ or electronic format?

This answer will receive between 0-6 points.

YES	NO
Describe:	

- The email alerts and the online database system should display correctly non-Latin characters, such as Greek and Cyrillic.

Q12. Is your system able to display correctly non-Latin characters?

This answer will receive between 0-6 points.

YES	NO
Describe:	

Additional requirements

- Metadata of the results should be updated regularly (at least weekly) in an Excel file or other database system, including the following data:
  - criteria number;
  - title of the article in original language;
  - title translated in English, if the document is in another language;
  - author's name (if available);
  - author's email (if available);
  - source title;
  - country;
  - language;
  - date of publication;
  - tone of the article (positive, neutral, negative);



- number of words;
  - circulation figure (if available);
  - type of audience;
  - periodicity;
  - type of publication (e.g. newspaper, web, magazine, etc.);
  - weblink (if available).
- The collection and delivery of the metadata should be done in a consistent and accurate way as this will be used for the reporting activity.

Q13. Are you able to update, on a regular basis, consistent and accurate metadata in the required format, or any other format that will allow statistical reporting? Please describe this service.

This answer will receive between 0-8 points.

YES	NO
Describe:	

- An English language translation should be provided, if the article is in another language. The delivery of the translation should be done not later than one (1) week from the delivery of the press clipping.

Q14. Are you able to offer the translation of full text articles into English language? Will this be an automatic translation (e.g. Google translate) or manual translation? Please describe this service. A financial proposal for the service will be required in the Financial Offer.

This answer will receive between 0-4 points.

YES	NO
Describe:	

**4.4. Monitoring of the contract execution and reporting**

Basic service requirements

- The number of press clipping units unused should be easily available or reported monthly by the Contractor. The Contractor should alert Cedefop when the amount of press clippings units ordered is about to end.

Q15. Are you able to offer the regular reporting on the contract execution? Please describe this service.

This answer will receive between 0-4 points.

YES	NO
Describe:	

Additional requirements



- The Contractor should send to Cedefop regular (monthly) reports of the results, including list of clippings and statistics on total number of clippings, number per country, number per publication, number per subject, number of circulation figures, number per type of source, etc.

Q16. Are you able to offer the regular reporting? Please describe this service.

This answer will receive between 0-8 points.

YES	NO
Describe:	

**4.5. Copyright and dissemination**

Basic service requirements

- Cedefop should be able to store the press clippings for archival reasons.

Q17. Are you able to facilitate to Cedefop the copyright of the press clippings for archiving?

If yes, please describe the conditions.

This answer will receive between 0-4 points.

YES	NO
Describe:	

Additional requirements

- Cedefop should be able to make the press clipping available online to internal staff and to publish the full text of all press clippings in a public annual report.
- The Contractor should negotiate with the publishers the copyright so that this dissemination is possible.

Q18. Are you able to offer Cedefop the copyright of the press clippings for dissemination? If yes, please describe the conditions. Please describe the conditions of usage in case no copyright fee is paid.

This question will receive between 0-4 points.

YES	NO
Describe:	