

Helsinki, 10 February 2012

CLARIFICATIONS: 3

**Open call for tender ECHA/2011/278
Media monitoring and media analysis**

Question 3.1:

If we are unable to provide some of the specialist sources listed in your clarifications: 1, does this preclude us from the tender?

Answer:

We are looking for exhaustive media monitoring with all the information relevant to ECHA. The media list will be discussed and agreed with ECHA following the award of the contract. The media list we provided is only indicative. However, these are the most relevant media for ECHA.

Question 3.2:

How many languages are we expected to cover for the Media Monitoring part? Is it all 27 languages of the EU? If we cover a majority of them but not all of them could you still consider our offer?

Answer:

We require English translations from the 22 official and working languages of the EU.

Question 3.3:

At what time would we need to deliver the summaries in English of non-English articles? Can summaries be delivered in a separate deliverable at a later time?

Answer:

The press review must be available before 12.00 EET. Summaries can be delivered in a separated deliverable before 12.00 EET.

Question 3.4:

Is the expectation that English summaries will be written for all non-English articles or can it be performed on a mutually agreed number of languages?

Answer:

International articles must be provided with EN summaries with links to the original articles. Brief English summaries shall be translated from 22 official EU languages, and English is the European Chemicals Agency working language.

Question 3.5:

ECHA state they would like to receive alerts from all main newswires shortly after they occur. Would it be acceptable to have newswire coverage sent as an automated alert?

Answer: Yes. ECHA is interested in receiving only those newswires which concern ECHA's activities. These can be sent as an automated alert.

Question 3.6:

Does social media content have to be part of the same media monitoring deliverable?

Answer: It could be sent in a separate alert.

Question 3.7:

Is there an expected turnaround time for including missing articles or a revised Daily Press Review?

Answer: Missing articles can be included in the next day press review.

Question 3.8:

Legally we can ensure copyright compliance for print media where we hold publisher contracts. However, we cannot make give the same legal assurances for Web or social media. Is this acceptable?

Answer: All proposed media monitoring services must be provided in compliance with copyright and intellectual property laws.

Question 3.9:

What should be included in the monthly executive e-briefings mentioned in section 4.2.2 on p. 21?

Answer: Monthly executive briefings are media analysis of the media coverage of respective month targeted for the executive officers.

Question 3.10:

You mention in section 4.2.1 on p.20 that the Daily Media Monitoring should be delivered to 6 ECHA staff members and, in addition, daily customized e-briefs must be made available to all ECHA staff members. Could you precise how many ECHA staff members there are?

Answer: E-briefs with English summaries linking to publicly available articles (or part of them) will be made available for ECHA staff. Daily access to full articles must be provided only for the six press officers.

Question 3.11:

Is it right that you are expecting monthly an output of approx 200 clips in general coming from print, online and social media out of 27 countries?

Answer: Yes, these are our projections.