

15 September 2023

## Preliminary Market Consultation – Questionnaire concerning media monitoring

### Important note about this material

- This material is intended only as information package and a questionnaire sent to all interested market operators – prior to the potential launch of a procurement procedure by the European Chemicals Agency in Helsinki (ECHA)<sup>1</sup>.

### Background information

- ECHA is analysing the alternatives available on the market with a view to procuring a media monitoring service.
- ECHA approaches market operators for information gathering to support the preparation of procurement.
- ECHA would like to understand the capacity and interest in delivering service to the Agency of market operators. The analysis may include a demo of the products.
- ECHA will take into account the information gathered through market consultation, and reserves the right to use any of the procurement channels available to the Agency.

In the light of the above, ECHA is inviting you to reply to the below questionnaire in order to provide the Agency with information on the media monitoring service that your company can provide, as part of **preliminary market consultation of the Agency, which shall respect the principles of transparency and equal treatment.**

### Content of the service contract

ECHA wishes to procure a media monitoring service, consisting of media monitoring of all EU and EEA countries, the UK and the USA. The media monitoring would cover general and specialised print and online media, also selected content behind pay walls.

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<sup>1</sup> More information on ECHA <http://echa.europa.eu/>

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In practice, ECHA would receive daily media reviews per email on topics where ECHA has been mentioned or which are relevant for ECHA's operations, such as main developments related to chemicals policy. In addition, ECHA would have access to a media monitoring platform with analytical information on the coverage data, such as tonality, geographic distribution, main themes, journalists etc. and the possibility to do different analysis based on the data.

## Questionnaire

1. Please provide a description of the coverage of your media monitoring service – listing top print and online media covered in the countries mentioned above, media focused on European affairs and the possibility to access specialised sectoral media on chemicals and environmental topics that is behind a pay wall (e.g., Chemical Watch, ENDS Europe)
2. Please provide a description of analytical data in your media monitoring platform, such as tonality, themes, geographical distribution, journalists and the possibility for different data analysis and visual graphs based on the data.
3. Can you offer a demo of your media monitoring services and platform to ECHA?
4. Do you offer training for users?
5. Do you provide a helpdesk or similar for troubleshooting, and what is the availability of the support offered?
6. Any other feedback/remarks:

### RESPONSES

If you are interested in replying to this questionnaire, please send your responses to the questions before 20 October 2023, 18h00 Helsinki time, by e-mail to [procurement@echa.europa.eu](mailto:procurement@echa.europa.eu) with the subject reference: **Questionnaire on media monitoring**.

You can request clarification from ECHA by using the same e-mail address.