



Barcelona, the 13th of May 2022

ANSWERS TO QUESTIONS

Communication services - 01 - PRO377CPA-2022

REQUEST FOR CLARIFICATIONS Nr. 1 (dated Thursday 05/05/2022 12:25)

Question 1: In regards to the aforementioned contract notice and point 3.c. Technical Capacity, can you please provide a list of the MENA countries?

Answer: For the purpose of this call, here is the list of the 24 countries considered within the MENA REGION:

- Algeria
- Bahrain
- Cyprus
- Djibouti
- Egypt
- Iran
- Iraq
- Israel
- Jordan
- Kuwait
- Lebanon
- Libya
- Malta
- Mauritania
- Morocco
- Oman
- Palestine
- Qatar
- Saudi Arabia
- Syria
- Tunisia
- Turkey
- United Arab Emirates
- Yemen

REQUEST FOR CLARIFICATIONS Nr. 2 (dated Friday 06/05/2022 09:59)

Question 2: Can you please provide more clarity on the scope of the contract, specifically in terms of focus and volume. In particular, we would like to understand: If there is a pre-planned mechanism for deciding what is contracted and during which period.

Answer: The Annual communication work programme marks the communication projects that will be object of specific requests under this framework contract.



Question 3: The volume of work across different types of comms outputs.

Answer: As a matter of example, this has been the contractual structure of the past years:

- Request on press office support throughout the year (follow-up of press releases, secure the publication of media interviews, op-eds, articles, proposal and follow-up of media contacts to attend press events/trips, reporting) mainly in a reduced selection of countries (depending on the geographical scope of each media opportunity)
- Request on translations of short communication documents into mainly EN/FR/AR/ES (press releases, op-eds, press speeches, texts for the website, mainly)
- Request on social media support throughout the year (proposal of actions, editorial calendar, management of paid content in all social media platforms, reporting)
- Request on Copy-editing and printing of the UfM Annual Report
- Punctual requests on the production of publications, branding materials and info tools
- Punctual requests on the shooting and production of video/photo materials
- Punctual requests on specific communication campaigns – ie. Day of the Mediterranean and COMMs plans for specific initiatives or important events
- Requests for implant support (experts stationed in UfM offices) on Graphic Design and Media/Communication

Question 4: To what extent does UfM, from previous experience, envision that tasks will focus on individual member states, projects, and/or corporate level comms. Can you provide us with some idea of how projects will be split across EU and non-EU member states?

Answer: Usually, the communication focus is put in a reduced selection of countries (sometimes 7-10 countries) and keeping a balance between UfM Northern and Southern Mediterranean countries. The focus on individual member states is punctual and mostly due to specific projects, initiatives or events implemented there.

Question 5: What are the languages that will be used, are they all of/a selection of Arabic, French, English, Spanish. Are there any other language capacities that need to be considered?

Answer The working languages of the UfM are English, French and Arabic. Spanish is also widely used since the country hosts the Secretariat and many activities take place there. Other UfM languages might be requested very punctually for specific communication texts if the media/communication opportunity takes place in the corresponding Member State.