



Barcelona, June 10, 2025

ANSWERS TO QUESTIONS

Procedure: Support on Press Office service - 33 - PRO594CPA-2025

With reference to the above-mentioned procedure, please find below the answers to the questions posed by the interested economic operators:

REQUEST FOR CLARIFICATIONS Nr. 1 (dated Thu 05/06/2025 16:33)

Question 1: *Contract Duration: In the document A2 Service Contract Notice, section 12 states that the period of implementation is 48 months from the commencement date.*

However, in the Annex II Terms of Reference, section 5.2 indicates a contract duration of 2 years starting in July 2025.

Could you kindly confirm what the actual duration of the contract will be?

Our interpretation is that the contract framework might span 4 years, but the actual volume of work (and expert inputs) would be equivalent to 2 years of activity, distributed intermittently throughout the 4-year period. Could you please confirm if this understanding is correct?

Answer: The framework contract will be valid for up to 24 months from the commencement date

Question 2: *Team Composition: In addition to the Team Leader, we would like to confirm how many experts should be considered to ensure adequate coverage of media activities in the various countries mentioned in the Terms of Reference. Should each country be covered by a dedicated national expert, or could one expert cover multiple countries, depending on their language skills and regional knowledge?*

Answer: As stated in the Terms of Reference, the UfM Secretariat seeks to explore a model in which national media relations experts or partners from the KEY countries listed in point 4.2 are permanently based in the field. This approach aims to enhance local media engagement and understanding of country-specific dynamics, foster stronger long-term relationships with media outlets, and reduce the impact of staff turnover.

While this model will be highly valued in the evaluation process, proposals from tenderers who cannot fully meet this requirement will still be accepted. This includes arrangements where one expert/national partners may cover more than one KEY country, provided they demonstrate the required language proficiency and in-depth knowledge of local media landscapes — including relevant contacts and operational dynamics — in each country covered.

For other UfM countries not listed as KEY, a more flexible approach regarding on-site presence will be considered acceptable.

The proposed team should reflect a balanced combination of geographical coverage, linguistic capabilities, and subject-matter expertise, particularly in English, French, Arabic, and Spanish.



Question 3: *CVs and Qualifications: Could you please confirm whether the offer should include the CVs and academic/professional certifications of all proposed experts at this stage, and whether this information must be included in the technical offer?*

Answer: At this stage of the tender procedure, full academic/professional certifications are not required. Instead, and in accordance with the tender instructions, the offer must include a profile description of the team of experts. These profile descriptions are intended to replace the traditional CVs and should contain only the information directly relevant to the requirements outlined in the Terms of Reference. CVs of experts can be included as an annex for information purposes, if desired.

Question 4: *Remote Work vs. Travel Days for Experts: Is there an estimated number of working days foreseen for the experts in terms of remote work and, separately, onsite presence (e.g. attendance to events, press trips, or other assignments requiring travel)?*

Answer: As outlined in Section 5.1 of the Terms of Reference, coordination with the UfM team will be conducted remotely. However, on-the-ground presence may be required for specific assignments (e.g., press trips, local media events) in the countries where the experts are based. No expert travel is foreseen under this contract.