



Barcelona, December 17, 2025

ANSWERS TO QUESTIONS

Procedure: Communication services - 03 - PRO636CPA-2025

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

REQUEST FOR CLARIFICATIONS Nr. 3 (dated Wednesday 10/12/2025 at 12:03h CET)

Question 1: Selection criteria.

- a. *Within the “B Annex IV List of profiles of key experts v2025”, it is required to complete the column B “Criterion in Terms of Reference” with the number of the evaluation criterion corresponding to each qualification/skill/experience that the tenderer indicates in the tables. The NB [4] & [9] outlines that “Only [qualifications/skills/experience] matching the evaluation criteria mentioned under 6.1.1 in the terms of reference will have to be presented in this table. Where required, list the corresponding number of the evaluation criterion next to the [qualifications/skills/general and specific experience] provided.”. However, we would like to outline that this section 6.1.1, where the numbered evaluation criteria should be defined, doesn’t seem to appear in the terms of reference. We kindly ask the contracting authority to provide updated ToRs where these evaluation criteria are presented.*
- b. *Within the tab “2. qualifications and skills” of the “B Annex IV List of profiles of key experts v2025”, a table related to ‘Relevant professional experience for minimum required skills’ was included at the bottom. However this table is the exact same as the one from tab “3. Professional experience”. To our understanding, we should repeat any general experience from tab 3 that is relevant to the specific skill evaluated (pending to receive the evaluation criteria), but the contracting authority might have a specific table to share for this point? Thank you in advance for the clarification.*

Answer: 1a. In order to fill in column B in sheet “2. Qualifications and skills”, please refer to the full section 6 of the ToRs. Requirement for each profile are consultable under section 6.4 and should be mirrored in Annex IV.

1b. “Qualifications and skills” and “Professional experience” are two different set of requirements, clearly distinguished for each profile under section 6.4 of the ToRs.

Evaluation criteria are consultable in document C2 Evaluation grid - 03 - PRO636CPA-2025, which is included in the tender dossier.



Question 2: Technical Offer.

- a. *Our understanding is that the communication strategy requested under Case Study 1 should be multi-annual, as stated in the terms of reference, and should therefore span more than one edition of the Mediterranean Capitals of Culture and Dialogue initiative. Could you please confirm if the proposed communication strategy should cover explicitly the two editions mentioned (2026 and 2027), the three editions concerned by this contract (2026, 2027, 2028), or to the contrary, tailored to one specific edition? In the last case, we kindly ask you to specify the concerned edition (2026, 2027, 2028) so we can accurately tailor our proposal.*
- b. *In the case of a multi-annual communication strategy covering the upcoming editions of the Mediterranean Capitals of Culture and Dialogue initiative, should the tenderers include one tailored media and outreach plan per edition to cover?*
- c. *Our understanding is that the communication plan requested under Case Study 1 should refer to a specific implementation period. However, the terms of reference do not specify the expected duration or timeframe. Could you please confirm the intended temporality for the communication plan to be developed for Case Study 1?*
- d. *Case study 1 requests the inclusion of a concept for a 'grassroots activation'. To ensure full alignment with your expectations, could you please clarify how 'grassroots activation' should be interpreted in this context? For example, should this type of activity refer primarily to local event initiatives, to community-level cultural engagement, or to any other specific formats?*

Answer:

2.a You may consider a two-year strategy covering both editions 2026 and 2027 (information [here](#)).

2.b Consider a two-year strategy with some activities/actions taking place in the edition of 2026 and some in 2027

2.c Answers provided in 2.a and 2.b

2.d By “concepts for grassroots activation,” we refer to the development of ideas aimed at encouraging citizen participation in the organisation of local events and activities. This may include, for example, engaging local communities—such as youth, artists, cultural actors, NGOs, schools and universities—as organisers of activities and ambassadors of the initiative; promoting community-led events, workshops and cultural activities; and empowering local voices, including cultural practitioners, digital content creators and community leaders, to actively engage with and amplify the initiative.