



Barcelona, December 22nd, 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. 4 (dated Wednesday 17/12/2025 at 17:28h CET)

REGARDING ANNEX B – PRICE SCHEDULE

Question 1: Total budget vs Maximum Tender Budget.

Could you please confirm whether the total budget shown in cell F279 "TOTAL EUR (VAT not included) (A+B+C+D+E+F)" may exceed the maximum budget of EUR 1,000,000 stated in the tender without resulting in disqualification of the tenderer?

Answer: Please refer to the complete instructions enclosed in Annex V.

Find below a non-exhaustive extract:

"Financial offers are not limited to any maximum budget. Tender exceeding the maximum budget allocated for the contract will not be eliminated. Please note that NOT all services/items listed will necessarily be requested. The Price schedule lists all possible type of services/items that can be requested, and it is meant to be used as a reference price list for the implementation of the contract."

Question 2: Consultancy Services Budget (Section A).

Can the costs under "A - Consultancy and support services (daily rates per type of task described below)" exceed EUR 1,000,000, which is mentioned as the maximum total budget in the tender?

Answer: Please see answer to question 1.

Question 3: Evaluation of Proposals Exceeding EUR 1,000,000.

If the total proposed price exceeds EUR 1,000,000, could you please clarify how the UfM will determine the amount to be contracted for project implementation to the awarded service provider?

Answer: Please refer to the complete instructions enclosed in Annex V.

Find below a non-exhaustive extract:

"The services estimated and specified here below are only indicative quantities and do not compel the UfMS to contract any of them. The UfMS may at its own discretion contract fewer or more services than those estimated quantities per item."

The Contracting authority's estimates are indicative and do not constitute any kind of legal obligation for the Secretariat.

The quantity of services to be requested by the Contracting Authority cannot be determined in advance but it is limited to the contract budget ceiling (EUR 1,000,000.00, VAT not included).



Question 4: Incidental Expenditure by Staff (Section E).

Could you please clarify whether "Total E - Provision for incidental expenditure by staff" is linked to the costs of expert mobilization listed in Section A? If possible, could you provide examples of eligible expenses under this category? Or does it refer to UfM staff

Answer: Detailed information regarding the incidental expenditure by staff are consultable in section 6.8 of Annex II (ToRs).

Question 5: Incidental Expenditure for Production Services (Section D).

Could you please clarify what types of expenses will be reimbursed under "Total D - Provision for incidental expenditure per production services," which totals EUR 299,000? Does this include any of the costs mentioned in Section B of the price schedule?

Answer: Detailed information regarding the incidental expenditure for production services are consultable in section 3.1, paragraph C, of Annex II (ToRs).

Question 6: B Annex V Price schedule - 03 - PRO636CPA-2025

Could you please clarify what the number in "Weighting- column" refers to within each sector? Is this the maximum number of units of each item that is expected to be requested during the 3-year contract?

Answer: Please refer to the complete instructions enclosed in Annex V.

Find below a non-exhaustive extract:

"The weighting shows the importance of the service/item in terms of probability of being used (1 - less likely to 10 - very likely). The services estimated and specified here below are only indicative quantities and do not compel the UfMS to contract any of them."

REGARDING TOR – Media Buying

Question 7:

- In the TOR 1.1. Media Buying it is mentioned that:
"Paid media partnerships will give rise to reimbursement of cost from third parties, which will be reimbursed on the basis of the presentation of the original supporting document (e.g. invoice)."*
- Likewise, in 3.2 it is mentioned that:
"Such paid campaigns will give rise to the reimbursement of the costs from third parties (Google, Facebook, X, LinkedIn, etc.), which will be reimbursed based on the presentation of the original supporting document (e.g. invoice) and will be previously agreed and validated by the UfM project manager."*
- In the TOR SECTOR 1 it is stated:
"The Contracting Authority will reimburse the costs of advertising as part of the Reimbursable Direct Costs."
→ It is unclear whether these reimbursable costs are included in the €1,000,000 tender value or considered additional*



Is the investment in advertising included in the total tender value of €1,000,000?

Answer: The provision for incidental expenditure covering all types of reimbursable costs, including potential media buying, amounts to EUR 299,000.00. This amount is included within the total tender value of EUR 1,000,000.00.

Question 8:

- *In the TOR SECTOR 1 it is stated that the contractor should:
“Develop content strategies, identify and define general and specific key messages at both, institutional and sectorial level, and adapt them to different target audiences and communication tools and channels. The principal channels of distribution might be:
o Television and radio networks in the Euro-Mediterranean region (including pan-Mediterranean, pan-Arabic, pan-European, national and regional media, and specialised channels);”*
- *It also mentions:
“It might be required to develop and negotiate paid advertising campaigns through various channels such as written press, digital press, TV and Radio, Internet (SEM, Social Networks, and banners in strategic web portals), podcasts, content creators and other new media.”
→ This suggests TV and radio are within scope, but confirmation is needed.*

Does media buying include channels such as TV and radio?

Answer: Yes, it includes the possibility of all types of channels. That said, it is not very common for us to use TV or radio channels, given the budget available.

*In the TOR SECTOR 1 it is stated that the contractor should:
“Develop content strategies, identify and define general and specific key messages at both, institutional and sectorial level, and adapt them to different target audiences and communication tools and channels.”
→ This implies strategic responsibility but does not explicitly confirm if media buying strategy is part of the contractor’s role?*

Is the contractor responsible for developing the media buying strategy?

Answer: The contractor may be requested to develop a media buying strategy. While this is not a frequently requested service, it may be envisaged under the contract if needed.

Question 9: Incidental Expenditure by Staff (Section E).

- *In the TOR SECTOR 1 it is stated:
“It might be required to develop and negotiate paid advertising campaigns through various channels such as written press, digital press, TV and Radio, Internet (SEM, Social Networks, and banners in strategic web portals), podcasts, content creators and other new media.”*
- *It also mentions:
“Likewise, it might also be required to design and implement specific audio-visual viral marketing campaigns on the topics covered by the UfM.”
→ It is unclear whether UfM has preferred outlets or if the contractor will handle full implementation of the paid media campaigns.*



Will the contractor also be responsible for implementing campaigns in TV and radio, and any other paid media channels, or does UfM currently have a preferred advertising outlet?

Answer: As indicated above, TV and radio channels are not frequently requested services. We regularly run advertising on social media, occasionally place ads in online and print media, and, once per year, may request limited outdoor advertising in Barcelona (such as in metro stations or on lampposts). Nevertheless, the contractor must be capable of developing—or outsourcing the development of—this type of paid media activity should the need arise, even if such cases are expected to be rather unusual.