



Barcelona, June 3, 2026

ANSWERS TO QUESTIONS

Procedure: Assistance to the Med Blue Economy Stakeholder Platform (MedBESP) - 28 - PRO663EAS-2026

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

REQUEST FOR CLARIFICATIONS Nr. 1 (dated Monday 01/06/2026 09:55)

Question 1: *Could you please clarify whether costs related to the domain name, website hosting, Mailchimp subscription, and any paid advertising activities should be included in the contractor's financial proposal, or whether these costs will be covered directly by UfM?*

Answer: In line with Sections 4.1, 5.1 and 6.2 of the Terms of Reference, the contract is structured as a global price assignment, under which the Contractor is responsible for all costs necessary for the implementation of the assignment, such as (i.e.) domain name, website hosting, security certificates, costs related to SEO placement (as/if needed), and Mailchimp/or comparable mailing system.

Question 2: *Could you provide further guidance on the expected scope of website development and maintenance? Specifically, should the contractor anticipate mainly routine updates and incremental improvements, or also the design and implementation of more substantial UX, technical, or functional enhancements during the contract period?*

Answer: Website development and maintenance will encompass both 'routine'/more basic maintenance, as well as incremental improvements of a more technical nature including potential functional or UX enhancements.

Question 3: *Could you clarify the respective roles and responsibilities of UfM and the contractor regarding outreach and communication activities, including the definition of the outreach strategy, content drafting, translation and coordination with UfM partners?*

Answer:

- Outreach strategy: An outreach strategy already exists. In close coordination with the UFM SBE team as needed (i.e. UfM Secretariat Head of Sector in charge of SBE, and SBE Expert) the support of the contractor will be required to (i.e.) reassess the outreach strategy document and to implement its feasible action items, as needed and agreed.
 - *In the framework of the Outreach Strategy support from the contractor will be requested to produce some visual materials (i.e. website banner, or social media image/banner), or to ensure the **layout** of some SBE documents produced by the UFM (i.e. UfM SBE Stakeholder Conference Agenda and outcome documents – see here below)



- [Agenda-2nd-UfM-Stakeholder-Conference-SBE-VersiontoUpload.pdf](#)
- [2nd-ufm-sk-conf-sbe-outcomes-main-messages.pdf](#)
- Content drafting: Technical SBE-related content drafting is ensured by the UFM SBE Team. However, some 'content drafting' support is/will be needed when (i.e.):
 - Posting or reporting news items on MedBESP. In most cases, items will be posted as already drafted by an external partner, or as drafted by the UFM SBE team. Some support may be needed to modify or complete content (i.e. part of a text), based on clear indications by the UfM SBE team. AS far as possible, the UfM SBE team will do the necessary to provide written content as needed.
 - Providing first drafts of some elements/inputs/deliverables: For example >> A first draft of the twice-a-year UFM SBE Newsletter, which is then thoroughly revised and completed by the UFM SBE team. It is to be noted that the first/0 draft of the newsletter to be provided to the UfM SBE team by the contractors will, in most cases, be comprised of a compilation of news items already published on MedBESP over the previous 6 months in close coordination with the UfM SBE team.
- Coordination with UfM partners:
 - Support to the coordination with relevant UfM partners will be requested by UFMS along (i.e.) the following lines (always with the UfM SBE team in copy):
 - Helping to answer queries from MedBESP users (i.e; regarding the registration process or use of MedBESP)
 - Requesting some selected UFM strategic partners to share inputs/news to be potentially included in the twice-a-year UfM newsletter on SBE
 - Supporting the UfM SBE Team to reach out to some external strategic partners to establish linkages with comparable Med SBE-related online platforms