

Question n.1

Is it possible to submit the documents digitally or do we actually have to send hard copies by post?

Answer

The Public Procurement Regulation of the EUI establishes that hard copies of tenders must be submitted via post/courier or by hand.

Question n.2

Since you require concrete drafts for the branding and approaches for the communication - will you pay for this submission?

Answer

As indicate at point 8. Cost from the [Invitation Letter](#) (page 4): *"All costs incurred during the preparation and submissions of tenders are to be borne by the tenderers and will not be reimbursed."*

Question n.3

So that we can provide an initial idea for branding and communication, it would be important to be able to view the previous CD manual, communication concept and the current version of the strategy. Can you provide this?

Answer

Please check the following webpage: <https://www.eui.eu/en/services/communications-service/editorial-unit/identity>, as reported in Article 7.2.2 Partial rebranding of [Annex I – Tender specifications](#) (page 7).

Question n.4

In order for the offers to be comparable, it would be helpful if you could formulate the requirements of the individual packages as precisely as possible: 7.2.2 Which applications exactly should be created for the corporate design? How extensive is the brochure? 7.3.3 Should a specific campaign concept be offered? 7.4.1 Do you expect stock photos to be licensed, or do you expect photo productions on the topics mentioned? 7.4.2 What type of result do you expect here, UI design templates (e.g. in Figma) or html templates?

Answer

Please find the replies per each Article of [Annex I – Tender specifications](#):

➤ Article 7.2.2 Partial rebranding:

○ Deliverables:

▪ Guidelines

- Print
- Video
- Social media
- With and for multiple partners
- Gadgets
- Web

▪ Style:

- Color palette (fit for web and print use, sufficient contrast, in accordance with accessibility web standards)
- Fonts

- Graphic elements and set of icons for digital and signage use
- Templates: Print (min 3 sets)
 - Poster (event, workshop, call for papers)
 - Brochure
 - Two-page flyers
 - Letterhead
 - Rollup
 - Diploma
 - Business card
 - Basic cover
 - Certificates
 - Event material; Folder, badges, programme name plates, etc.
 - Elements for EUI buildings:
 - Doors
 - Signage
 - Room names
 - Plaques
- Templates Publication: InDesign and Word
 - Policy Brief
 - Policy Paper
 - Working paper
 - Book
 - Report
 - Thesis for all departments
- Template: digital
 - Power point (High priority)
 - Screen saver (Low priority)
 - Totems and digital signage applications (Low priority)
 - Canva branding (High priority)
 - Newsletter, and marketing email
 - Outlook template
 - Social media posts (10x)
 - Social Media Carousel 5x
 - Motion graphic animations and transitions set

➤ Article 7.3.3 Recognition and profile

A concept of at least three key communication formats, which translate the EUI's mission and vision into concrete impact with specific target audiences.

➤ Article 7.4.1 Photography

The EUI is open to both licensing and production.

Article 7.4.2 Wireframes/visual guidelines EUI website

- Web design system
 - Sets of components, guidelines, and best practices that ensure consistency, scalability, and efficiency in web design and development in accordance with web accessibility standards.

- Figma or other web design platforms

Question n.5

Regarding Article 6 of the Tender specifications "*Subcontracting is not allowed for this procurement procedure*" We would like to seek some clarity on EUI's definition of 'subcontractor'.

Answer

According to Article 1, para 7, page 4 of [Annex I – Tender specifications](#), the definition of subcontracting to be considered for this procurement procedure is the following: “ [...] *the situation where the contractor enters into legal commitments with other economic operators which will perform part of the contract on its behalf. The contractor retains full liability towards the EUI for performance of the contract as a whole*”.

The EUI would like to inform all interested economic operators that Article 6. Subcontracting, page 6, of [Annex I – Tender specifications](#) is updated as follows based on the content of the Corrigenda document published at <https://www.eui.eu/en/public/about/procurement/tenders-portal?id=op-eui-comm-2025-001>:

Concerning the services referring to **Article 7.2 Rebranding and Article 7.3 Strategic recommendations**, **subcontracting is allowed only to freelancers and not to other companies.**

Concerning the services referring to **Article 7.4 Additional services**, **subcontracting is allowed to both freelancers and other companies.**

Tenderers are required to give an indication of the services that they intend to subcontract in the technical offer, as well as to identify and describe briefly the envisaged contractual roles/tasks of *subcontractors*.

Changes concerning *subcontractors* identified in the *tender* (withdrawal/replacement of a *subcontractor*, additional subcontracting) during the procurement procedure (after the submission deadline and before *contract* signature) require the prior written approval of the *EUI*.

Subcontracting to *subcontractors* identified in a tender that was accepted by the *EUI* and resulted in a signed contract, is considered authorised.

Only the *subcontractors* proposed by the successful *tenderer* will be requested by the *EUI* to sign a Declaration on honour on exclusion criteria. The form will be provided by the *EUI* to the successful *tenderer* requesting to have it signed by each *subcontractor* and sent back to the *EUI* via email (COM.Procurement@eui.eu) before the signature of the *contract*.

Question n.6

Regarding Articles I.4.1 and I.4.4 of the draft service contract "The contractor shall submit an invoice for an interim payment equal to part of the total price referred to in Article I.3.1, upon written approval of the Director of the Communication Service."

We would like to clarify what the timeframe on the interim payment is (i.e. When can the invoice be issued) and which part of the total price can be invoiced?

Answer

With regard to Article I.4.4 Interim Payment, page 3 of the [draft service contract](#), the timeframe on the interim payment is (i.e. When can the invoice be issued) and which part of the total price can be invoiced will be clarified on a later stage between the EUI and the successful tenderer who will be awarded with the contract.

Question n.7

Have we understood correctly bidders cannot submit tender proposals digitally via email or via an online portal?

Answer

bidders (tenderers) CANNOT submit tender proposals digitally via email or via an online portal but ONLY in hard copy via post, courier or by hand as indicated at point 3. Submission of tenders from the [Invitation Letter](#) pages 1-2.

Question n.8

In section A1.2 and A2 if bidders (tenderers) have creative proposals and case studies to present, they must be printed out in a physical form, correct? We ask because our project case studies are usually digital to limit printing costs and carbon footprint.

Answer

The EUI can accept bidders (tenderers) including creative proposals and case studies to present not in hard copy but just in the pendrive to be included in "Envelope no. 2 – Technical Offer" (see point 3. Submission of tenders from the [Invitation Letter](#)).

Question n.9

Have we understood correctly that section A1 is maximum 10 pages long? Should this follow A4 page format, or can bidders propose another size page?

Answer

Section A1 (description of the methodology, work plan and creative approach) must be maximum 10 pages long based on A4 page format. No limitations for font size, spacing, etc. are foreseen.

Question n.10

In the draft contract, Article I.2.3 states that "The duration of the contract execution shall not exceed 48 months. Unless otherwise specified, all periods indicated in the contract are calculated in calendar days." However, the Terms of Reference indicate a duration of 2 years: "The contract to be awarded shall have a duration of 2 (two) years. The details of the initial contract duration and possible renewals are established in Article I.2 of the draft contract."

Could you kindly clarify whether the contract duration will be 2 or 4 years?

Answer

The contract duration will be 2 years as indicated in Article 3. Subject, Duration of the contract, page 5 of [Annex I – Tender specifications](#) and in point 1. General Information, page 1 of the [Invitation Letter](#). Please disregard the reference to 4 years (48 months) indicated in Article I.2.3 of the [draft service contract](#) as it is a typo.

Question n.11

A1 (Table 1, P12, Annex 1 Tender Specifications) cites the possibility to include illustrations as part of the offer. Please confirm what sample creative assets should be provided for the purpose of this offer, notably concerning Articles 7.2.1, 7.2.2. and 7.4.2.

Answer

Tenderers can decide which sample creative assets to include to best support their proposal.

Question n.12

A1.2 (Table 1, P12, Annex 1 Tender Specifications) indicates that the technical offer should include 'the first conceptual ideas on the EUI's branding proposition'. Please confirm whether this statement refers to a concept note, illustrations or both.

Answer

This statement refers to a concept note, but tenderers can feel free to include illustrations.

Question n.13

Has the EUI been supported by an external partner for the development of the 'Vision Paper' and the strategy exercise which began in summer 2024? If so, would this external partner be entitled to participate in this tender?

Answer

The development of the Vision Paper has not been supported by an external creative agency.

Question n.14

The draft contract does not indicate the payment schedule. Since it includes the possibility of an interim payment (art. I.4.4), could you please clarify the timing and value of such interim payment?

Answer

Please see Answer to Question n.6 of this Q&A section.

Question n.15

Art. I.2.5 of the draft contract states *“Where at the end of the natural term of the contract, the EUI has not yet awarded a contract for the service covering the immediately following period, the contractor shall be obliged to continue providing the services for a period not exceeding 6 (six) months under the same terms and conditions in force at the expiration date”*. This implies that the envisaged budget is not for two but possibly two and a half years. Could you please confirm?

Answer

This is a standard clause aimed at covering possible bridges from the expiration of a public contract and the starting of a new one in order to guarantee business continuity. However, the envisaged budget is to be considered for 2 years contract duration.

Question n.16

There seems to be a contradiction in art. I.8.2 of the draft contract, as it first states that the pre-existing rights are licensed to the EUI, but the second sentence implies that the EUI acquires full ownership. Could you please clarify?

Answer

Article I.8.2 Licence or transfer of pre-existing rights of the draft contract provides two different options that must be read as follows:

[All pre-existing rights incorporated in the results, if any, are licensed to the EUI as set out in Article II.11.2.]

[By derogation to Article II.11.2, the EUI acquires fully and irrevocably all pre-existing rights incorporated in the results, if any [except for the following rights [insert exceptions]].

The EUI will negotiate this clause with the successful tenderer before the signature of the contract in order to identify the most suitable option.

Question n.17

There is a reference to a “specific contract” in one instance, but we assume it is a typo. Could you please clarify?

Answer

We confirm that any reference to “specific contract” is to be considered as a typo.

Question n.18

Article 10 of the Tender Specifications outlines that Section A1 of the Technical Offer (description of the methodology, work plan and creative approach) must be a maximum of 10 pages long.

In our tender submissions, our company tends to first give an overview of who we are and how we meet the tender criteria as well as demonstrate our understanding of the contract. Would this be understood to be part of Section A1 and thus be subject to the 10-page maximum or can it be separate from this section? There is a reference to a “specific contract” in one instance, but we assume it is a typo. Could you please clarify?

Answer

The tenderer’s overall presentation can be separate from Section A1 and not subject to the 10-page maximum.

Question n.19

We note that the tender requires an average annual turnover of at least EUR 75,000 over the past three years. While our organization comfortably meets this turnover threshold, we have only been in operation for 1.5 years.

We would appreciate your guidance on whether we would still be eligible to participate in the tender despite not having a full three-year operating history.

Answer

We confirm that, as far as they have an annual turnover of at least EUR 75,000 for the years that they are operating on the market (at least 1 year), tenderers are eligible to submit a tender despite not having a full three-year operating history.

Question n.20

Is there a dedicated budget for market research and what is the allocated budget? If there isn't any budget for this section, based on which data do we expect to get the inputs needed for creating a strategy: publicly available data on the Internet, or do we have to allocate a budget ourselves for purchasing data or conducting research?

Answer

The successful tenderer will have access to EUI data, including the materials related to the ongoing institutional strategy exercise, as well as comprehensive social media and other communications stats. Tenderers are expected to propose how they will get additional input and allocate a budget for it if necessary.

Question n.21

Given your clarification regarding question no. 18, should the team presentation and task distribution be included within the 10-page limit for criterion A1? Or alternatively, can they be presented under criterion A3 reserved for CVs?

Answer

The tenderer can either include a brief presentation of the team and tasks distribution within the 10-page limit for criterion A1 and then provide more details under criterion A3 reserved for CVs or directly include this information only under criterion A3 reserved for CVs.

Question n.22

In order to protect sensitive data included in our tender, are we allowed to submit password-protected pendrives? Our idea is to then share the password to unlock them upon request via e-mail.

Answer

Tenderers are allowed to submit password-protected pendrives as long as they provide in the tender a clear email address to which the EUI can submit the request for sharing the password and that the latter is swiftly disclosed by the tenderer as soon as the request by the EUI is notified.

Question n.23

Should the portfolio with the three agency projects be included in the total count of the 10 Word pages for the technical offer? Or can it be presented in a different format, such as a PowerPoint presentation?

Answer

The portfolio with the three agency projects (please see [Criterion A2, Article 10. Award criteria, Annex I – Tender specifications](#)) is not included in the total count of the 10 Word pages to which Criterion A1, Article 10. Award criteria, Annex I – Tender specifications, refers to. Hence, it is to be considered apart and can be presented in a format chosen by the tenderer.

Question n.24

With reference to Article 7.2.2 Partial rebranding of Criterion A2, Article 10. Award criteria, Annex I – Tender specifications, why do you use the definition of partial rebranding? Is only an update of the current visual identity required (the updated identity be built around the current EUI logo) or are you thinking of a new brand, thus talking about total rebranding?

Answer

The updated identity should indeed be built around the current EUI logo but convey the ideas of the new EUI vision in a refreshed manner.

Question n.25

With reference to Article 7.4.3 Art direction after completion of visual identity update, Annex I – Tender Specifications, does the timing given here between April and October 2025 pertain to the additional services of the Second step (Article 7.4) or does it refer to Articles 7.2, 7.3, 7.4 in their entirety? Article 3 of the “Annex I - Tender specifications” document describes the contract term as 2 years, not 7 months.

Answer

The timing between April and October 2025 pertain to the services described in Article 7.2 Rebranding, Article 7.3 Strategic recommendations. The Additional services described in Article 7.4 Annex I - Tender specifications can be requested in a time span of maximum 2 years from the signature of the contract.

Question n.26

With reference to Article 9. Selection criteria “Economic and financial capacity: f) having a professional risk indemnity insurance;” is it mandatory to have one in order to participate? We, as an S.R.L. company, are not required to have professional insurance which is usually required of freelancers.

Answer

Any type of standard insurance that the company may have (e.g. multi-risk insurance, corporate civil liability, etc.) is enough to be compliant with this selection criterion.

Question n.27

With reference to Article 10. Award criteria A1 Detailed description of the methodology, work plan and creative approach proposed for performing the services requested in Article 7 of these Tender Specifications, regarding the creative concept item, should we submit it only at the descriptive, textual level or do you require a creative design proposal (visual\graphic proposal)?

Answer

Please see Answer to Question n.12 of this Q&A section.

Question n.28

I am writing to kindly request clarification regarding the eligibility requirements outlined in the Tender Specifications (Ref: OP/EUI/COMM/2025/001), specifically the Art 9. e) (page 11 and 12) concerning proof of financial viability.

The specifications mention a bank reference "issued by major banks or authorized institutions, dated after the invitation letter, demonstrating that the economic operator has consistently met its commitments with regularity and punctuality and possesses the financial capacity to perform the tendered services."

Could you kindly provide further details on the specific format or content you expect for this reference? Additionally, could you clarify who would be considered an appropriate entity to issue such a statement?

Answer

The tenderer can submit as proof of economic and financial capacity requested by point e), Article 9. Selection criteria, Annex I – Tender Specifications, any document issued by any bank with which the tenderer work where the bank states that the economic operator has always met its commitments with regularity and punctuality.