

OPEN INVITATION TO TENDER
AO/DSL/AZU-JBU/SkillsPanoramaUX/004/16

Request for Clarification (4) – Questions & Answers
Correction (1)

Question No 1

With regards to your relevant Tender Specifications, we have the following question(s):

1. The following key profiles, Section 3.2.2, Technical and professional capacity, pp 26-27:

- a. Branding / Creative Director (CD) Involved as CD in minimum 2 projects in branding creative direction with EU Institutions, agencies, etc.
- b. Senior Marketing Expert (ME) ... Involved as ME in minimum 2 projects in Internet marketing strategy with EU Institutions, agencies, etc.

specify “in minimum 2 projects ... with EU Institutions, agencies, etc.”

We understand that the “etc.” refers to the general public sector and/or major private sector and other applicable projects. Otherwise, we believe that this restriction would bar highly qualified consultants with considerable experience and know-how from participating in the project.

Could you please confirm that our understanding of the above is correct?

Cedefop’s answer to question No 1 and Correction

Please note that Cedefop wishes to issue a correction on the following:

Branding / Creative Director (CD)

Involved as CD in minimum 2 projects in branding creative direction **preferably** with EU Institutions, agencies etc.

Senior Marketing Expert (ME)

Involved as ME in minimum 2 projects in Internet marketing strategy **preferably** with EU Institutions, agencies etc.

In addition, please note that the “etc” mentioned in the above stated selection criteria, including the one mentioned under the profile of the PM, is to be understood as “other EU public sector organisations”.