

Helsinki, 16 January 2012

## **CLARIFICATIONS: 1**

### **Open call for tender ECHA/2011/278 Media monitoring and media analysis**

#### **Question 1.1:**

In the technical specifications, you mention that the price should be calculated based on 200 press clippings per month. Is this just the number of clippings to be taken into account in the media analysis or does this include all relevant coverage from print, online and social media (also for the daily press review)?

#### **Answer:**

200 press clippings per month include all relevant media coverage from print, online and social media. The latter should also be included in the daily media monitoring.

#### **Question 1.2:**

You mention that you are also interested in coverage about industry news. Should this also be included in the daily morning media monitoring? Do you have a rough indication on the number of articles to expect here?

#### **Answer:**

We don't have a prospect number for these pieces of news. As stated in the call for tender, we are only interested in the industry news that is relevant to ECHA. 200 media clippings per month are comprehensive of this kind of news.

#### **Question 1.3:**

At what time in the morning do you require the morning media monitoring at the latest?

#### **Answer:**

There is no specific time required in the tender specifications, however media monitoring should be available before 12 EET.

#### **Question 1.4:**

Do you require one English summary for each article? Or one summary per topic (while listing similar articles)? Do you need English summaries for English articles? Each single article will have a brief EN summary.

#### **Answer:**

Yes, each article must be provided with its English summary.

#### **Question 1.5:**

You mention that ECHA's media work is aimed at about 15 specialised media outlets. Are you able to provide a list of these outlets?

Answer:

1. CHEMICAL WATCH
2. CHEMICAL WEEK
3. ICIS
4. END's EUROPE
5. [www.chemie.de](http://www.chemie.de)
6. Chimica Oggi/Chemistry Today
7. [www.chemagazin.cz](http://www.chemagazin.cz) - Chemistry journal
8. [www.bna.com](http://www.bna.com)
9. <http://www.industrie.com/chimie/>
10. <http://www.chimiepharmahebdo.com>
11. <http://www.kemia-lehti.fi/>
12. [www.chemiaibiznes.com.pl](http://www.chemiaibiznes.com.pl)
13. <http://www.rbi.es>
14. Euroactive
15. Le journal de l'environnement

**Question 1.6:**

Regarding the example and mock-up of services: Do you need an example AND a mock-up? In other words, if we provide similar services to another client, can we provide you these as an example or should we create a mock-up services specifically for the tender? Do you require a specific month to be used for the mock-up service or is this our decision?

Answer:

Tenderers may provide press reviews and related media analysis reports that they have already developed for their other clients.