

Helsinki, 26 January 2012

CLARIFICATIONS: 2

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

Question 2.1:

Regarding the daily media monitoring of social media could you please specify which social medias you would like to be monitored, international or from each of the EU 27 states? And do you require English summaries even for these comments?

Answer:

Linkedin, Twitter, Youtube, Facebook and blogs should be monitored, and EN summaries will be required. However, as ECHA does not currently use social media, the social media monitoring will be very limited and its monitoring tools will be set up together with the tenderer.

Question 2.2:

Could you please specify the approximate keywords for the project? I suppose the articles will have to be manually selected in order to send such a low amount of articles (200 per month for all countries) as written in the Tender Specifications?

Answer:

According to the technical specification: 4.2.1 Media monitoring services: the Contractor will have to identify and finalise with the Agency a list of topics and keywords to monitor. These may vary from time to time.

Question 2.3:

Should there be only one online dashboard for all the sources (press, webs, blogs, social media)?

Answer:

According to the technical specification: **4.2.1 Media monitoring services:** the media monitoring daily service must be delivered via an online dashboard accessible by six staff members, this should give access to all the information sources.

Question 2.4:

Could you please tell us more information about the daily customized e-briefs and monthly executive e-briefings? Can this product be sent by email or an online dashboard would be preferred?

Answer:

According to the technical specification: **4.2.2 Media analysis services:** the Media analysis services should include monthly executive e-briefings.

Question 2.5:

Regarding the news agencies do you want them as a separate source only for alerts as stated on page 21 of the Tender Specifications or you want articles from news agencies

included in the daily media monitoring product and include English summaries with them? Will only Reuters be enough or news agencies from all 27 EU states are requested?

Answer:

According to the technical specification: **4.2.1 Media monitoring services:** News agencies: alerts from all main newswires must be made available shortly after they occur.