

**CLARIFICATION N° 2**

**TO SERVICE CONTRACT N° CEFTA 2026-02**

**CEFTA Communication and Visibility**

**Clarification request received on 18 February 2026:**

**1.Event Attendance & Travel**

Regarding the 20 annual events: Is in-person attendance mandatory for all events, or is remote participation acceptable for some?

Should all travel and accommodation costs be fully absorbed within the global budget?

**2.Local Technical Support**

Must our core team travel to every event, or can we engage local technical support (e.g., event photographers) to work under our supervision?

**3.Event Distribution**

Is there an estimated geographical breakdown of the events among the CEFTA Parties, or should we assume an equal distribution?

**4.Website Maintenance**

Does "regular upkeep" refer strictly to content management (publishing news/updates), or does it also include technical maintenance (backend, security, platform development)?

**5.Social Media Expansion**

Does the modernization of communication channels include managing paid media and ad budgets, or strictly organic content production?

**6.Promotional Materials (Annex II)**

Should physical production and printing costs be included in the global budget?

If so, can you provide estimated annual quantities or volumes per material type?

**7.Performance Indicators**

Are there specific KPIs or benchmarks already defined to evaluate the communication activities and visibility outputs?

**CEFTA Secretariat reply**

1. In-person attendance is generally expected for the majority of the events, particularly where visibility coverage (photo/video production, stakeholder engagement) is required. Remote participation will be accepted in duly justified cases, subject to prior agreement with the Contracting Authority.

All travel, accommodation and subsistence costs related to the implementation of the contract shall be included in the global budget.

2. The tenderer is not required to deploy the full core team to every event. The engagement of qualified local technical service providers (e.g., photographers, videographers or technical support staff) is permitted, provided that they operate under the direct supervision and responsibility of the Contractor, quality standards defined in the contract are fully respected, coordination and reporting mechanisms are ensured. The Contractor remains fully accountable for the quality and timely delivery of all outputs.
3. The events are expected to take place primarily in CEFTA Parties and occasionally in Brussels. Final locations will be confirmed per event. No fixed geographical distribution is foreseen. Tenderers should therefore assume a flexible distribution and ensure the capacity to operate throughout the CEFTA region and where applicable, Brussels.
4. Regular upkeep refers to content management (including publishing news, updates, event information and visibility materials) and technical maintenance (backend, security, platform development).
5. Yes, it includes managing paid media and ad budgets.
6. No production and printing of promotional materials is foreseen.
7. KPIs/benchmarks are not exhaustively predefined, however, performance will generally be assessed against timely delivery of outputs, quality of communication materials, website and social media engagement metrics, responsiveness and coordination efficiency, compliance with visibility and branding guideline. More detailed performance benchmarks may be agreed upon at the inception phase of the contract.

**Clarification request received on 18 February 2026:**

1. Should all prices in the proposal be indicated with or without VAT?
2. Could we receive information on the locations of all 20 planned events? This information is essential for budget preparation and travel cost planning. Additionally, should these costs be considered part of the EUR 30,000 budget?
3. Apart from these 20 events, should attendance at other events where CEFTA participates also be planned?
4. Regarding promotional materials – is the requirement limited to design only, or does it include full production?
5. Should media publications be paid? Is it necessary to allocate a budget for media coverage?
6. Should a budget for social media advertising be planned?

7. What form of proof of references is considered acceptable, given that contracts contain sensitive and confidential information that cannot be shared?
8. For the newsletter – is only the design required, or does it include distribution as well? Does the contracting authority already have a tool for newsletter distribution and the relevant contact lists?
9. Could you please clarify the maximum validity period for certificates or documents providing evidence of all taxes and social security contributions for which the person is liable, including VAT, income tax (for natural persons), company tax (for legal persons), and social security contributions? For example, would certificates issued in September 2025 be acceptable, or do they need to be more recent (e.g., within one or six months)?
10. Does the bank account form need to be certified by the bank? The practice of the bank where we hold an account, based on their internal procedures, is not to certify documents with their stamp and signature if these documents are provided by the client. Would it be acceptable to submit only our account statement containing all the required information, to which the bank could affix its stamp and signature, and provide the payment instruction as a supporting document? Could you please confirm whether these two alternative documents would be acceptable for this tender?
11. Do translations of original documents into English need to be performed by a certified translator, or is a courtesy translation sufficient?

### **CEFTA Secretariat reply**

1. As per Annex V. Budget of the Tender submission dossier, the price shall not include VAT. CEFTA Secretariat is VAT exempt.
2. Please see CEFTA Secretariat reply above no. 3 and 1.
3. No
4. Please see CEFTA Secretariat reply above no. 6.
5. Please see CEFTA Secretariat reply above no. 5.
6. The financial offer shall include a price breakdown based on the expected output listed in section 2.3 of the terms of reference.
7. Reference certificates issued and signed by the client/Contracting Authority, provided that the evidence clearly demonstrates compliance with the selection criteria (start/end period of implementation, title of the project, amount, activities and outputs, confirmation of satisfactory performance, etc). Contracts with sensitive financial information may be appropriately redacted, provided that the evidence clearly demonstrates compliance with the selection criteria.

8. The requirement includes design and posting in all platforms of CEFTA Secretariat.
9. As a general rule, certificates should not be older than one year, unless national legislation provides otherwise.
10. As per Annex VI. Identification Form of the Tender submission dossier, It is preferable to attach a copy of RECENT bank statement. With a bank statement, the stamp of the bank and the signature of the bank's representative are not required. Please note that the bank statement has to confirm all the information listed above under 'ACCOUNT NAME', 'IBAN/BANK ACCOUNT NUMBER' and 'BANK NAME'.
11. Translations into English is strongly recommended to be performed by a certified translator.

**Clarification request received on 20 February 2026:**

We would kindly like to ask whether there is any possibility, at this stage or later in the process, to consider an adjustment of the scope of work or, alternatively, a revision of the overall budget allocation (for example, an increase of approximately 30%), should this be deemed appropriate by the Contracting Authority.

Travel-related costs should be included within the financial offer, or whether such expenses are envisaged to be covered under a separate budget line.

**CEFTA Secretariat reply**

At this stage of the procurement procedure, the scope of work and the maximum budget envelope as indicated in the tender dossier are fixed and cannot be modified. Tenderers are required to prepare and submit their offers strictly in accordance with the requirements, deliverables and financial ceiling specified in the tender documentation. Any potential modification of the scope or financial allocation may only occur, if justified, in accordance with the applicable contractual provisions and procurement rules, and only after contract signature. Such modifications cannot be anticipated or guaranteed at the tender stage.

Please see CEFTA Secretariat first reply above no. 1.