

Clarifications regarding the tender procedure “Production of a booklet showcasing the startups supported through Challenge Fund” under Challenge Fund, EU4Innovation 2023–2026 (Ref. 16318/28)

➤ Volume and format of the publication

- Is there an indicative or maximum number of pages for the booklet?

No indicative or maximum number of pages has been specified in the Terms of Reference (ToR). The overall creative concept, editorial direction, structure, format, and layout of the booklet shall be developed by the selected service provider in accordance with the scope of work.

- Is there an expected number of pages (or word count) per startup profile?

The ToR does not prescribe a fixed number of pages or word count per startup profile. The reference to a “two-page spread, displayed side by side” relates to the specified digital flipbook presentation. The structure and layout of the startup profiles should be proposed by the tenderer as part of the overall creative and editorial approach.

- What page format and orientation are foreseen (e.g. A4/A5, portrait or landscape)?

The Terms of Reference (ToR) do not prescribe a specific page size or orientation (e.g. A4/A5, portrait or landscape). The page format and orientation should be proposed by the tenderer as part of the overall creative concept, editorial approach, structure, format, and layout of the booklet, while ensuring compliance with the digital flipbook format and all other requirements set out in the ToR.

- Will the Albanian and English versions be produced as two separate publications, or as one bilingual publication? Please confirm whether the indicative page count refers to one language version or to both.

As specified in the Terms of Reference (ToR), the booklet shall be produced in both Albanian and English. Tenderers shall ensure that both language versions are covered in their technical and financial offers.

➤ Source content

- In what form will the content on the 55 startups be provided (e.g. narrative texts, application forms, progress reports, interview notes, raw data)?

As stated in the Terms of Reference (ToR), the Contracting Authority will provide relevant content and information on the supported startups for review, editing, and refinement by the service provider. The service provider will develop the available information into compelling, consistent, and concise startup profiles in accordance with the scope of work.

- Is the content already available, or will it be developed and delivered progressively during the assignment? If so, could you indicate the expected schedule of delivery?

As specified in the Terms of Reference (ToR), the Contracting Authority will provide the relevant content and information on the supported startups for review, editing, and refinement by the service provider. The relevant content will be available at the commencement of the assignment.

- In which language will the source material be provided?

The source material will be provided, as available, in Albanian and/or English. The service provider will be responsible for the professional editing, proofreading, and linguistic refinement of the content, as required under the Terms of Reference (ToR).

- Are there any additional elements to be included beyond the startup profiles and the overview of the second phase (e.g. infographics, statistics, forewords, testimonials, maps)?

As specified under “Creative Concept, Editorial Approach, and Publication Design” and “Photography and Visual Asset Management,” the booklet may include infographics, graphic elements, illustrations, photographs and other visual components.

➤ Photography and visual assets

- Does the contracting authority already hold a bank of photographs for the featured startups, and if so, approximately what share of the 55 startups is covered?

As stated in the Terms of Reference, the service provider is responsible for shooting, collecting and selecting high-quality photographs and visual materials for each featured startup.

- For how many startups is new photography expected to be produced by the service provider?

As specified in the Terms of Reference (ToR), the service provider is responsible for shooting, collecting, and selecting high-quality photographs and visual materials for each featured startup, ensuring that they meet professional design and publication standards.

- Is field photography expected in all the cities mentioned (Tirana, Malësi e Madhe, Saranda, Berat, Vlorë, Shkodër, Durrës, Librazhd, Korçë and others), and should travel costs be included in the financial offer?

As specified in the Terms of Reference (ToR), the service provider is responsible for shooting, collecting, and selecting high-quality photographs and visual materials for each featured startup, ensuring that they meet professional design and publication standards. Tenderers should consider the costs necessary for the implementation of the assignment when preparing their financial offers.

- What is the expected number of photographs per startup profile?

No specific number of photographs per startup profile has been prescribed in the Terms of Reference (ToR). The selection and number of photographs should be determined as part of the proposed creative and editorial approach, in accordance with the scope of work and requirements of the ToR.

➤ Translation

- The Terms of Reference list translation into English among the tasks of the service provider, while also stating that content will be provided by the contracting authority. Could you confirm whether translation of the startup profiles and of the overview section is to be covered by the service provider, and in which direction (Albanian to English, English to Albanian, or both)?

Yes. As specified in the Terms of Reference (ToR), the final publication shall be produced in both Albanian and English, with accuracy and consistency ensured across both language versions. The service provider shall be responsible for translation of the relevant content, as required, depending on the language in which the source material is provided.

➤ Branding and technical requirements

- Will the Challenge Fund / EU4Innovation visual identity guidelines, brand manual and logo files be made available to the selected service provider?

As specified in the Terms of Reference, the publication must comply with the Challenge Fund | EU4Innovation visual identity requirements and EU visibility guidelines. The relevant branding and visibility materials will be made available to the selected service provider.

Regarding the digital flipbook: is the service provider expected to deliver the flipbook hosted on an online platform, or only the print-ready and web-optimised PDF files prepared for a two-page spread?

As specified in the Terms of Reference (ToR), the service provider is required to deliver the final publication as a digital flipbook, with a two-page spread displayed side by side, together with the print-ready and web-optimized PDF versions and editable source files. The ToR does not require the service provider to host the flipbook on an online platform.

- Are there any font licensing requirements or preferred typefaces to be observed?

As specified under “Creative Concept, Editorial Approach, and Publication Design” in the Terms of Reference, typography forms part of the publication design. No specific typefaces or font licensing requirements are prescribed.

➤ Revisions and approvals

- How many revision rounds are foreseen for each deliverable?

As specified in the Terms of Reference, the service provider should incorporate reasonable revision rounds requested by the Contracting Authority prior to final approval. The review and feedback process will be coordinated during the implementation of the assignment.

- What is the indicative review period for the contracting authority and the Embassy of Sweden in Tirana between deliverables?

The review and feedback process will be coordinated with the Contracting Authority during the implementation of the assignment.

➤ Tender documents

- The Statement of Exclusivity and Availability template is drafted for individual experts referring to their CV. For a tender submitted by a company, should this statement be signed by the legal representative on behalf of the company, or by each proposed team member individually?

For tenders submitted by a company, the Statement of Exclusivity and Availability may be signed either by each proposed team member/expert individually or by the company’s legal representative.

- Should CVs of the proposed team members be included as part of the technical proposal?

Individual CVs of proposed team members are not separately required under the tender submission requirements. The proposed team composition should be included as part of the Company Profile.