

***Riga, June 13, 2016***

***Answers to the questions from the candidates  
in procurement “Communication strategy for RB Rail AS”***

Management of RB Rail AS has prepared the following answers to the questions received from the candidates by June 13, 2016:

No	Question	Answer
1.	<p>According to Annex no 2. (Specification), 5th paragraph, tasks for the contractual period requires 1) development of the Rail Baltic/Rail Baltica project’s <b>Pan – Baltic Communication Strategy</b> ... and 2) Development and implementation of <b>communication action plan (in Latvia only)</b> ... . And the questions are:</p> <p>What area is meant by Pan-Baltic? Does it covers Latvia, Lithuania and Estonia or is meant to be extended to Finland and Poland as well? For how many countries Communication Strategy is planned to draft?</p> <p>If action plan (drafting and implementation) is envisaged for Latvia only (as a part of this procurement), how organisers envisage implementation of the Communication Strategy in other countries Lithuania and Estonia, Finland and Poland. Is it going to be separate procurement to hire communication services in those countries or winner of this tender will be invited to provide services for all countries (with network’s partner companies) with separate budget for each country?</p>	<p>1) Communication strategy shall be developed for Latvia, Lithuania and Estonia.</p> <p>2) Implementation of the communication strategy in Lithuania and Estonia is not part of procured agreement. It will be subject to a separate action.</p>
2.	<p>It is mentioned in your web page <a href="http://railbaltica.org/en/procurement-6">http://railbaltica.org/en/procurement-6</a>) that estimated value of the Agreement is 150 000 EUR. Is it budget for one country – Latvia or all Baltic countries together?</p>	<p>Communication strategy shall be developed for Latvia, Lithuania and Estonia, but implemented in Latvia only. Budget is estimated for development of Communication strategy and implementation in Latvia.</p>
3.	<p>Do we need in our proposal to offer consultants not only from Latvia but also</p>	<p>It is the candidate’s responsibility to decide on involvement of personnel to achieve the best result.</p>

	from other Baltic countries, as well as Poland and Finland?	
4.	Is there any limit (number of characters) of the document describing our approach to the communication strategy?	There are no limitations set on description of the proposed approach, but it should be reasonable, clear and comprehensive.
5.	Could you share with us some media research or content analyses if you have any?	Not available for public use.
6.	There was already a procurement which was won by PR agency PRAE and they prepared communication strategy. Is it possible to get it if it is valuable? Or is this strategy cancelled?	Communication strategy has not been developed, hence no documentation is available.
7.	We would like to clarify, do all team members has to know Latvian language, based on following chapter from procurement documentation: "4.3.1.5. <b>In addition to Latvian</b> , all team members shall have good command of English language, at least one team member shall have excellent command of English language." Is it possible to involve experts from Estonia and Lithuania?	The team members working with RB Rail on daily bases implementing the strategy should be able to communicate in Latvian and English. However, the candidate is free to involve any expert it considers necessary to achieve the best result.
8.	The point 5.1.4.2. of the procurement rules states that the candidate must submit a proposal of activities, which must be defined on an activity timeline providing resource estimates for each stage. Should these estimates be comprised also of 3rd party costs?	Yes, it would be useful if Candidate can present approximate third party costs, but it is not mandatory.
9.	Within the Annex No. 3 (agreement draft) first page, point b, it is stated that the object of the contract is "[...] Public relations services, development of communication strategy for RB Rail AS - coordination of public information in Latvia, Lithuania and Estonia [...]". Further in the same agreement draft (point 1.2), it is specified that the PR services must be provided "[...] all in Latvia [...]". Also within the Specification's 5th point it is stated that the task for the contractual period is	Implementation of the communication strategy under procured agreement shall be only in Latvia.

	“development and implementation of communication action plan (in Latvia only) [...]”. With this we want to specify the geography that must be taken into account once planning the communication services. Will the procured service provider be implementing communication strategy only in Latvia or within all three Baltic States?	
10.	[..] at which project development stage it is planned to address railway operators? And should we understand them as industrial consumers (freight, travel, logistics)?	It is premature for the subject matter of this procurement.
11.	[..]could you elaborate, please, with whom you have meant “regulatory bodies” mentioned within the documentation?	i.e. State Revenue Services, State control.

Board Project Manager



V.Vitola