

Enhancement and Maintenance of EMSA's E-learning Programme

EMSA/OP/32/2015

Question & Answer

Question 1 (dated 27/12/2015, 16:53):

We are interested in participating in the tender mentioned above hence want to get more information about the same.

Considering the geographical constraint of personally reviewing the document, I request you to provide us the following details before we buy the document:

- 1) List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required.
- 2) Soft Copy of the Tender Document through email.
- 3) Names of countries that will be eligible to participate in this tender.
- 4) Information about the Tendering Procedure and Guidelines
- 5) Estimated Budget for this Purchase
- 6) Any Extension of Bidding Deadline?
- 7) Any Addendum or Pre Bid meeting Minutes?

We will submit our offer for the same if the goods or services required fall within our purview.

Also we would like to be informed of future tenders from your organization. Hence, we request you to add our name to your bidder's list and do inform us about upcoming Projects, Tenders.

We will be highly obliged if you can send us your complete & latest contact information. This will help us reaching to you faster.

Answer to question 1 (published on 07/01/2016):

All tender documentation can be found on the Internet at www.emsa.europa.eu in the procurement section related to the tender EMSA/OP/32/2015 and can be downloaded free of charge. You may also sign up to our procurement mailing list on the EMSA website, as above, in order to be kept informed of new procurements. In addition to economic operators established in the Member States of the Union, only economic operators from the following countries are eligible to participate in the present procurement procedure: Albania, FYROM, Iceland, Liechtenstein, Montenegro, Norway and Serbia. In the case of economic operators from other non-EU member states, EMSA may, only in exceptional circumstances, accept their participation in a particular procurement procedure without creating a precedent or obligation for future participation.

Question 2 (dated 29/12/2015, 16:15):

In "Tender Specifications", at paragraph "11.Requirements as to the Tender" it's written that:

"The tenderer shall complete the Tenderer's checklist"

and that the tender must include, amongst others:

"Part D: all the information and documents required by the contracting authority for the appraisal of tenders on the basis of the Award Criteria set out under point 15 of these specifications".

Then in paragraph “15. Award criteria”, Quality criterion 2 refers to “Quality and completeness of the suggested plan comprising all the relevant steps for the production of a ‘standard length’ e-learning course module specified in paragraph 12.2 above, as an enhancement project”.

It seems that the tenderer should detail as an example the steps for producing a standard length e-learning course, that is to say what is called Scenario 2.

But in the tenderer’s checklist it is written in the list of documents:

For each of the scenario's 1, 2 and 3:

- Project charter
- Project plan
- Gantt chart
- Project duration
- Work breakdown of the effort in person days per profile
- Allocation of tasks to team members
- Project status reports and flash reports template
- User documentation
- Software releases and release notes
- Installation, configuration and deployment manuals
- Impact and changes on the system

That is exactly a plan comprising all the relevant steps for the production of an e-learning course, but referring to all three scenarios, and not only to standard length e-learning course, a.k.a. Scenario 2.

Would you please clarify if the tenderer must produce one plan referring to Scenario 2 or three plans referring to each of the scenario’s 1, 2 and 3?

Answer to question 2 (published on 07/01/2016):

Only quality and completeness of the suggested plan comprising all the relevant steps for the production of a ‘standard length’ e-learning course module specified in paragraph 12.2 as “Scenario 2” of the Tender Specifications, is asked for and shall be evaluated. Hereby “the relevant steps” refers to relevant actions to be accomplished within the given task. At the same time, the Tenderer’s Checklist is a list of documents, among other the documents to be presented in relation to each of the scenarios 1, 2 and 3 referred to in paragraph 12.2 of the Tender Specifications. “The relevant steps” referred to in paragraph 15.2 of the Tender Specifications may comprise the creation of a document, including those listed in Tenderer’s Checklist. The “suggested plan comprising all the relevant steps” in paragraph 15.2 of the Tender Specifications is not equal to and may be far more comprehensive compared to the document “Project plan” listed in the Tenderer’s Checklist.

Question 3 (dated 11/01/2016, 12:20):

We are in the process of evaluating the documents to make a decision to bid and we have a question regarding the paragraph:

14.5.1 Technical capacity

The tenderer shall have at least 3 years of knowledge and expertise in following fields:

a) Development of e-learning material for the maritime industry and for public administration on general corporate functions, published in SCORM format.

Does it mean the tenderer should have 3 years of expertise in e-learning for maritime industry AND (another) 3 years of expertise in e-learning in public administration? If the 3 years are cumulative, then how much experience should the tenderer have, minimally, in developing e-learning for the maritime industry?

Answer to question 3 (published on 13/01/2016):

The required minimum 3 years of knowledge and expertise in the development of e-learning material for the maritime industry and for public administration (on general corporate functions) shall be understood as the total time period. When only the required 3 years of experience are demonstrated, the involvement in either field shall be equally divided. When more years of total experience are demonstrated, the minimum duration in either field shall be 1.5 years.

Question 4 (dated 14/01/2016, 13:33):

Is it possible to have a demo account to the LCMS part? That could help in drafting a better proposal.

Answer to question 4 (published on 18/01/2016):

The LCMS system, as currently set in EMSA, does not foresee a demo version to facilitate the preparation of bids. More information about the technology and functionalities of the LCMS could be obtained at the “eXact learning solutions S.p.a.” website available at <http://www.exact-learning.com/exact-learning-lcms/> .

Question 5 (dated 14/01/2016, 15:38):

In “Tender Specifications”, at paragraph “15. Award Criteria”, point “4. Price of the bid ($W_{price} = 30\%$)” it’s written that:

The score for price is:

$$SP = \sum_i \frac{\text{lowest Price } i \text{ of all bids}}{\text{Price } i} * 100 * W_{\text{Price } i}$$

but in the title of the Chapter is written that the Weight for Price is only one ($W_{price} = 30\%$) and in the text of the chapter you explain that W_{price} is to apply to the (TOTAL Price) as sum of the four prices (implementation scenario 1, implementation scenario 2, implementation scenario 3, 1 year of maintenance).

Furthermore, we don't find different Weights to apply for the calculation of Score for Price.

Is it correct if we intend that the correct formula is:

$$SP_i = \frac{\text{lowest (TOTAL Price) of all bids}}{(\text{TOTAL Price})_i} * 100 * 30\%$$

where

SP_i is the Score for Price of Tenderer "i" and $(\text{TOTAL Price})_i$ is the TOTAL Price offered by Tenderer "i";

or are you going to provide the four different Price Weights for each item: implementation scenario 1, implementation scenario 2, implementation scenario 3, 1 year of maintenance?

Answer to question 5 (published on 18/01/2016):

There is only one Price criterion among the Award criteria – "Price of the bid" with a weighting $W_{price} = 30\%$, which is calculated as the sum of the four listed components (see point 15.4 of the Tender Specifications).

The formula $SP = \sum_i \frac{\text{lowest Price } i \text{ of all bids}}{\text{Price } i} * 100 * W_{\text{Price } i}$, whereby 'i' signifies a sequence number of a Price criterion, is a general formula that can accommodate evaluation cases with any number of Price criteria (with different weightings). As there is just one Price criterion in this instance ($i=1$), this formula could be modified towards simpler, to similar to what you have suggested.

Question 6 (dated 18/01/2016, 16:25):

With reference to document "Tender Specifications_Annex II_OP322015.pdf", par. 3 "Licences", it is clarified that the contractor must own the development license for all the tools used to develop and maintain the modules. Exception is made to the aforementioned LMS "eXact learning solutions" in EMSA's test environment, whereby EMSA can and will provide an access to EMSA's test platform [...]

With reference to document "Tender Specifications_Annex I_OP322015.pdf", par. 6.2 "Learning Content Management System", it is specified that the contractor shall have its own version of a LCMS tool/software [...]

Being eXact LCMS a proprietary authoring tool, provided with specific proprietary templates (presumably customized for EMSA) does this mean that:

- The contractor will be forced to use eXact LCMS for existing modules maintenance and that EMSA will allow these developments on the test environment, providing the necessary licences and accounts? and
- At the same time the contractor will be able to develop new modules using its own LCMS (assuming that the output is compliant with MaKCs LMS – as per requirements)?

Answer to Question 6 (published on 26.01.2016):

The creation of new contents and maintenance of the content of the existing modules should be completed through EMSA's version of LCMS/LMS. The contractor may use any authoring tool(s), provided that the final

product (the module) will correspond to the specified requirements (including i.a. format, layout/template etc.). The contractor must have the licences for the authoring tool. The contractor's deliverables are deployed and tested in EMSA's Test environment aiming their final acceptance.

Question 7 (dated 18/01/2016, 16:25):

Is the tenderer free to propose new and enhanced methodologies and authoring tools for new modules, or shall be necessary to use current technologies and methodologies?

Answer to Question 7 (published on 26.01.2016):

When undertaking the enhancement and maintenance tasks (referred to in Section 2 of the Tender Specifications and further specified e.g. in Section 7 of Annex I of the Tender Specifications), the contractor may use any authoring tool, provided that the format compatibility of the delivered modules is ensured and requirements to the content (see e.g. section 8 of Annex I to the Tender Specifications) are met.

Question 8 (dated 18/01/2016, 16:25):

With reference to document "2. Tender Specifications OP322015.pdf", par. 12 "Price", in relation to the Price for maintenance, it is specified that the contractor should provide changes to part of the voiceover of the courses to be amended. Selecting a speaker different from the original would result in a module developed with two different voices. Will EMSA ask for a specific voice supplier to be used, in order to avoid this? Or would it be better to record the entire course voiceover?

Answer to Question 8 (published on 26.01.2016):

EMSA does not require a specific voiceover supplier to be used. Re-recording the voiceover for an entire course would be subject to case-by-case decisions.

Question 9 (dated 18/01/2016, 16:25):

With reference to document "2. Tender Specifications OP322015.pdf", par. 12 "Price", in relation to the Price for maintenance, it is specified that the contractor should provide changes to a video. Shootings for these videos should take place on-board? Will the contractor get from EMSA the necessary support in order to get permissions to visit a specific ship?

Assuming that the cost to shoot videos depends on the location of the ship, on the number of videos developed in a single session (shooting 1 video of 5 minutes could cost more or less like shooting 5 different videos of 5 minutes each), in his price proposal the contractor should take into account the worst case

(shooting one single video on-board, with related travel costs for the entire troupe ENG?). Or it makes sense to plan with EMSA one session where more than one video is realized so to optimize related costs?

Is there a location of choice (i.e.: Lisbon) to shoot videos?

Answer to Question 9 (published on 26.01.2016):

Video recording sessions to illustrate modules will normally take place on board a ship. EMSA may assist in case the contractor would need permissions by the authorities / shipowner to board the vessel.

Locations will be decided based on the availability of a suitable ship for the video recording session.

Video recordings shall be planned cost-efficiently to produce all the necessary material.

Question 10 (dated 18/01/2016, 16:25):

When referring to “the system” (i.e. Strategy to improve the quality of the system in “4. Tenderer Checklist OP322015.pdf” and being the contractor unable to act on the technological side (LSM and LCSM) does the tender specification refers to a general approach (methodological, procedural, managerial) to the project?

Answer to Question 10 (published on 26.01.2016):

The reference to ‘the system’ in the mentioned item does not refer to the LCMS/LMS platform, but to the e-learning programme in general.

Question 11 (dated 21/01/2016, 15:22):

Could you please specify in which format source files of existing modules will be available? Are they produced with a standalone authoring tool (if so, with which one), in an HTML5 framework, or differently?

Answer to Question 11 (published on 26.01.2016):

Existing modules were built using the eXact Learning Packager through HTML5 templates under the SCORM specifications.

Question 12 (dated 21/01/2016, 15:22):

Do you expect the maintenance, enhancement and new production of modules to be provided through the built-in authoring tool of MaKCs only, or is other production possible as well?

Answer to Question 12 (published on 26.01.2016):

Please refer to the Answers to Questions 6 and 11 above.

Question 13 (dated 21/01/2016, 15:22):

Enhancement Scenario 2: Would it be possible to provide an estimation for the learning time, i.e. sitting time of a learner, to complete a “standard-length” module consisting of 110 tabs and a short module consisting of 50 tabs?

Answer to Question 13 (published on 26.01.2016):

As informed in Section 8.2.1 of Annex I to the Tender Specifications, “a full size course will typically be between 120 and 180 minutes in length”. The length of a short module can be expected to be approximately proportional, yet slightly exceeding the ratio of the number of tabs compared to the full size course. The actual ‘learning times’ needed to complete a module vary and may take much longer.

Question 14 (dated 27/01/2016, 11:43):

Referring to the clarifications provided with answers to questions 6 and 11 in "Questions and Answers 26.01.2016.pdf" it is now clear that the contractor is free to use any authoring tool "provided that the final product (the module) will correspond to the specified requirements (including i.e. format, layout/template etc.)."

But in practical terms, since eXact Learning Packager is an authoring tool with specific rules, specific templates and specific engine, it makes no sense and it is not possible to maintain or develop modules with a different authoring tool and respecting at the same time the requirements. Using a different authoring tool the contractor could provide a module similar to the original, HTML5 and SCORM compliant as well, but would be then impossible to manage it with the internal LCMS on-line editor (allowing EMSA, for example, to manage small maintenance issues).

Is then substantially mandatory the use of eXact Learning Packager for authoring purposes? in our opinion it is.

Using, for example, a market authoring tool like Articulate Storyline, could result in a course that is perfectly coherent with all the requirements (same course structure and functionalities, same pages organization, forced navigation, random extraction question bank, html5 and SCORM compliant and else). But, once imported in the LCMS, EMSA would not be able to manage small content issues with the embedded on-line editor, being the new product developed with a different technology).

This implies that the contractor could for sure acquire the necessary licenses for eXact Learning Packager and/or eXact on-line editor: but unfortunately there is no public pricing related to licenses for these tools. And,

since the provision would require EMSA's specific templates, asking for a quotation at this stage could result in an unfair advantage for current contractor.

On the other side using fixed and predefined templates and production workflows does not allow much room for "enhancements of the system".

Answer to Question 14 (published on 29.01.2016):

As per Sections 4.3.1 and 4.3.2 of the Tender Specifications, the deliverables for the maintenance and enhancements should comprise the final version of the courses in the SCORM format as well as the relevant source files.

In the event of maintenance of existing courses, the project materials will be made available to the Contractor by EMSA through the LCMS.

It is up to the Contractor to use any authoring tool to complete the revision/development of the courses provided that Maintenance and Enhancements tasks will be completed by the Contractor.

Templates on the layout and structure of the courses will be defined and agreed with the Contractor under the terms of each Specific Contract for Maintenance or Enhancement.

Question 15 (dated 27/01/2016, 11:43):

Analyzing the sample course provided on MaKCs, it seems that the sample documents have been developed with a flipbook creator tool.

May you confirm that the tool used and for which the contractor is expected to acquire licenses is flip@once (<http://www.flipatonce.com>), in order to guarantee the same look&feel and functionalities?

Or is the tenderer free to propose an alternative flipbook creator? Assuming as a minimum requirement what? (i.e.: zoom/unzoom in pages, text search, page clipping, reverse flipping and/or else)

Answer to Question 15 (published on 29.01.2016):

The tenderer is free to propose an alternative flipbook creator, with similar functionalities.

Question 16 (dated 27/01/2016, 11:43):

Analyzing the sample course provided on MaKCs, it seems that forced navigation at first access and until course completion is a mandatory requirement. May you confirm this? (this could affect the choice of the authoring tool selected).

Answer to Question 16 (published on 29.01.2016):

The described 'forced navigation' is and would remain part of the existing courses. However, the use of this functionality might vary in case of new modules to be developed, depending on their scope.

Question 17 (dated 28/01/2016, 12:06):

Can you please advise, if your answer to the following bidder-question:

*“Does it mean the tenderer should have 3 years of expertise in **e-learning for maritime industry** AND (another) 3 years of expertise in e-learning in public administration? If the 3 years are cumulative, then how much experience should the tenderer have, minimally, in developing e-learning for the maritime industry?”*

Answer to question 3 (published on 13/01/2016):

*The required minimum 3 years of knowledge and expertise in the development of e-learning material for the maritime industry and for public administration (on general corporate functions) shall be understood as the total time period. When only the required 3 years of experience are demonstrated, the involvement in either field shall be equally divided. When more years of total experience are demonstrated, **the minimum duration in either field shall be 1.5 years.**”*

... mean, that an expertise in e-learning for the maritime industry of at least 1.5 years is required and that this is a must-have-criteria?

Answer to Question 17 (published on 29.01.2016):

As indicated with the use of “shall” in the phrase “the minimum duration in either field shall be 1.5 years” used in the Answer to Question 3, this is a requirement.

Question 18 (dated 29/01/2016, 18:22):

The Tender Specifications state that prices should be provided for maintenance, for the three scenarios of enhancement and for each of the team members’ profiles. The Tenderer’s Checklist states only “Fixed price for one year maintenance” and “Fixed price for each of the profiles for enhancements”. Could you please confirm that for enhancement, prices for the three scenarios need to be provided in addition to the prices for each team member’s profile?

Answer to Question 18 (published on 01.02.2016):

Referring to Section 12 of the Tender Specifications, the submitted bids should comprise prices for maintenance, for the three scenarios of enhancement and for each of the team members’ profiles.

In the Tenderer’s Checklist in “Fixed price for each of the profiles for enhancements”, the phrase ‘each of the profiles for enhancement’ is meant to comprise both the (three) enhancement scenarios and the team members’ profiles.

Question 19 (dated 29/01/2016, 18:22):

In the Tender Specifications, p. 7, 12.1 Price for maintenance, do the “changes to 1 video” necessarily include shooting?

Answer to Question 19 (published on 01.02.2016):

In Tender Specifications Section 12.1 (on the price for maintenance) the "...changes to [...] 1 video..." may include video shooting. Please refer also to the Answer to Question 9 above.

Question 20 (dated 29/01/2016, 18:22):

For the video shootings, will the script/storyboard for the video be provided by EMSA or will it be the contractor's responsibility?

Will one actor be enough or how many actors are expected for an average shooting?

Do you expect the actor to speak or only perform actions?

Answer to Question 20 (published on 01.02.2016):

Referring also to Section 10 of Annex I to the Tender Specifications, for the video shootings, EMSA would normally aim to provide indications on the videos (e.g. outlining the elements of the scenario) in addition to what follows from the storyboard of the module. It is upon the contractor to develop this information further to comprise the necessary details, in cooperation with EMSA.

The number of actors in one video clip varies usually between one and three.

Both options (the actors only performing actions, or also speaking for the conversation to be also recorded) may occur. In the aforementioned case, the video may be accompanied with background tune and/or text reading voiceover.

Question 21 (dated 29/01/2016, 18:22):

Can you provide a rough estimate of how many new courses are envisaged to be produced (i.e. enhancement projects) in the 4 years of the Framework Agreement?

Answer to Question 21 (published on 01.02.2016):

The number of courses to be produced would depend on many factors including e.g., the price offers in the received bids and the ratio of the new short and full size modules. Considering the circumstances, it is not possible to provide such estimate.

Question 22 (dated 03/02/2016, 13:13):

In tender specifications (14.2. and 14.3.; (a), (b), (d), (e)) additional proof evidencing eligibility is described (ie. Judicial records). Is it possible to deliver those documents after 8/2 as a proposal update?

Answer to Question 22 (published on 04.02.2016):

As per Section 14.3 of the Tender Specifications, to submit (together with the bid) a completed and signed Declaration of Honour available on the Procurement Section on the EMSA Website (www.emsa.europa.eu) would be sufficient at this stage. Only the tenderer to whom the contract is to be awarded shall provide additional proof.

Requests for additional information regarding this tender should be sent by e-mail to the following address OPEN322015@emsa.europa.eu . Requests for additional information received less than five working days before the closing date for submission of tenders will not be processed.

The deadline for submission of the bids of this tender is 08/02/2016, 16:00 (Lisbon time).

Responsibility for monitoring the Agency's website for replies to queries and/or further information remains with potential applicants.