

Following the publication of the tender, we have received some requests for clarification. The following text includes the clarifications

- 1) The collaboration will start as soon as the selection of the media agency will be done. The duration of the collaboration will be approximatively 2 years, with the greater workload expected in the first year.
- 2) The website domain has already been purchased by CISP
- 3) The website domain registration is at CISP name
- 4) The visibility of the website must be guaranteed for two years after the end of the project
- 5) The management of the website must be guaranteed for the whole duration of the project
- 6) Production and editing of the website contents will be done by the selected web/media agency in collaboration with CISP
- 7) The website will be in English. Nevertheless, in consultation with CISP it could be requested to insert news in other languages
- 8) The content update of the site will be centralized
- 9) The website could facilitate live exchanges between participants schools (eg webinars). It is not a priority and it will depend on the costs
- 10) CISP and the selected media/web agency will decide if internet site users need to be registered or not.
- 11) The correct management of personal data of users is on the selected web/media agency
- 12) The website will have to ensure that the profiles of the users are ascertained
- 13) The website will have to ensure that the levels of appreciation and knowledge of the users are ascertained
- 14) The revision of contents submitted by teachers or editors of partner countries will be a task of CISP. The editing and upload of the abovementioned contents will be done by the selected web/media agency
- 15) The production of the coordinated logo / graphic of the project could be done through a social contest for young creatives, with the involvement of the project partners.
- 16) The target of 20,000 teachers to be reached includes mainly the web/awareness raising campaign components of the project
- 17) The awareness raising campaign launch is scheduled for the end of 2018
- 18) Support and technical coordination for the awareness raising campaign should include:
  - a) The realization of products of communication costs (eg. video) in English and in Italian languages

- b) Some translation costs (Italian/English, English Italian)
- c) Design and implementation of the campaign at European level

Missions to the partner countries are not envisaged

- 19) The project's operators involved in the website and awareness raising campaign, at this moment, will be:
  - a) Coordinators of communication in each partner country
  - b) Responsible for communication of the overall project
  - c) Social media manager (lead applicant)
- 20) For each co-applicant are envisaged:
  - a) A responsible for communication
  - b) Press officer
- 21) The purchase of paid advertising space for the dissemination of the campaign (eg advertising on Facebook) must be included in the offer, at European level and for Italy