



Summary of Additional Information and Changes

Rijksinkoop samenwerking

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DETAILS OF CONTRACT AWARD PROCEDURE	
EU contract award procedure	Information Campaign Working in the Netherlands
Reference	201.865.005.011.087

This is the Summary of Additional Information and Changes in which questions asked by an interested Tenderer or Tenderers, as a result of the invitation to tender dated March 16, 2026, are answered.

VRAAG 1.	Question Title: Hierarchy of Procurement and Contract Documents Question 1: Please confirm the hierarchy of the procurement documents and the future contract in the event of discrepancies between: the Descriptive Document, the Memorandum of Clarifications / Summary of Additional Information and Changes, the draft agreement, the DPA, ARVODI 2025, and the selected contractor's offer.
Paragraaf	
Antwoord	The hierarchy of the contractual documents is specified in Article 1.2 of the draft agreement. In the event of inconsistencies, a higher ranked document prevails: <ol style="list-style-type: none">1. the Agreement including its annexes;2. ARVODI 2025;3. the Descriptive Document including Information Notice(s);4. the Tender issued by the Contractor to the Contracting Authority.

VRAAG 2.	Question Title: Priority of Q&A / Memorandum Responses. Please confirm that the answers provided by the Contracting Authority within the Q&A / Memorandum of Clarifications constitute binding clarifications or amendments to the documentation and take precedence over any conflicting provisions of the draft agreement, the DPA, and ARVODI 2025.
Paragraaf	
Antwoord	The answers provided by the Contracting Authority in the Q&A / Memorandum of Clarifications form part of the procurement documentation. If such answers clarify or amend the Descriptive Document, they are deemed incorporated into that document. If such answers amend the draft agreement, the amendment is deemed incorporated into the Agreement. The hierarchy of documents remains unchanged and is set out in Article 1.2 of the draft agreement.

VRAAG 3.	Question Title: Admissibility of Reservations in the Offer Please confirm that contractors are not entitled to submit any reservations, deviations, or conditions in their offer regarding the draft agreement, the DPA, or ARVODI 2025, and that any doubts or comments concerning the documentation must be raised exclusively during the questions and answers stage.
Paragraaf	
Antwoord	We confirm that tenderers are not permitted to include reservations, deviations, or conditions in their Tender regarding the draft agreement, the DPA, or ARVODI 2025. Any questions or comments regarding the procurement documentation must be submitted during the questions and answers stage.

VRAAG 4.	Question Title: Equivalent to VOG for Personnel from Poland Please indicate which document will be considered equivalent to the Dutch VOG / Certificate of Good Conduct for contractor personnel residing or employed in Poland.
Paragraaf	
Antwoord	For contractor personnel residing or employed outside the Netherlands, an equivalent document to the Dutch Certificate of Good Conduct (VOG) is a certificate of no criminal record or equivalent document issued by the competent national authority in the relevant country, provided that it is valid at the time of submission. For personnel from Poland, the Certificate from the Polish National Criminal Register for a legal entity (Zaświadczenie z Krajowego Rejestru Karnego dla podmiotu zbiorowego) is sufficient. Information about this document and its legal basis is available here: Zaświadczenie z KRK

VRAAG 5.	Question Title: KRK as an Equivalent Document Please confirm whether, for personnel from Poland, submitting information from the National Criminal Register (KRK) or another equivalent official document confirming a clean criminal record will be sufficient.
Paragraaf	
Antwoord	Please refer to the answer to Question 4. We confirm that A certificate of no criminal record or an equivalent document issued by the competent national authority will be considered acceptable.

VRAAG 6.	Question Title: Personnel Scope of the VOG / Equivalent Requirement Please clarify which individuals are required to provide a VOG or an equivalent document: a) all team members assigned to the contract, b) only individuals with access to personal data, c) only individuals with access to specific systems, environments, or confidential information.
Paragraaf	

Antwoord	A VOG or an equivalent document is required for: a) individuals with access to personal data; and b) individuals with access to specific systems, environments, or other confidential information.
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VRAAG 7.	Question Title: Timing of the VOG / Equivalent Requirement Please indicate at which stage these documents must be available: a) at the stage of submitting the offer, b) before signing the contract, c) before the start of performance, d) only prior to obtaining access to data or systems."
Paragraaf	
Antwoord	A VOG or an equivalent document must be available prior to obtaining access to personal data, systems, environments, or other confidential information.

VRAAG 8.	Question Title: Fixed Price vs. Open Catalogue of Activities Please explain how the requirement to offer a fixed, lump-sum, all-inclusive price should be reconciled with documentation provisions stating that the list of activities is not exhaustive and that activities may be modified or expanded during performance.
Paragraaf	
Antwoord	The fixed, lump-sum, all-inclusive price must cover all activities necessary for the proper performance of the contract as described in the procurement documentation. The list of activities is indicative and not exhaustive, and any changes to the action plan during the course of the tender will be discussed between the Contracting Authority and the service provider. Subject to approval by the Contracting Authority, the action plan may be altered. Regardless, the contract must be performed within the scope of the contract and the applicable procurement law.

VRAAG 9.	Question Title: Scope of Services Covered by the Fixed Price Please confirm that the fixed price covers only the services falling within the scope described in the procurement documentation and the approved annual plans, while any material extension of the scope requires separate agreement between the parties.
Paragraaf	
Antwoord	The fixed price covers only the services within the scope as described in the procurement documentation and the approved annual plans.

VRAAG 10.	Question Title: Meaning of Contractor "Flexibility" Please clarify whether the Contracting Authority interprets contractor "flexibility" in responding to new requests as meaning only changes within the same type of services and within the allocated budget, or also the possibility of ordering additional activities without affecting the remuneration.
Paragraaf	
Antwoord	Contractor flexibility refers to the ability to respond to new requests within the scope of the services as described in the procurement documentation and within the agreed budget. Any activities remain within the scope of the contract and must comply with the applicable procurement law.

VRAAG 11.	Question Title: Early Termination Without Contractor Fault
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Summary of Additional Information and Changes 'Information Campaign Working in the Netherlands' reference: 201.865.005.011.087.

	Please clarify under which circumstances the Contracting Authority may terminate the contract before the end of its full term without attributable fault of the contractor, and what notice period would apply in such a case.
Paragraaf	
Antwoord	The Contracting Authority may terminate the contract in accordance with the applicable provisions of ARVODI 2025. In such cases, a reasonable notice period will apply and the Contractor will be compensated for services already performed and reasonable costs incurred. In addition, as stated in Article 2 of the draft agreement, the contract may not be extended in case of a negative approval or when no budget is available for extension.

VRAAG 12.	Question Title: Settlement in Case of Early Termination Please confirm that in the event of early termination of the contract for reasons not attributable to the contractor, the contractor is entitled to remuneration at least for: a) services already performed, b) work in progress, c) non-cancellable external costs already contracted for the purpose of contract performance, d) justified costs of wind-down / closure of activities.
Paragraaf	
Antwoord	In the event of early termination of the contract for reasons not attributable to the Contractor, the settlement will be carried out in accordance with the applicable provisions of ARVODI 2025. The Contractor will be remunerated for services already performed and reasonable costs incurred up to the date of termination, in accordance with those provisions.

VRAAG 13.	Question Title: Nature of Security Requirements and Standards Please specify which information security requirements, standards, certifications, reports, or audits indicated in the DPA / security annexes are: a) mandatory, b) recommended / preferred, c) listed as examples of equivalent standards.
Paragraaf	
Antwoord	Please refer to the DPA and Schedule of Requirements.

VRAAG 14.	Question Title: Lack of Formal Certification vs. Compliance Please confirm that the absence of formal ISO 27001, ISO 27002, SOC 2, or ISAE certification does not in itself constitute grounds for exclusion or for deeming the offer non-compliant, provided the contractor can demonstrate the use of equivalent technical and organisational measures.
Paragraaf	
Antwoord	If the contractor can demonstrate the use of equivalent technical and organizational measures it is acceptable, but it must be verified, for example by a certified auditor.

VRAAG 15.	Question Title: Documents Confirming an Equivalent Level of Security If formal certification is not mandatory, please specify which documents or information the Contracting Authority will consider sufficient to demonstrate an equivalent level of security (e.g. security policies, internal procedures, registers, audit results, control descriptions)."
Paragraaf	

Antwoord	If the contractor can demonstrate the use of equivalent technical and organizational measures it is acceptable, but it must be verified, for example by a certified auditor.
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VRAAG 16.	Question Title: Adequacy of Security Requirements to the Service Model Please clarify whether the references in the documentation to security tests, audits, SOC / ISAE reports, or ISO standards apply to all contractors regardless of the nature of the service, or only to the extent relevant to the actual data processing model and level of access to systems / data.
Paragraaf	
Antwoord	This applies only to the extent relevant to the actual data processing model and level of access to systems / data.

VRAAG 17.	Question Title: Data Transfers Outside the EEA and Use of Advertising Tools Please clarify whether the contractor's use of commonly used advertising, social media, and analytics tools will be permissible even if this involves data transfers outside the EEA, provided that GDPR-compliant transfer mechanisms and appropriate supplementary measures are implemented."
Paragraaf	
Antwoord	Yes, provided that GDPR-compliant transfer mechanisms and appropriate supplementary measures are implemented. Furthermore, the contractor must carry-out a Data Transfer Impact Assessment (DTIA) to show that they have analyzed the possible risks.

VRAAG 18.	Question Title: All-Inclusive Price vs. External Costs Question 16: Please confirm which costs should be included in the all-inclusive offer price and which – if incurred – will be treated as external / third-party costs, in particular with respect to: a) media buying / advertising budgets, b) advertising and analytics platform fees, c) stock materials, d) voice-over, translations, audio/video production, e) sponsored publications.
Paragraaf	
Antwoord	The all-inclusive price must cover all costs necessary for the proper performance of the services as described in the procurement documentation. Tenderers are expected to include in their offer all costs required to deliver the services.

VRAAG 19.	Question Title: Carrying Over Unused Budgets and Shifts Between Sub-Campaigns Please clarify whether unused budget funds from one year may be carried over to the following year of performance and whether reallocations between budgets of individual sub-campaigns are permitted."
Paragraaf	
Antwoord	Budget reallocations, whether between sub-campaigns or across annual budgets, are not permitted, except where the Contracting Authority allows it and has confirmed its approval.

VRAAG 20.	Question Title: Contracting Authority's Approval Timeline Please indicate the expected timeline on the part of the Contracting Authority for approving annual plans, budgets, campaign concepts, materials, and other items requiring approval, so that contractors can realistically estimate the delivery schedule."
Paragraaf	

Antwoord	It is up to the Contractor to propose a realistic schedule, which will be finalized upon approval by the Contracting Authority. As an indication, it may be possible for the Contracting Authority to approve the annual plan and the budget within one month. Individual products or services may be approved within 5 working days. However, the approval time will depend on whether the products delivered, and corresponding costs, align with the annual plan and demands of the Contracting Authority. If this is not the case the approval time will last longer.
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VRAAG 21.	Question Title: Impact of Delayed Approvals by the Contracting Authority Please confirm that delays resulting from the Contracting Authority's failure to provide timely approvals, instructions, or feedback will result in corresponding extensions of performance deadlines and will not be treated as contractor delays.
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Paragraaf	
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Antwoord	In the event of delays resulting from untimely feedback or instructions from the Contracting Authority, such delays shall not be attributed to the Contractor. In such cases, the Contracting Authority and the service provider shall agree on any necessary extensions to the performance deadlines.
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VRAAG 22.	Does a maximum file size apply per document or to the entire tender submission when uploading via TenderNed?
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Paragraaf	
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Antwoord	For the sub-award criterion Quality, please refer to the description in Chapter 4 of the Descriptive Document. As stated in that chapter, a maximum number of pages applies to the response to the sub-award criterion Quality. No maximum file size applies to the entire tender submission. Tenderers are therefore requested to keep their responses concise and to the point.
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VRAAG 23.	Should the annexes be uploaded as separate files, or may they be combined into one tender document?
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Paragraaf	
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Antwoord	The annexes must be submitted as separate files when uploading the tender via TenderNed.
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VRAAG 24.	Is a physical (wet) signature required on the documents to be submitted, or is a digital signature sufficient? If so, which standard is applied (e.g. a qualified electronic signature)?
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Paragraaf	
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Antwoord	A wet (handwritten), scanned, or digital/electronic signature are all valid; however, a wet signature is preferred.
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VRAAG 25.	Is it permitted to include supporting annexes with the tender submission, such as sample materials, reference documentation, or digital (video) references, in addition to the mandatory Annexes?
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Paragraaf	
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Antwoord	No, this is not permitted. If submitted, such annexes will not be evaluated.
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VRAAG 26.	Does a maximum number of pages or words apply to the responses to the award criteria in Annex 2?
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Paragraaf	
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Antwoord	Yes, for this we refer you to the description in Chapter 4 of the Descriptive Document.
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VRAAG 27.	May responses to the award criteria be supported with visual elements such as charts, diagrams, or infographics within Annex 2?
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Paragraaf	
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Antwoord	No, this is not permitted. Responses must be provided in text only within Annex 2.
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VRAAG 28.	Is there, after submission of the tender, an opportunity to provide a clarification or presentation of the action plan to the Embassy, and if so, will this be taken into account in the evaluation?
Paragraaf	
Antwoord	No, there is no possibility to provide a clarification or presentation after submission of the tender.

VRAAG 29.	The tender requires that the tenderer remains flexible for new requests during the term of the contract (Requirement 42). Can you clarify the expected scope and frequency of such additional requests?
Paragraaf	
Antwoord	<p>Contractor flexibility refers to the ability to respond to new requests within the scope of the services as described in the procurement documentation and within the agreed budget. Any activities remain within the scope of the contract and must comply with the applicable procurement law.</p> <p>The inclusion of any new request in the annual plan shall be determined in consultation between the Contracting Authority and the service provider, with the Contracting Authority retaining final decision-making authority. Any changes to the annual plan are subject to the prior approval of the Contracting Authority. The Contracting Authority does not plan to submit new requests frequently.</p>

VRAAG 30.	Requirement 36 states that the tenderer must connect online and offline activities into a unified campaign identity. Are there existing brand guidelines or communication guidelines of the Embassy that the campaigns must comply with?
Paragraaf	
Antwoord	All online and offline activities must comply with the visual identity of the WorkinNL website and the Posted Workers website of the Dutch Ministry of Social Affairs, and where relevant the logo of WorkinNL must be used. After the contract has been awarded, all relevant formats will be shared with the service provider.

VRAAG 31.	The contract period starts on 15 June 2026. Do the annual maximum amounts of €40,000 and €50,000 respectively apply to the full calendar year 2026, or will these be calculated pro rata based on the actual start date?
Paragraaf	
Antwoord	<p>Per calendar year expenditures may not exceed €40.000 and €50.000 respectively for the fair labour mobility and posted workers campaign. The total budget until 31 December 2028 may not exceed €180.000, of which €80.000 could be allocated to the fair labour mobility campaign and €100.000 to the posted workers campaign. We have clarified this in the descriptive document version 1.3 and added it as an attachment to this Summary of Additional Information and Changes.</p> <p>For example, it would be possible to allocate €40,000 to the Fair Labour Mobility campaign in 2026. However, this would result in a remaining budget of only €40,000 for the period from January 2027 to December 2028. For indicative purposes, another possibility would be to spend €10.000 in 2026, €40.000 in 2027 and €30.000 in 2028 on the fair labour mobility campaign. The same systematic applies to the posted workers campaign.</p> <p>It is up to the Contractor to propose a realistic budget plan for both campaigns, keeping in mind the maximum annual expenditures and financial scope of the tender.</p> <p>For information on the possibility to reallocate budget across years or campaigns we refer to the answer to question 19.</p>

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VRAAG 32.	Should the price quotation in Annex 3 also include a breakdown of cost components (e.g. media budget, personnel, production), or is the total price per campaign per year sufficient?
Paragraaf	
Antwoord	The total price per campaign per year is sufficient.

VRAAG 33.	May reference contracts that were performed in an EU language other than Dutch or English be submitted, and if so, is a translation required?
Paragraaf	
Antwoord	Reference contracts must be submitted in English. If the original document is in another language, an English translation must be provided.

VRAAG 34.	Does a minimum value apply to the reference contracts to be submitted?
Paragraaf	
Antwoord	No, there is no minimum value.

VRAAG 35.	The tender describes the objectives of the two sub-campaigns in general terms. Can the Contracting Authority indicate which concrete, measurable objectives it envisages for both the Fair Labour Mobility campaign and the Posted Workers NL campaign? For example, in terms of reach, behavioural change, or brand awareness?
Paragraaf	
Antwoord	It is the role of the Contractor to present a proposal on how the campaign could be monitored and what minimum performance indicators should be achieved.

VRAAG 36.	Are benchmarks or target values from previous campaigns or comparable information campaigns available that could serve as a reference point for the results to be achieved?
Paragraaf	
Antwoord	These results are available and could be shared with the Contractor once the contract has been awarded.

VRAAG 37.	Requirement 39 states that the tenderer must monitor the effectiveness of the campaigns and prepare annual evaluation reports. Can you clarify which minimum performance indicators the Embassy expects to see in these reports (e.g. reach, clicks, conversion, media value)?
Paragraaf	
Antwoord	Please refer to the answer to question 35.

VRAAG 38.	Have there been any previous campaigns carried out by the Ministry in the field of labour migration or posted workers for which results or evaluations are available? This would be for the information of the tenderer when preparing a realistic and substantiated action plan.
Paragraaf	
Antwoord	These results are available and could be shared with the Contractor once the contract has been awarded.

VRAAG 39.	The contract is expected to start on 15 June 2026. Does the Ministry already have a preferred deadline for the first publications? If so, could you share this?
Paragraaf	

Antwoord	September would be preferred. However, the deadline for the first publication shall be determined in consultation between the service provider and the Contracting Authority.
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VRAAG 40.	Can you clarify how the primary consultation structure will be organized at the start of the contract? Will day-to-day or weekly contact primarily take place with the Embassy in Warsaw, with the Ministry of Foreign Affairs in The Hague, or with both?
Paragraaf	
Antwoord	We expect regular online meetings with the embassy every two weeks and ad hoc consultations by mail/by phone, if necessary and urgent. The online meetings with the Ministry of Social Affairs are rare, approx. 2 per year per project, and will mainly revolve around the annual plan and budget.

VRAAG 41.	Annex A lists Urszula Kozłowska as the contact person of the Contracting Authority. Will she be the sole contact point throughout the entire duration of the contract, or will multiple contact persons be involved from the Embassy and/or the Ministry?
Paragraaf	
Antwoord	The projects is managed by Ms. Kozłowska and she is the only person at the embassy responsible for this project. She will therefore be the main point of contact. Colleagues from the Ministry of Social Affairs and Employment are involved, but in general there is no direct contact between the Ministry and the Contractor.

VRAAG 42.	Requirement 27 states that the contractor must obtain written approval from the Embassy before carrying out each task. Can you indicate the expected turnaround time for obtaining such approvals, so that this can be taken into account in the project planning?
Paragraaf	
Antwoord	Please refer to the answer to question 20.

VRAAG 43.	Can you provide insight into the demographic composition of the Polish worker target group?
Paragraaf	
Antwoord	The target group of the fair labour mobility campaign is diverse. However, the group of vulnerable mobile workers in general consists of workers younger than 35 years old with limited (formal) education. They often work in sectors such as the construction sector, agricultural sector and logistics. They usually come from smaller cities in the regions (e.g. śląskie, podkarpackie, wielkopolskie, lubelskie, opolskie, mazowieckie, kujawsko-pomorskie, dolnoslaskie, warminsko-mazurskie, swietokrzyskie). The posting of workers campaign also focuses specifically on workers in the transport sector and employers, including labour market intermediaries.

VRAAG 44.	Do you expect a creative campaign concept to be included in the submission of the action plan, or is a structured action plan sufficient?
Paragraaf	
Antwoord	A structured action plan is sufficient.

VRAAG 45.	Question Title: VOG / Equivalent Requirement for Subcontractors and Replacements Question 11:
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	Please confirm whether the VOG / equivalent document requirement also applies to subcontractor personnel, freelancers, and individuals temporarily replacing members of the team.
Paragraaf	
Antwoord	Yes, when personnel has access to relevant information.