

Belgium-Brussels: Mixed Multiple Framework Contract for Thematic Communication Services, Advertising and Media Planning
OJ S 3/2020 06/01/2020
Contract notice
Services

Legal Basis:

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1. Name and addresses

Official name: European Commission, COMM — Communication, COMM.B.2 — Interinstitutional Relations, Corporate Contracts and EDCC
Postal address: Rue de la Loi 56 (L-56), Wetstraat 56
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: B -1049
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: https://ec.europa.eu/info/departments/communication_en

I.1. Name and addresses

Official name: ERC — European Research Council Executive Agency
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://erc.europa.eu/about-erc/erc-executive-agency-ercea>

I.1. Name and addresses

Official name: REA — Research Executive Agency
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: https://ec.europa.eu/info/departments/research-executive-agency_en

I.1. Name and addresses

Official name: EAHC — Consumers, Health, Agriculture and Food Executive Agency
Town: Luxembourg
NUTS code: LU00 Luxembourg
Country: Luxembourg
E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <http://ec.europa.eu/chafea>

I.1. Name and addresses

Official name: EACEA — Education, Audiovisual and Culture Executive Agency
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://eacea.ec.europa.eu/>

I.1. Name and addresses

Official name: CONSIL — Council of the European Union
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://www.consilium.europa.eu/>

I.1. Name and addresses

Official name: COR — European Committee of the Regions
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <http://cor.europa.eu/>

I.1. Name and addresses

Official name: CJEU — Court of Justice of the European Union
Town: Luxembourg
NUTS code: LU00 Luxembourg
Country: Luxembourg
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://curia.europa.eu>

I.1. Name and addresses

Official name: ECA — European Court of Auditors
Town: Luxembourg
NUTS code: LU00 Luxembourg
Country: Luxembourg
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://eca.europa.eu>

I.1. Name and addresses

Official name: ECB — European Central Bank
Town: Frankfurt a.M.
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Country: Germany
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):

Main address: www.ecb.europa.eu

I.1. Name and addresses

Official name: EDPS — European Data Protection Supervisor

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://edps.europa.eu/>

I.1. Name and addresses

Official name: EEAS — European External Action Service

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: www.eeas.europa.eu

I.1. Name and addresses

Official name: EESC — European Economic and Social Committee

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.eesc.europa.eu>

I.1. Name and addresses

Official name: EIB — European Investment Bank

Town: Luxembourg

NUTS code: LU00 Luxembourg

Country: Luxembourg

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.eib.org>

I.1. Name and addresses

Official name: ACER — Agency for the Cooperation of Energy Regulators

Town: Ljubljana

NUTS code: SI0 Slovenija

Country: Slovenia

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://acer.europa.eu/>

I.1. Name and addresses

Official name: BBI — Bio-based Industries Joint Undertaking

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.bbi-europe.eu/>

I.1. Name and addresses

Official name: BEREC_OFFICE — BEREC Office

Town: Riga

NUTS code: LV00 Latvija

Country: Latvia

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://berec.europa.eu/>

I.1. Name and addresses

Official name: EIOPA — European Insurance and Occupational Pensions Authority

Town: Frankfurt a.M.

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Country: Germany

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://eiopa.europa.eu>

I.1. Name and addresses

Official name: ELA — European Labour Authority

Town: Bratislava

NUTS code: SK01 Bratislavský kraj

Country: Slovakia

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://ela.europa.eu/>

I.1. Name and addresses

Official name: EMEA — European Medicines Agency

Town: Amsterdam

NUTS code: NL329 Groot-Amsterdam

Country: Netherlands

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.ema.europa.eu>

I.1. Name and addresses

Official name: ESMA — European Securities and Markets Authority

Town: Paris

NUTS code: FR10 Ile-de-France

Country: France

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.esma.europa.eu/>

I.1. Name and addresses

Official name: OMB — European Ombudsman

Town: Strasbourg

NUTS code: FRF1 Alsace
Country: France
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://www.ombudsman.europa.eu/>

I.1. Name and addresses

Official name: SRB — Single Resolution Board
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://srb.europa.eu/>

I.1. Name and addresses

Official name: FCH_2 — Fuel Cells and Hydrogen 2 Joint Undertaking
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://fch.europa.eu/>

I.2. Information about joint procurement

The contract involves joint procurement

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=5595>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=5595>
Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Mixed Multiple Framework Contract for Thematic Communication Services, Advertising and Media Planning
Reference number: COMM/2019/OP/0029

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The mixed multiple framework contract for thematic communication services, advertising and media planning will cater for the support of punctual communication actions and well-defined, short term, small budget communication initiatives (max. duration of 12 months and a budget of max. 500 000 EUR) on particular topics e.g. political activities, implementation of legislation, funding programmes, research initiatives.

II.1.5. Estimated total value

Value excluding VAT: 90 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

II.2. Description

II.2.1. Title

Lot 1: Thematic Communication Services, Advertising and Media Planning

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79550000 Typing, word-processing and desktop publishing services, 79950000 Exhibition, fair and congress organisation services, 79300000 Market and economic research; polling and statistics, 79540000 Interpretation services, 79570000 Mailing-list compilation and mailing services, 79530000 Translation services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

Main site or place of performance: The services will be performed mainly in 1 or several member states of the European Union but might occasionally be needed in any other country.

II.2.4. Description of the procurement

Mixed Multiple Framework Contract for Thematic Communication Services, Advertising and Media Planning.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 50 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

yes

Identification of the project: See Internet address provided in Section I.3.

II.2.14. Additional information

See internet address provided in Section I.3).

II.2. Description

II.2.1. Title

Lot 2: Thematic Online Communication Campaigns

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79550000 Typing, word-processing and desktop publishing services, 79950000 Exhibition, fair and congress organisation services, 79300000 Market and economic research; polling and statistics, 79540000 Interpretation services, 79570000 Mailing-list compilation and mailing services, 79530000 Translation services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

Main site or place of performance: The services will be performed mainly in 1 or several member states of the European Union but might occasionally be needed in any other country.

II.2.4. Description of the procurement

Thematic online communication campaigns.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 40 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

yes

Identification of the project: See Internet address provided in Section I.3.

II.2.14. Additional information

See internet address provided in Section I.3).

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

n.a.

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

See internet address provided in Section I.3).

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators
Envisaged maximum number of participants to the framework agreement: 3

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 28/02/2020 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, Bulgarian, Czech, Danish, German, Greek, Spanish, Estonian, Finnish, French, Irish, Croatian, Hungarian, Italian, Lithuanian, Latvian, Maltese, Dutch, Polish, Portuguese, Romanian, Slovak, Slovenian, Swedish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 9 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 03/03/2020 Local time: 10:00

Place:

Rue de la Loi 56 (L-56), Wetstraat 56,B -1049 Brussels, BE.

Information about authorised persons and opening procedure: See internet address provided in Section I.3).

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

See internet address provided in Section I.3).

VI.4. Procedures for review

VI.4.1. Review body

Official name: General Court of the European Union

Postal address: Rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: 2925

Country: Luxembourg

Telephone: +352 4303-1

Internet address: <http://curia.europa.eu>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

See internet address provided in Section I.3).

VI.5. Date of dispatch of this notice

20/12/2019