

Germany-Munich: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 5/2021 08/01/2021

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: EIT Health e. V.

Postal address: Mies-van-der-Rohe-Str. 1 C

Town: Munich

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80807

Country: Germany

E-mail: yasmin.ghariani@eithealth.eu**Internet address(es):**Main address: www.eithealth.eu**I.4. Type of the contracting authority**

Other type: e. V.

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

EIT Health: Communications: Social Media

Reference number: EIT Health: Communications: Social Media

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

EIT Health Communications will drive effective use of social media in order to meet our overall objectives in 2019 and beyond. Particular expertise is sought in this area to strongly elevate and amplify our social media capability and activity to ensure that we are capitalising on the opportunities of social media throughout the year. We see social media as the absolute core mechanism for reaching and engaging a broad audience, and key to our goal of amplifying awareness and knowledge of our organisation and the impact we have.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: Areas of Operation of EIT Health within the EU

II.2.4. Description of the procurement

The service provider shall, based on its particular expertise and experience, in terms of:

— strategy: develop, implement and constantly adjust a strategy that fully exploits the potential of social media to achieve our goals, including in particular:

- a long-term vision for HQ social media channels and clear steps and deliverables towards enacting this vision annually, including:

- a vision for how our seven regional offices (CLCs) can leverage a local iteration of the HQ plan,

- a vision for how our three business units (pillars) - innovation, business creation, education — can leverage social media to support their marketing needs

- an engaging and ownable creative look and feel, tone and style that speaks to our own organisation's positioning, but also recognises the needs of social media users and individual channels (supporting optimised use of specific channels);

- an acquisition plan for increasing our following including target audience assessment and approach in line with our need to raise awareness and demonstrate our impact to every potential audience;

- an engagement plan for increasing engagement and interaction from our social media followers, and how to broaden this to those not already following us;

- a measurement structure outlining KPI's and transparent tools to assess progress and achievements.

- content: development of content to share via the social media channels

- develop and constantly update and implement a social media calendar highlighting opportunities for social media activity based on planned events, activities and programme and business cycle milestones and outputs throughout the year, also including newly conceived social media campaigns and tactics;

- develop all social media collateral, including but not limited to imagery, video, text

- innovation within this will be welcomed, e.g., new and engaging formats specific to each social media channel;

- relevant core plans and materials to be shared with CLCs/Innostars, including template materials that can be adapted for local use alongside relevant targeting, etc.

- community management: develop, implement and constantly adjust a clear process for the day-to-day running of the social media accounts including content sharing, engagement with relevant conversations outside of our own content calendar, and community management.

- providing a feasible process and sufficient capacity for managing social communities (for example, response for replying to direct messages, engaging with comments on posts, seeking out relevant external posts to comment on).

- design: provide and execute a creative concept for our social media channels in line with branding guidelines across channels.

- development: creation of supporting assets to support the delivery of the social media plan.

— analytics and reporting- measuring statistics in line with the social media strategy and report on the metrics.

— develop an organisation-wide strategic approach to social media and provide relevant guidance and training that can be utilised by CLCs and pillars to inform their use of social media, and be a key strategic driver in assessing the performance, and advising on use of social media to ensure the optimal representation of our organisation consistently across functions and regions.

— project management: provide clear proposals, specifications, KPIs, budgets and timelines to the EIT Health team and manage the feedback process with various stakeholders i.e. HQ and CLC comms, pillars.

- strategically assess and analyse social media metrics with regular evaluation of the value the activity is having on the wider organisation, as well as highlighting learning to inform future use of social media (including opportunities to improve).

Although social media strategy and implementation is sought in a pan-EU capacity, the service provider is also required to support the CLCs (including Innostars) and the pillars with their social media engagement.

II.2.5. Award criteria

Quality criterion - Name: Quality according to procurement document / Weighting: 70

Price - Weighting: 30

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: Horizon 2020.

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 228-559887](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/04/2020

V.2.2. Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: BCW Burson Cohn and Wolfe, a division of WPP Brands (UK) Ltd

Town: London

NUTS code: UKL11 Isle of Anglesey

Country: United Kingdom

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1,00 EUR

Total value of the contract/lot: 1,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

The following entities are entitled to issue call-off orders under this framework agreement — besides EIT Health e. V. -:

EIT Health Belgium-Netherlands, Stationsplein 45, 3013 AK Rotterdam, The NETHERLANDS,

EIT Health France, 4 Place Jussieu, Tower 34, 2nd Floor, 75005 Paris, FRANCE,

EIT Health Germany, Sandhofer Straße 116, 68305 Mannheim GERMANY,

EIT Health Scandinavia, Karolinska Institutet, Science Park, Tomtebodavägen 23a, 171 65 Solna, SWEDEN,

EIT Health Spain, Parc Científic de Barcelona, Baldiri Reixac 4-8 Torre R, 08028 Barcelona, SPAIN,

EIT Health UK & Ireland 2 Eastbourne Terrace, London W2 6LG, UNITED KINGDOM,

EIT Health InnoStars 1117 Budapest, Neumann Janos u. 1/E, HUNGARY

Notice-ID: CXP4Y9PD80Y

VI.4. Procedures for review

VI.4.1. Review body

Official name: Regierung von Oberbayern — Vergabekammer Südbayern

Postal address: Maximilianstraße 39

Town: München

Postal code: 80538

Country: Germany

E-mail: vergabekammer.suedbayern@reg-ob.bayern.de

Telephone: +49 8921762411

Fax: +49 8921762847

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The application for a review procedure at the review body is inadmissible pursuant to § 160 (3) GWB if:

- 1) The candidate/tenderer has recognized the alleged infringement of public procurement rules prior to the submission of the petition for review and has not issued a complaint to EIT Health within a period of ten calendar days;
- 2) Infringements of public procurement rules which are discernible on the basis of the contract notice are not notified to EIT Health at the latest by the expiry of the time limit specified in the contract notice for the request to participate;
- 3) Infringements of procurement rules which are discernible on the basis of the procurement documents are not notified to EIT Health at the latest by the expiry of the time limit specified in the contract notice for the request to participate;
- 4) More than 15 calendar days have elapsed after receipt of the notification by EIT Health to not remedy a complaint of the candidate or the tenderer.

VI.5. Date of dispatch of this notice

05/01/2021