

**Belgium-Brussels: Provision of Integrated Information and Communication Campaigns, Event Organisation and Public Affairs Services**  
**OJ S 9/2020 14/01/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Shift2Rail Joint Undertaking

Postal address: Avenue de la Toison d'Or 56–60

Town: Brussels

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

Postal code: 1060

Country: Belgium

E-mail: [procurement@s2r.europa.eu](mailto:procurement@s2r.europa.eu)

**Internet address(es):**

Main address: <http://shift2rail.org/>

Address of the buyer profile: <https://shift2rail.org/participate/procurement/ongoing-calls-for-tender/>

**I.4. Type of the contracting authority**

European institution/agency or international organisation

**I.5. Main activity**

Other activity: Railway research and development

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**Section II: Object**

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

**II.1.1. Title**

Provision of Integrated Information and Communication Campaigns, Event Organisation and Public Affairs Services

Reference number: S2R.18.OP.04

**II.1.2. Main CPV code**

79400000 Business and management consultancy and related services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The S2R JU intends to relaunch its communication strategy, which is the base for a continuous effort and mission to inform stakeholders about its achievements. The S2R JU is launching an open call for tender to establish a framework service contract with a service

provider for the provision of a range of communication and information services such as integrated communication campaigns — both offline and online, to event organisation and public affairs services.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 2 400 000,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79822500 Graphic design services, 79952000 Event services, 79340000 Advertising and marketing services, 79416000 Public relations services, 72212500 Communication and multimedia software development services, 72212224 Web page editing software development services, 72413000 World wide web (www) site design services, 32417000 Multimedia networks

#### **II.2.3. Place of performance**

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

#### **II.2.4. Description of the procurement**

The present tender aims to provide the S2R JU with support regarding:

- 1) Advice, preparation, implementation and monitoring of integrated information and communication activities of the S2R JU in the field of their respective EU policies and programmes;
- 2) Planning and preparation of event organisation, which may include conferences, workshops, seminars, site visits, press briefings, demonstrations, exhibitions and virtual events, such as webinars and social media chats;
- 3) Development of digital communication which may include short animations, videos, prezis, e-learning tools, as well as web-based products and audio-visuals for events and virtual events as well as printed publications;
- 4) Public affairs services.

#### **II.2.5. Award criteria**

Quality criterion - Name: Methodological approach, contract management, analysis of the case studies, quality control system / Weighting: 60 %

Price - Weighting: 40 %

#### **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**

See internet address provided in Section I.3).

### **Section IV: Procedure**

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#### **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

##### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2019/S 088-209892](#)

##### **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**

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**Contract No:** S2R.18.OP.04

**Title:**

Provision of Integrated Information and Communication Campaigns, Event Organisation and Public Affairs Services

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

16/12/2019

##### **V.2.2. Information about tenders**

Number of tenders received: 8

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

The contract has been awarded to a group of economic operators: yes

##### **V.2.3. Name and address of the contractor**

Official name: 20 Seconds to Midnight

National registration number: BE 0808.812.625

Postal address: Rue de l'Industrie 11

Town: Brussels

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

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

##### **V.2.3.**

**Name and address of the contractor**

Official name: La Netscouade  
National registration number: FR 40 499 387 405  
Postal address: 8 Passage Brulon  
Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75012  
Country: France  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Eamonn Bates Europe Public Affairs  
National registration number: BE 0459 907 385  
Postal address: 13-15 Avenue Livingstone  
Town: Brussels  
NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest  
Postal code: 1000  
Country: Belgium  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 400 000,00 EUR  
Total value of the contract/lot: 2 400 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 25 % Short description of the part of the contract to be subcontracted: Some tasks related to event organisation's services

**Section VI: Complementary information**

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**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  
Postal address: rue du Fort Niedergrünwald  
Town: Luxembourg  
Postal code: 2925  
Country: Luxembourg  
E-mail: [GeneralCourt.Registry@curia.europa.eu](mailto:GeneralCourt.Registry@curia.europa.eu)  
Telephone: +352 4303-1  
Fax: +352 4303-2100  
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) (invitation to tender).

**VI.5.**

**Date of dispatch of this notice**

07/01/2020