

Belgium-Brussels: Multiple framework contract for the provision of services linked to the organisation of information and communication campaigns, PO/2015-16/A2

OJ S 14/2016 21/01/2016

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: European Commission, Directorate-General for Communication, Unit A2 — Corporate Communication Contracts and Services

Postal address: rue de la Loi 56, 04/076

Town: Brussels

Postal code: 1049

Country: Belgium

For the attention of: Mr Ioan-Petru Vascan

E-mail: COMM-A2@ec.europa.eu

Internet address(es):

General address of the contracting authority: http://ec.europa.eu/dgs/communication/index_en.htm

Electronic access to information: http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/headquarters/index_en.htm

I.2. Type of the contracting authority

European institution/agency or international organisation

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: yes

Official name: European Agency for the Operational Management of Large-Scale IT systems in the Area of Freedom, Security and Justice — eu-LISA

Postal address: EU House, Rävala pst 4

Town: Tallinn

Postal code: 10143

Country: Estonia

Section II: Object of the contract

II.1. Description**II.1.1. Title**

Multiple framework contract for the provision of services linked to the organisation of information and communication campaigns, PO/2015-16/A2.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

Main site or place of performance: The place of performance of the tasks shall be the contractor's premises or any other place indicated in the tender.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

The objective of this invitation to tender is to provide the participating EU institutions and bodies with a framework contract for the provision of a range of services for the design, implementation, follow-up and evaluation of information and communication campaigns.

II.1.5. CPV code(s)

79416100 Public relations management services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 40 000 000 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Quality criteria according to tender specifications p.11. Weighting 300

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

PO/2015-16/A2.

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 120-218764](#) of 25.6.2015

Section V: Award of contract

V.1. Date of conclusion of the contract

9.12.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Consortium: Havas Worldwide Paris S.A and Havas Media France
Postal address: For lead entity: 29–30 quai de Dion Bouton
Town: Puteaux
Postal code: 92800
Country: France

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 40 000 000 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes
Value or proportion likely to be subcontracted to third parties:
Proportion: 20 %
Short description of the value/proportion of the contract to be sub-contracted: Estimation to be less than 20 %.

V.1. Date of conclusion of the contract

9.12.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Kommitment consortium between: Mostra SA and Air Creative Associates
Postal address: For lead entity: Globe Village, chaussée d'Alsemberg 1001
Town: Brussels
Postal code: 1180
Country: Belgium

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 40 000 000 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes
Value or proportion likely to be subcontracted to third parties:
Proportion: 20 %
Short description of the value/proportion of the contract to be sub-contracted: Estimation to be less than 20 %.

V.1. Date of conclusion of the contract

9.12.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Consortium: Media Consulta International Holding AG and Vizeum Deutschland GmbH
Postal address: For lead entity: Wassergasse 3
Town: Berlin
Postal code: 10179
Country: Germany

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 40 000 000 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

V.1. Date of conclusion of the contract

9.12.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: WPP government practice consortium: Ogilvy Group; JWT SA; Scholz & Friends Group GmbH; Cohn & Wolfe SAS; Hill & Knowlton International Belgium SA; Mindshare Belgium SA; TNS Opinion SA
Postal address: For lead entity: Cantersteen 47
Town: Brussels
Postal code: 1000
Country: Belgium

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 40 000 000 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes
Value or proportion likely to be subcontracted to third parties:
Proportion: 20 %
Short description of the value/proportion of the contract to be sub-contracted: Estimation to be less than 20 %.

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: General Court
Postal address: rue du Fort Niedergrünewald
Town: Luxembourg
Postal code: 2925
Country: Luxembourg
E-mail: generalcourt.registry@curia.europa.eu
Telephone: +352 4303-1
Fax: +352 4303-2100
Internet address: <http://curia.europa.eu>

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Within 2 months of the petitioner being notified or, failing this, of the day on which it became known to them. Lodging a complaint with the European Ombudsman neither suspends this deadline nor creates a new deadline for appeals.

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

11.1.2016