

IRL-Dublin: Supply of media consultancy services to the Representation of the European Commission in Ireland
OJ S 48/2013 08/03/2013
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, Representation in Ireland

Postal address: European Union House, 18 Dawson Street

Town: Dublin 2

Country: Ireland

For the attention of: Steffen Schulz

E-mail: comm-ie-tenders@ec.europa.eu

Telephone: +353 16341118

Fax: +353 16341112

Internet address(es):

General address of the contracting authority: http://ec.europa.eu/ireland/press_office/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: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Supply of media consultancy services to the Representation of the European Commission in Ireland.

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

Services

Service category No 27: Other services

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)

In the framework of its communication policy, the Representation of the European Commission in Ireland is organising a range of activities for the general public or specific target groups to

explain the European Union, its policies and its institutions. The tender consists of the following 3 lots:

lot 1: technical assistance for events and campaigns;

lot 2: audiovisual consultancy services;

lot 3: online communication consultancy services.

II.1.5. CPV code(s)

79410000 Business and management consultancy services, 79416200 Public relations consultancy services, 79900000 Miscellaneous business and business-related services

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

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 900 000 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 of the methodological approach. Weighting 15

2. Quality of the measures implemented for a cost-effective and continuous high performance throughout the contract period, including quality control measures. Weighting 10

3. Relevance, comprehensiveness and cogency of the proposed project plan (lot I) or action plan (lots II and III). Weighting 30

4. Quality of the proposed methodology of the evaluation of the impact of the activities carried out by the Commission. Weighting 20

5. (Lot I only) Quality, clarity, style of the project plan. Weighting 25

6. (Lot II only) Quality, clarity and style of the proposed script for the 5-min. video. Weighting 25

7. (Lot III only) Quality of the proposed outline of the Web content. Weighting 25

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/2012-08/DUB.

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 125-206000](#) of 3.7.2012

Section V: Award of contract

Lot No: 1

- Lot title: Technical assistance for events and campaigns

V.1. Date of conclusion of the contract

21.12.2012

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: Dee Lynam Ltd

Postal address: Kingston House, Rathdrum

Town: County Wicklow

Country: Ireland

E-mail: deirdrelynam@eircom.net

Telephone: +353 40443822

Fax: +353 40443822

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

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

excluding VAT

Total value of the procurement:

Value: 300 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 4

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Lot No: 2

- Lot title: Audiovisual consultancy services

V.1. Date of conclusion of the contract

21.12.2012

V.2. Information about tenders

Number of tenders received: 1

V.3. Name and address of the contractor

Official name: Tim Ryan — Tim Ryan Communications (lead consortium partner) and T/A
Nomos Productions

Postal address: 20 Lower Baggot St

Town: Dublin 2

Country: Ireland

E-mail: tim@timryan.ie

Telephone: +353 16790380

Fax: +353 872471423

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

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

excluding VAT

Total value of the procurement:

Value: 300 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 4

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Lot No: 3

- Lot title: Online communication consultancy services

V.1. Date of conclusion of the contract

21.12.2012

V.2. Information about tenders

Number of tenders received: 1

V.3. Name and address of the contractor

Official name: Internet Business Information Services (IBIS)

Postal address: 11 Hume Street

Town: Dublin 2

Country: Ireland

E-mail: niall@ibis.ie

Telephone: +353 16761126

Internet address: <http://www.ibis.ie>

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

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

excluding VAT

Total value of the procurement:

Value: 300 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 4

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

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

4 offers were received in total for the 3 lots.

All documentation of this call for tenders, including any additional information during the procedure is published at the following Internet address: http://ec.europa.eu/ireland/tenders_and_grants/index_en.htm

Tenderers should consult this site regularly, as additional information may be published at any time during the procedure.

Under Article 126(1)(f) and Article 126(3) of Commission Regulation (EC, Euratom) No 2342 /2002 of 23.12.2002, laying down detailed implementing rules, the contracting authority may use a negotiated procedure for the award of new services which entail the repetition of similar services entrusted to the contractor who was awarded the original contract. That procedure may be used only during the 3 years following conclusion of the original contract.

VI.3. Procedures for review

VI.3.1. 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
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 notification to the plaintiff, or, in absence thereof, of the day on which it came to the knowledge. A complaint to the European Ombudsman does not have as an effect either to suspend this period or to open a new period for lodging appeals.

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

Official name: General Court
Postal address: rue du Fort Niedergrünwald
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.4. Date of dispatch of this notice

26.2.2013