

Denmark-Copenhagen: Provision of Strategic Communication Services

OJ S 43/2021 03/03/2021

**Contract notice
Services****Legal Basis:**

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1. Name and addresses

Official name: European Environment Agency

Postal address: Kongens Nytorv 6

Town: Copenhagen K

NUTS code: DK011 Byen København

Postal code: 1050 K

Country: Denmark

E-mail: procurement@eea.europa.eu**Internet address(es):**Main address: <https://www.eea.europa.eu>Address of the buyer profile: <https://www.eea.europa.eu/about-us/tenders>**I.1. Name and addresses**

Official name: European Insurance and Occupational Pensions Authority

Postal address: Westhafenplatz 1

Town: Frankfurt-am-Main

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Postal code: 60327

Country: Germany

E-mail: Procurement@eiopa.europa.eu**Internet address(es):**Main address: <https://www.eiopa.europa.eu>**I.1. Name and addresses**

Official name: European Securities and Markets Authority

Postal address: 201-203, rue de Bercy

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: procurement@esma.europa.eu

Telephone: +331 58365136

Internet address(es):Main address: <https://www.esma.europa.eu>**I.1. Name and addresses**

Official name: Agency for Support for BEREC (BEREC Office)

Postal address: Z.A.Meierovica blvd.14

Town: Riga

NUTS code: LV006 Rīga

Postal code: LV-1050
Country: Latvia
Contact person: Vera Zajeca
E-mail: Vera.Zajeca@berec.europa.eu
Internet address(es):
Main address: <https://berec.europa.eu>

I.1. Name and addresses

Official name: European Centre for Disease Prevention and Control
Postal address: Gustav III:s Boulevard 40
Town: Solna
NUTS code: SE110 Stockholms län
Postal code: 169 73
Country: Sweden
E-mail: ECDC.procurement@ecdc.europa.eu
Internet address(es):
Main address: <https://www.ecdc.europa.eu>

I.1. Name and addresses

Official name: European Chemicals Agency
Postal address: P.O. Box 400
Town: Helsinki
NUTS code: FI1B1 Helsinki-Uusimaa
Postal code: FI-00121
Country: Finland
Contact person: Frank Buchler
E-mail: Frank.BUCHLER@echa.europa.eu
Internet address(es):
Main address: <https://www.echa.europa.eu>

I.1. Name and addresses

Official name: European Union Agency for Cybersecurity
Postal address: 1 Vasilissis Sofias str
Town: Maroussi Attiki
NUTS code: EL305 Ανατολική Αττική (Anatoliki Attiki)
Postal code: 151 24
Country: Greece
E-mail: procurement@enisa.europa.eu
Internet address(es):
Main address: <https://www.enisa.europa.eu>
Address of the buyer profile: <https://www.enisa.europa.eu/procurement>

I.1. Name and addresses

Official name: European Agency for Safety and Health at Work
Postal address: 12 Santiago de Compostela
Town: Bilbao
NUTS code: ES213 Bizkaia
Postal code: E-48003
Country: Spain
Contact person: Pascale Turlotte
E-mail: turlotte@osha.europa.eu

Internet address(es):

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

Address of the buyer profile: <https://osha.europa.eu/en/about-eu-osha/procurement>

I.1. Name and addresses

Official name: European Union Agency for the Cooperation of Energy Regulators

Postal address: Trg republike 3

Town: Ljubljana

NUTS code: SI041 Osrednjeslovenska

Postal code: 1000

Country: Slovenia

E-mail: ACERProcurement@acer.europa.eu

Internet address(es):

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

I.1. Name and addresses

Official name: European Union Agency for the Operational Management of Large-Scale IT Systems in the Area of Freedom, Security and Justice

Town: Tallin

NUTS code: EE001 Põhja-Eesti

Country: Estonia

E-mail: eulisa-procurement@eulisa.europa.eu

Internet address(es):

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

I.1. Name and addresses

Official name: Fuel Cells and Hydrogen 2 Joint Undertaking

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

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: B-1060

Country: Belgium

E-mail: info.procurement@fch.europa.eu

Internet address(es):

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

Address of the buyer profile: <https://www.fch.europa.eu/page/procurements>

I.1. Name and addresses

Official name: Single Resolution Board

Postal address: Treurenberg 22

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: B-1049

Country: Belgium

E-mail: procurment@sbr.europa.eu

Internet address(es):

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

Address of the buyer profile: <https://srb.europa.eu/procurement>

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=7944>

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=7944>

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

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Provision of Strategic Communication Services

Reference number: EEA/COM/21/004

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 EEA, as leading contracting authority for the purpose of this inter-Agency call for tenders, seeks to establish a framework service contract with an experienced service provider who will assist it and the participating contracting authorities in carrying out their strategic communication activities.

II.1.5. Estimated total value

Value excluding VAT: 3 110 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: DK011 Byen København

Main site or place of performance: The services will be performed mainly at the contractor's own premises. For certain projects, it may be required that other services be performed at the contracting authorities premises.

II.2.4. Description of the procurement

The list of tasks below covers the main areas of service required but is not exhaustive. The contractor is expected to provide support in:

— planning: on the basis of the objectives formulated in the strategy, annual management plans, the communication framework as well as those arising from the rolling policy agenda, analyse and provide advice on the planning of the contracting authorities' communication

activities, including selection and prioritisation of communication opportunities; facilitation of planning workshops and training in communication planning approaches;

- storytelling and messaging: on the basis of activities and outputs planned, in preparation or already available, analyse and provide advice on storytelling, message development and usage of such content;
- stakeholder engagement: advice on stakeholder engagement activities; identify and prepare profiles of different existing and potential stakeholders and target audiences; advice on how to best match their information needs and preferences;
- products and activities: evaluate and provide advice on development and use of content for existing and potential communication channels, products and activities, with a focus on new and emerging tools;
- pre-testing: identify the most effective tools/methods that the contracting authorities could use to pre-test communication products and activities, as well as carry out such pre-testing on samples of relevant audiences;
- evaluation: identify effective tools for evaluating the impact and success of communication activities once a project or campaign has been carried out, as well as carry out such evaluation exercises;
- analysis: where relevant, provide analysis and assessments on communication science, covering a broad range of topics from communication theory, including approaches, behavioural elements, policy and implementation;
- network management: analyse how the contracting authorities may improve their communication impact through their existing networks and how they might link in with new networks, as well as providing assistance with such networking through for instance seminars and workshops, information-sharing tools, participatory activities, etc.;
- internal communication: analyse in-house communication routines, tools and organisational setup and provide advice on possible improvements. Also; help the contracting authorities develop and implement a strategic approach to internal communication.

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: 3 110 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

Possibility of maximum 3 (three) renewals for a period of 12 (twelve) months each.

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:
no

II.2.14. Additional information

This framework service contract is run on an inter-Agency basis. The EEA acts on its own behalf and on behalf of the participating contracting authorities, for which it has received power of attorney. The EEA will sign the framework service contract and any possible amendments thereto on its own behalf and on behalf of the participating contracting authorities.

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:

As specified in sections 2.1.1 and 2.2.1 of the tender specifications.

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

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 a single operator

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: 30/03/2021 Local time: 14:00

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

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

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 31/03/2021 Local time: 10:00

Place:

At the EEA premises Kongens Nytorv 6, 1050 Copenhagen K, DENMARK. The EEA reserves the right to organise a remote opening session due to Covid-19 restrictions.

Information about authorised persons and opening procedure: Representatives of tenderers (1 per tenderer) are allowed to participate in the opening session. They are requested to inform the EEA's procurement services in advance and at the latest by Tuesday 23 March 2021 by e-mail to procurement@eea.europa.eu

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

Tenderers can download the procurement documents and any additional information from the e-tendering website: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=7944>

This website will be updated regularly and it is the tenderer's responsibility to check for updates and modifications during the tendering period.

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

Telephone: +352 4303-1

Fax: +352 4303-2100

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

VI.4.2. Body responsible for mediation procedures

Official name: European Ombudsman

Postal address: 1 Avenue du Président Robert Schuman

Town: Strasbourg

Postal code: 67001

Country: France

E-mail: eo@ombudsman.europa.eu

Telephone: +33 388172313

Fax: +33 388179062

Internet address: <https://www.ombudsman.europa.eu>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Within 2 months of the notification to the plaintiff (date of receipt), or, in the absence thereof, the day when the person concerned had knowledge of the relevant information, an appeal may be lodged with the Court of Justice of the European Union.

VI.4.4.

Service from which information about the review procedure may be obtained

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 5-4303-2100

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

VI.5. Date of dispatch of this notice

19/02/2021