

Germany-Munich: Public relations consultancy services
OJ S 43/2021 03/03/2021
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: München
NUTS code: DE212 München, Kreisfreie Stadt
Postal code: 80807
Country: Germany
E-mail: sameena.conning@eithealth.eu
Internet address(es):
Main address: www.eithealth.eu

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

EIT Health Public Affairs Services
Reference number: EIT Health Public Affairs Services

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

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: 1,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

II.2.4. Description of the procurement

A priority component of our evolving profile and identity is our ability to also demonstrate healthcare thought leadership, utilising the skills and expertise that exist within the network, engaging with diverse key opinion leaders and having an up to date understanding of the key healthcare issues, topics and trends today and in the future.

The service provider shall provide

- horizon scanning and environmental analysis/intelligence gathering with respect to EIT Health and the work it undertakes
- ongoing assessment of the changing external environment: identifying risks, impediments and opportunities for the EIT Health Portfolio and its network.
- monitoring of relevant policy developments at European level (as well as health, could also include education, regional and budget policy) — please note: EIT Health already has Dods Political Monitoring Services, so this tool already exists,
- through these efforts identify/'push' content relevant to be explored into EIT Health Think Tank,
- ongoing augmentation and supplementation of existing PA activities that helps us exploit potential opportunities for collaboration and partnership with EU level actors/institutions and organisations to support the organisation and its ambitions.
- a long-term vision for HQ (pan-European, EU focussed) to increase influence, organisational positioning, and enhancement of our (relevant) stakeholder engagement capability.
- consideration to be given to full integration with the EIT Health Think Tank and strong alignment with the EIT Health Communications function,
- consideration to be given to appropriate support and guidance to our seven regional offices to undertake Member State and regional level public affairs activity,
- develop an evolving 'evidence base/proof points' that support the generation of relevant materials and argumentation such as slide sets, newsletters, briefing documents and policy statements and positions.
- ongoing stakeholder analysis to determine shared priorities, goals and motivations, 'points of connection' including updating the stakeholder mapping document that has been created in 2020,
- policy relevant messaging as stand-alone documents, or to be included in organisational briefing documents, infographics, ppt, presentations, etc.
- development of slides and other relevant materials to support all policy and political engagement efforts,
- keeping the policy/public affairs/stakeholder meetings tracker/calendar regularly updated.
- execution of a full annual tactical plan beginning 2021 which outlines what needs to be implemented to meet strategic objectives. e.g..
- a stakeholder engagement programme, (individuals, other institutions, and other relevant third party organisations) regarding concrete topics for awareness raising, discussion, agreement, partnership and collaboration (e.g., engagement programme for actors involved in the relevant European Partnerships relevant to health — IHI, Healthcare System Transformation)
- could be 1:1 or group meetings/briefings,
- events,
- other relevant activities.
- identification of other relevant fora for interaction and engagement — e.g., meetings and congresses as well as thought on content

- consideration to be given relevant media outlets and their engagement when required — alignment and coordination with the EIT Health Communications Agencies will be necessary,
- support and integration with the EIT Health Think Tank more broadly. E.g..
- develop and implement a relevant pan-EU PA action plan following assessment of the outputs of the Roundtable Series meetings,
- providing the policy/political context for the topics, subjects explored in the Think Tank,
- identifying experts, influencers and decision makers that can be mobilised in differing ways under the Think Tank umbrella (e.g., to author a commentary piece),
- develop content and recommending other channels for dissemination of all Think Tank related content
- assessment and development of strategies related to other life science focused activity (eg, Pharmaceutical Strategy),
- provide ongoing strategic counsel/insights/recommendations to EIT Health Leadership and Management, e.g. via email or TC,
- planning, preparation and participation in all relevant public affairs related meetings and events, e.g., twice yearly SAB meetings,
- e.g., invitations, agenda and ppt. presentation development, proceedings generation,
- material development (e.g., ppt. presentations) for other relevant meetings that take place as part of the EIT Health business cycle and as part of our ongoing alignment with EIT. An example here is the annual Member State Representative meeting with the EIT Community,
- support to the External Affairs Director and CEO.
- background materials/briefings,
- recommendation//development of content, messages, positions, presentations, etc.
- ad-hoc support for unplanned/unexpected Brussels level events, milestones and other relevant activities, issues,
- representation of EIT Health in Brussels at the EIT Health institutions, in particular when no other EIT Health representatives are available; logistical support to EIT Health staff when present in Brussels,
- project/account management — provide clear Scopes of Work (ie project briefings), specifications, KPIs, budgets and timelines,
- support with end of year EIT reporting process,
- other than the above work already stated, the contracted agency will, on an ad-hoc basis, be required to provide associated communications activity that supports an agreed Public Affairs/policy project or activity (i.e., inter alia, related communications planning, copy development, media engagement, social media, website content, relevant, message development etc). Project/activity dependant, this may require working independently from the other agencies that EIT Health works with, or in collaboration with them. All/any associated communications activity will ultimately be aimed to support our position and profile as an entity within the EU's Research.

II.2.5. Award criteria

Quality criterion - Name: Quality according to subcriteria set out in procurement documents /

Weighting: 80

Price - Weighting: 20

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: EIT Health Grant Agreement.

II.2.14. Additional information

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

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: [2020/S 235-580313](#)

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

28/01/2021

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: FTI Consulting Belgium SA

Postal address: Avenue Marnix 23

Town: Brussels

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

Postal code: 1000

Country: Belgium

E-mail: rachel.dixon@fticonsulting.com

Telephone: +32 474981543

The contractor is an SME: yes

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

Notice-ID: CXP4Y9PD2NG

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

Internet address: www.regierung.oberbayern.bayern.de/behoerde/mittelinstantz/vergabekammer

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The application for a review procedure at the review body as set out in section VI.4.1 is inadmissible pursuant to § 160 (3) GWB if

- 1) The applicant 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 or the submission of tenders;
- 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 or the submission of tenders;
4. more than 15 calendar days have elapsed after receipt of the notification by EIT Health to not remedy a complaint of the tenderer.

VI.5. Date of dispatch of this notice

26/02/2021