

France-Valenciennes: ERA 2016 06 OP Communication services

OJ S 70/2016 09/04/2016

Contract notice

Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: European Railway Agency

Postal address: 120 rue Marc Lefrancq

Town: Valenciennes

Postal code: 59300

Country: France

For the attention of: Procurement

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

Telephone: +33 327096500

#### Internet address(es):

General address of the contracting authority: <http://www.era.europa.eu/The-Agency/Procurement/Pages/Procedures-over-60000.aspx>

#### Additional information can be obtained from:

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address

### I.2. Type of the contracting authority

European institution/agency or international organisation

### I.3. Main activity

Other: Railways.

### 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

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### II.1. Description

#### II.1.1. Title attributed to the contract by the contracting authority

ERA 2016 06 OP Communication services.

#### 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: At the Agency, at the contractor's premises, elsewhere at specified locations.

NUTS code

#### II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

#### **II.1.4. Information about framework agreement**

Framework agreement with several operators

Maximum number Envisaged maximum number of participants to the framework agreement  
: 3

#### **Duration of the framework agreement**

Duration in years: 4

#### **Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT: 800 000 EUR

#### **II.1.5. Short description of the contract or purchase(s)**

2 lots; the following types of services are requested:

Grouped in lot 1:

- 1) photography;
- 2) provision of audiovisual production and multimedia services; and
- 3) live video streaming services.

Grouped in lot 2:

- a) provision of graphic design and desktop publishing;
- b) printing service;
- c) provision of consultancy services and strategic advice; and
- d) editorial support.

#### **II.1.6. CPV code(s)**

79341400 Advertising campaign services

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

Lot 1: 400 000 EUR.

Lot 2: 400 000 EUR;

for the entire duration of the FWC = 4 years.

Implementation via reopening of competition between the FWC contractors of the lot.

Estimated value excluding VAT: 800 000 EUR

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

This contract is subject to renewal: no

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 48 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: 1

**1) Short description**

- 1) Photography.
- 2) Provision of audiovisual production and multimedia services inclusive of:
  - i. scriptwriting and creative input;
  - ii. shooting support;
  - iii. animations;
  - iv. access to stock library of footage, music, images and graphics;
  - v. talent management, other resources and equipment;
  - vi. use of third-party material; and
  - vii. reporting and measurement.
- 3) Live video streaming services.

**2) CPV code(s)**

79341400 Advertising campaign services

**3) Quantity or scope**

Estimated value excluding VAT: 400 000 EUR

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 2

Lot title: 2

**1) Short description**

- a) Provision of graphic design and desktop publishing: design and layout of a full range of electronic and printed materials:
  - a. development of templates;
  - b. creating layouts;
  - c. language versions;
  - d. development and implementation of visuals.
- b) Printing service: services of suppliers of printing services to support the delivery of its communications activities. The tenderer should be in a position to provide comprehensive print services ranging from prepress, lithographic, digital and screen print.
- c) Provision of consultancy services and strategic advice:
  1. strategic advice on and development of communications campaigns;
  2. strategic advice on media relations;
  3. surveys and stakeholder research;
  4. outcome and impact evaluation.
- d) Editorial support in order to transfer messages in an accurate, up-to-date, attractive and innovative manner:
  - for various print, electronic and online publications, and for
  - video production/scripting.

**2) CPV code(s)**

79341400 Advertising campaign services

**3) Quantity or scope**

400 000 EUR for 4 years.

4) Indication about different time frame or duration

5) Additional information about lots

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions related to the contract**

##### **III.1.1. Deposits and guarantees required**

No.

##### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

See tender.

##### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

See tender.

##### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: See tender.

#### **III.2. Conditions for participation**

##### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: See tender.

##### **III.2.2. Economic and financial ability**

List and brief description of conditions: See tender.

##### **III.2.3. Technical and professional ability**

List and brief description of conditions:

See tender.

##### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

##### **III.3.1. Information about a particular profession**

##### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

Open

##### **IV.1.2. Information about the limits on the number of candidates to be invited**

##### **IV.1.3.**

## **Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

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

ERA 2016 06 OP.

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

9.5.2016 - 12:30

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

Any EU official language

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

Duration in days: 180 (from the date stated for receipt of tender)

#### **IV.3.8. Conditions for opening of tenders**

Date: 17.5.2016 - 10:00

Place:

At ERA in Valenciennes HQ.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: 1 representative per tenderer.

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about European Union funds**

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

### **VI.3. Additional information**

### **VI.4. Procedures for review**

**VI.4.1. 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](mailto:generalcourt.registry@curia.europa.eu)

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

**Body responsible for mediation procedures**

Official name: See above

**VI.4.2. Review procedure****VI.4.3. Service from which information about the review procedure may be obtained****VI.5. Date of dispatch of this notice**

30.3.2016