

B-Brussels: provision of communication activities — multiple framework contracts — 4 lots

OJ S 81/2012 26/04/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: European Commission, Directorate-General for Economic and Financial Affairs

Postal address: ECFIN R.5

Town: Brussels

Postal code: 1049

Country: Belgium

Contact person: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm

For the attention of: Unit R.5 Communication

E-mail: ecfin-cft-communication-2012@ec.europa.eu**Internet address(es):**General address of the contracting authority: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm**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: Official name: European Commission, Directorate-General for Economic and Financial Affairs

Postal address: avenue du Bourget 1

Town: Brussels

Postal code: 1140

Country: Belgium

Contact person: Unit ECFIN R.5, BU1 -1/10

For the attention of: Invitation to tender ECFIN/R5/2012/001

I.2. Type of the contracting authority

European institution/agency or international organisation

I.3. Main activity

Economic and financial affairs

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 attributed to the contract by the contracting authority**

Provision of communication activities — multiple framework contracts — 4 lots.

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: As a general rule, the services covered by this invitation to tender are likely to take place in the EU Member States, but may also be carried out outside the EU, in other European countries, whether or not they have applied for membership, or in countries further afield (such as, for example, China, Japan, or the United States).

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: 17 000 000 EUR

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

The Commission, which for the purposes of this invitation to tender is represented by DG ECFIN, wishes to conclude multiple framework contracts for various services related to the provision of communication activities. In view of the large number of services, the invitation to tender comprises 4 lots:

lot 1: work involving writing, graphic design, the Web and strategic communication advice as part of information and communication campaigns;

lot 2: organisation of exhibitions and stands;

lot 3: design, production and dissemination of audiovisual products;

lot 4: promotional material.

Multiple framework contracts will be signed with a maximum of 3 successful tenderers for each lot. Lots 1, 2 and 3 are based on multiple framework contracts in cascade (on the basis of a ranking list drawn up in order of priority during the evaluation process), while lot 4 is based on multiple framework contracts with reopening of competition.

II.1.6. CPV code(s)

79900000 Miscellaneous business and business-related services

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

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for all 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

The maximum total budget over the period of 4 years for each lot is the following:

lot 1: work involving writing, graphic design, the Web and strategic communication advice as part of information and communication campaigns: 6 000 000 EUR;
lot 2: organisation of exhibitions and stands: 4 000 000 EUR;
lot 3: design, production and dissemination of audiovisual products: 4 000 000 EUR;
lot 4: promotional material: 3 000 000 EUR.
Estimated value excluding VAT: 17 000 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 3

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 12 (from the award of the contract)

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

Duration in months: 12 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Lot 1: Work involving writing, graphic design, the Web and strategic communication advice as part of information and communication campaigns

1) Short description

The work involves the design, drafting and production, in any medium (offline and online), of information products and promotional material relating to the activities of the European Union, particularly but not exclusively in the field of the euro and economic and monetary union. It also covers the provision of strategic communication advice for and evaluation of specific information products as well as entire communication campaigns.

2) CPV code(s)

79900000 Miscellaneous business and business-related services, 79340000 Advertising and marketing services

3) Quantity or scope

Estimated value excluding VAT: 6 000 000 EUR

4) Indication about different time frame or duration

Duration in months: 12 (from the award of the contract)

5) Additional information about lots

Multiple framework contracts in cascade (on the basis of a ranking list drawn up in order of priority during the evaluation process) will be signed with a maximum of 3 successful tenderers.

Lot No: 2

Lot title: Lot 2: Organisation of exhibitions and stands

1) Short description

The assistance sought by the Commission should enable it to organise exhibitions and stands both within and outside the European Union. In this view the contractor should be able to communicate with the local stakeholders in any country of the world. The proposed activities should help the Commission to organise exhibitions and stands in view of presenting to

various audiences the various forms of DG ECFIN activities and related policies, such as its travelling exhibition on the euro and economic and monetary union (EMU) which is advertised at

http://ec.europa.eu/economy_finance/focuson/travelling_exhibition/focuson9122_en.htm It is therefore important for the exhibition and the stands, in their design and installation, to have a very high quality visual impact and to be informative.

2) CPV code(s)

79900000 Miscellaneous business and business-related services, 79950000 Exhibition, fair and congress organisation services

3) Quantity or scope

Estimated value excluding VAT: 4 000 000 EUR

4) Indication about different time frame or duration

Duration in months: 12 (from the award of the contract)

5) Additional information about lots

Multiple framework contracts in cascade (on the basis of a ranking list drawn up in order of priority during the evaluation process) will be signed with a maximum of 3 successful tenderers.

Lot No: 3

Lot title: Lot 3: Design, production and dissemination of audiovisual products

1) Short description

In accordance with the media planning and strategy decisions taken by DG ECFIN, the contractor may be requested to produce audiovisual material on different subjects and for different target audiences. DG ECFIN will therefore need to develop audiovisual products:

- to be shown on DG ECFIN's website (to attract visitors and retain them longer), YouTube and other online video communities,
- to be shown at major events (such as Brussels Economic Forum, open days, conferences on economic and financial issues),
- possibly to be broadcast on TV, mainly in the EU/euro area Member States.

2) CPV code(s)

79900000 Miscellaneous business and business-related services, 79340000 Advertising and marketing services

3) Quantity or scope

Estimated value excluding VAT: 4 000 000 EUR

4) Indication about different time frame or duration

Duration in months: 12 (from the award of the contract)

5) Additional information about lots

Multiple framework contracts in cascade (on the basis of a ranking list drawn up in order of priority during the evaluation process) will be signed with a maximum of 3 successful tenderers.

Lot No: 4

Lot title: Lot 4: Promotional material

1) Short description

The aim is to supply the Commission with promotional products enabling it to make the activities and objectives of the Commission, and in particular the DG ECFIN, better known to

the general public as well as to more targeted groups (conference participants, children, the elderly, etc.). Furthermore, to provide the general public and/or target groups with information on Commission policy, particularly under the Prince euro programme.

On some occasions the contractors may be required to create graphics and adapt them to the various target populations. Given that this information is mainly aimed at EU citizens, the target populations can vary greatly, not only in terms of language and culture, but also by virtue of different groupings that make up civil society (children, the elderly, business, consumers, etc.).

2) CPV code(s)

79900000 Miscellaneous business and business-related services, 79342200 Promotional services

3) Quantity or scope

Estimated value excluding VAT: 3 000 000 EUR

4) Indication about different time frame or duration

Duration in months: 12 (from the award of the contract)

5) Additional information about lots

Multiple framework contracts, based on reopening of competition, will be signed with a maximum of 3 successful tenderers.

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

See tender specifications: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm

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

See tender specifications: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm

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

See tender specifications: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

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 specifications: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm

III.2.2. Economic and financial ability

List and brief description of conditions: See tender specifications: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm

Minimum level(s) of standards possibly required: See tender specifications.

III.2.3. Technical and professional ability

List and brief description of conditions:

See tender specifications: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm

Minimum level(s) of standards possibly required:

See tender specifications: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

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

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

'Invitation to Tender ECFIN/R5/2012/001'.

IV.3.2. Previous publication concerning this procedure

no

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

Time limit for receipt of requests for documents or for accessing documents: 7.6.2012

Payable documents: no

IV.3.4.

Time limit for receipt of tenders or requests to participate

14.6.2012 - 16:00

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 months: 12 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 22.6.2012 - 14:00

Place:

European Commission, DG ECFIN, avenue Beaulieu 1, Office -1/022, 1160 Brussels, BELGIUM.

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

Information about authorised persons and opening procedure: An authorised representative of each tenderer may attend the opening of the bids. Companies wishing to attend are requested to notify their intention by sending an e-mail preferably 48 hours in advance to ecfin-cft-communication-2012@ec.europa.eu

This notification must be signed by an authorised officer of the tenderer and specify the name of the person who will attend the opening of the bids on the tenderer's behalf.

Section VI: Complementary information

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

In accordance with Article 126.1(f) of the implementing rules of the Financial Regulation, the Commission may exercise the option to make use of a negotiated procedure without prior publication of a contract notice in order to include new services consisting in the repetition of similar services. That procedure may be used only during the 3 years following conclusion of the original contract.

In addition, in accordance with Article 126.1(e) of the implementing rules of the Financial Regulation, the Commission may also exercise the option to make use of a negotiated procedure without prior publication of a contract notice in order to include additional services not initially foreseen.

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

VI.4.2. 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 does not have as an effect to suspend this period or to open a new period for lodging appeals.

VI.4.3. 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.5. Date of dispatch of this notice

16.4.2012