

**PL-Warsaw: Internet campaign for the European Parliament Information Office in Poland**

OJ S 86/2012 04/05/2012

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Parliament, Directorate-General for Communication

Postal address: ul. Jasna 14/16a

Town: Warsaw

Postal code: 00-041

Country: Poland

Contact person: European Parliament Information Office in Poland

For the attention of: Jacek Safuta

E-mail: [epwarszawa@europarl.europa.eu](mailto:epwarszawa@europarl.europa.eu)

Telephone: +48 225952473

Fax: +48 225952480

**Internet address(es):**General address of the contracting authority: <http://www.europarl.pl>Address of the buyer profile: <http://www.europarl.europa.eu/tenders/invitations.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:** the abovementioned address**I.2. Type of the contracting authority**

European institution/agency or international organisation

**I.3. Main activity**

Other: Communication

**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**

Internet campaign for the European Parliament Information Office in Poland.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Poland.

NUTS code PL127 Miasto Warszawa

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

The notice involves a public contract

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

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

Information campaign on the Internet run on the Web portal on the request of EPIO Poland. The subject of the contract is to develop a concept and implement an information campaign with a view to increasing recognition of the EP as an institution of the EU directly representing the interests of the MS citizens. The campaign should reach the largest possible number of users and provide them with information on the European Parliament, the European Parliament Information Office in Poland and their tasks.

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

79341400 Advertising campaign services - QA04

### **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: no

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

Variants will be accepted: no

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

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

120 000 EUR.

Estimated value excluding VAT: 120 000 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: 48 (from the award of the contract)

## **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**

Not applicable.

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

See draft contract.

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

See technical specification under point 5.

### **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 the technical specifications point 15, 'Exclusion criteria'.

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

List and brief description of conditions: 1. profit and loss account for the last 3 financial years; 2. balance sheets or extracts from balance sheets for at least the last 2 years for which accounts have been closed, where publication of the balance sheet is required under the company law of the country in which the economic operator is established; 3. a statement of overall turnover and turnover relating to the works, supplies or services associated with the field covered by the contract during a period which may be no more than the last 3 financial years.

Minimum level(s) of standards possibly required: Minimum annual turnover of 100 000 EUR.

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

List and brief description of conditions:

1. the educational and professional qualifications of the service provider or contractor and/or those of the firm's managerial staff and, in particular, the project leader and other members of the team responsible for performance of the contract;
2. a list of the principal services provided and supplies delivered in the past 3 years, with the sums, dates and recipients, public or private. If the recipient of those services and supplies was a department of an EU institution, economic operators shall furnish proof in the form of certificates issued or countersigned by the competent authority;
3. a description of the technical equipment, tools and plant to be employed to perform the contract;
4. information on the number of unique users in 2011 (according to the Megapanel PBI Gemius analysis).

Minimum level(s) of standards possibly required:

At least 3 years' experience as a service provider of services similar to those required by the contract concerned. Experience in running a news portal with 4 000 000 unique portal users in 2011 per month (according to the Megapanel PBI Gemius analysis) is required.

A team of experts in the field relevant for the performance of the contract (webmasters, editors, graphic designers) comprising 3 members, among whom at least the project leader must have 5 years' proven experience in the field covered by the invitation to tender. The other members of the team will have at least 2 years' experience.

### **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**

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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**

EP/COMM/IO-PL/2012/02.

#### **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**

2.7.2012 - 17:00

#### **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: 6 (from the date stated for receipt of tender)

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

Date: 10.7.2012 - 12:00

Place:

ul. Jasna 14/16a, 00-041 Warsaw, POLAND.

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

Information about authorised persons and opening procedure: 1 representative may attend (see the invitation letter).

## **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 of the Court of Justice of the European Union

Town: Luxembourg

Postal code: 2925

Country: Luxembourg

E-mail: [generalcourt.registry@curia.europa.eu](mailto:generalcourt.registry@curia.europa.eu)

Fax: +352 4303-2600

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

#### **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**

24.4.2012