

Ireland-Dublin: Provision of Social Media Communication Campaign and Marketing Services

OJ S 60/2021 26/03/2021

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

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1. Name and addresses

Official name: Eurofound - European Foundation for the Improvement of Living and Working Conditions

Postal address: Wyattville Road, Loughlinstown

Town: Dublin

NUTS code: IE061 Dublin

Postal code: D18 K65

Country: Ireland

Contact person: Sandra Brudenell-Bruce

E-mail: OSUTenders@eurofound.europa.eu

Telephone: +353 12043100

Fax: +353 12826456

Internet address(es):

Main address: <http://www.eurofound.europa.eu>

Address of the buyer profile: <https://www.eurofound.europa.eu/about-eurofound/procurement/opportunities/open>

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=8157>

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=8157>

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

Other activity: Social Policy

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Provision of Social Media Communication Campaign and Marketing Services

Reference number: 210902/5765

II.1.2.

Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Eurofound seeks to engage a full-service digital communication agency to support its feature campaign activities on social media channels aimed at drawing attention to and communicate its key finding and key messages to its stakeholders, target audiences and the general audiences on social media channels. The purpose of the contract is to help Eurofound harness the full potential of social media in its communication strategy and further increase the number of followers and engagement on these channels, by producing channel-specific content for its focused feature campaigns, and deploy effective paid social advertising to achieve the goal of reinforcing the visibility and credibility of Eurofound.

II.1.5. Estimated total value

Value excluding VAT: 300 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79342000 Marketing services

II.2.3. Place of performance

NUTS code: IE061 Dublin

Main site or place of performance: The tasks are to be performed at the premises designated by the contractor and agreed by Eurofound. Phone calls or video/telephone-conference are required for regular management of the contract.

II.2.4. Description of the procurement

The envisaged services required can be divided into four tasks:

- 1) Communication campaign concepts and plans production supported by paid social advertisement;
- 2) Production of the required channel-specific content as specified in the campaign concepts;
- 3) Manage and communicate campaign content and paid social advertisement;
- 4) Measure and report on campaign performance, on contract performance and provide an annual social media evaluation report.

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: 300 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

The contract is renewed automatically 3 times for 12 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

As the working language of Eurofound is English, we would appreciate if the tender proposal is in English.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation**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

III.2. Conditions related to the contract**III.2.3. 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

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: 27/04/2021 Local time: 17:00

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, Italian, Lithuanian, Latvian, Maltese, Dutch, Polish, Portuguese, Romanian, Slovak, Slovenian, Swedish

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

Duration in months: 5 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 28/04/2021 Local time: 11:30

Place:

Tenders will be opened at the offices of EF, room no LH4. Eurofound reserves the right to conduct the tenders opening online only, in case Covid-19 restrictions imposed by the Irish government are in place. Tenderers not present at the opening session may send an information request OSUTenders@eurofound.europa.eu if they wish to be provided with the information announced during the public opening.

Information about authorised persons and opening procedure: A maximum of two representatives per tender can attend the opening of tenders. Please advise Eurofound in advance if you intend to be present at the opening of tenders.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: General Court of the European Union

Postal address: rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: 2925

Country: Luxembourg

E-mail: cfi.registry@curia.europa.eu

Telephone: +352 4303-1

Fax: +352 4303-2100

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Within 2 months of notification of the outcome of the procedure (award decision), tenderers may launch an action for its annulment. Any request tenderers may make and any reply from Eurofound, or any complaint for maladministration, will have neither the purpose nor the effect of suspending the time-limit for launching an action for annulment nor open a new period for launching an action for annulment. The body responsible for hearing annulment procedures is indicated under Heading VI.4.1) of the contract notice.

VI.5. Date of dispatch of this notice

19/03/2021