

Belgium-Brussels: Advertising and marketing services

OJ S 60/2021 26/03/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direction générale communication extérieur

National registration number: 0308.357.951_116

Postal address: Wetstraat, Rue de la Loi 16

Town: Bruxelles

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

Postal code: 1000

Country: Belgium

Contact person: Caroline Joris

E-mail: caroline.joris@premier.fed.be**Internet address(es):**Main address: www.premier.beAddress of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=405109>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=405109>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=ADEXCOM-2021%2F002-covid-19-F02>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

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

L'adaptation de la campagne d'information existante, la production et les achats média, relatifs aux mesures prises par les autorités fédérales liées au coronavirus COVID-19

Reference number: ADEXCOM-2021/002-covid-19-F02_0

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

L'adaptation de la campagne d'information existante, la production et les achats média, relatifs aux mesures prises par les autorités fédérales liées au coronavirus COVID-19. Cette campagne, coordonnée par le fédéral, est menée en collaboration avec le SPF Santé publique, le centre de crise, le SPF Chancellerie du Premier ministre et d'autres institutions fédérales compétentes en la matière, ainsi que les entités fédérées. Ceci en vue de mener des actions de communication dans un cadre cohérent et efficace.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

L'adaptation de la campagne d'information existante, la production et les achats média, relatifs aux mesures prises par les autorités fédérales liées au coronavirus COVID-19.

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

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

Duration in months: 4

This contract is subject to renewal: yes

Description of renewals:

Le marché peut faire l'objet d'une reconduction de trois fois quatre mois, en application de l'article 57, deuxième alinéa, de la loi du 17.6.2016.

La reconduction du marché dépendra de l'évolution de la crise sanitaire. Le marché portera sur la poursuite des prestations de base, à savoir la mise en place d'actions de communication visant à informer les citoyens de nouvelles mesures prises par le gouvernement dans le cadre de la gestion de la crise sanitaire.

Dans le cas où le marché n'est pas reconduit, l'adjudicataire ne peut réclamer des dommages et intérêts du chef de cette décision.

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

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

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.5. Information about negotiation

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 07/04/2021 Local time: 10:00

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

French, Dutch

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

Tender must be valid until: 24/07/2021

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040
Country: Belgium
E-mail: info@raadvst-consetat.be

VI.4.2. Body responsible for mediation procedures

Official name: Médiateur fédéral
Postal address: Rue de Louvain 48, bte 6
Town: Bruxelles
Postal code: 1000
Country: Belgium
E-mail: contact@mediateurfederal.be

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Conseil d'État
Town: Bruxelles
Postal code: 1040
Country: Belgium
E-mail: info@raadvst-consetat.be

VI.5. Date of dispatch of this notice

22/03/2021