

**Germany-Munich: Business services: law, marketing, consulting, recruitment, printing and security**

OJ S 68/2019 05/04/2019

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: EIT Health e. V.  
Postal address: Mies-van-der-Rohe-Str. 1 C  
Town: Munich  
NUTS code: DE212 München, Kreisfreie Stadt  
Postal code: 80807  
Country: Germany  
E-mail: [sameena.conning@eithealth.eu](mailto:sameena.conning@eithealth.eu)  
**Internet address(es):**  
Main address: [www.eithealth.eu](http://www.eithealth.eu)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dtv.de/Satellite/notice/CXP4Y9PYPSU/documents>  
Additional information can be obtained from the abovementioned address  
Tenders or requests to participate must be submitted electronically via: <https://www.dtv.de/Satellite/notice/CXP4Y9PYPSU>

**I.4. Type of the contracting authority**

Other type: e. V.

**I.5. Main activity**

Health

**Section II: Object**

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

EIT Health: Communications: Media Relations  
Reference number: EIT Health: Communications: Media Relations

**II.1.2. Main CPV code**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Media relations within EIT Health communications strategy.

EIT Health Communications will drive proactive press and media relations in 2019 and beyond. Particular expertise is sought in this area to really elevate and amplify our media relations expertise and capability to ensure our content is newsworthy, and where appropriate, that media engagement opportunities and milestones are identified to ensure a newsfeed /press office throughout the year.

#### **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: DE212 München, Kreisfreie Stadt

Main site or place of performance: Areas of Operation of EIT Health within the EU

#### **II.2.4. Description of the procurement**

The service provider shall

- Develop an effective and impactful pan-EU media engagement strategy which aims to provide media exposure to every aspect of our organisation, its portfolio, and its thought leadership efforts
  - Develop a media calendar highlighting all the potential opportunities for media engagement based on planned events, activities and programme and business cycle milestones and outputs
  - Develop all core media collateral, including releases, backgrounders, reactive and proactive positioning statements, master and topics Q&As, key messages, talking point documents, briefing materials etc.
    - Innovation within this will be welcomed, e.g., multimedia press releases
    - Relevant core media materials to be shared with CLCs/Innostars, including template materials that can be adapted for local use
  - Develop and cultivate relationships with key relevant above-country healthcare, innovation and associated media outlets across the EU (English speaking pan-EU outlets
    - Provide strategic (and if needed practical support on the ground) to CLC/Innostars, so an understanding of local media across the main regions (France, Spain, Germany, UK/Ireland, Sweden/Denmark Belgium/Netherlands and select countries in InnoStars (e.g., Poland, Portugal) will be helpful)
  - Define effective dissemination methods either through newswires, direct or indirect contact with pre-defined and identified media lists
  - Pitch, brief and sell-in relevant EIT Health stories and newshooks to key EU media as well as provide interview opportunities for CEO and other relevant senior stakeholders
  - Train and prepare internal staff for media engagement opportunities - ie, development of briefing materials, key message and media training as needed
  - Foster engagement strategies to maintain and cultivate relationships outside of news milestones
  - Plan and execute press briefings where relevant and strategically sound to do so
  - Provide clipping reports and media outreach analyses (quantitative) following media outreach efforts
  - Strategically assess and analyse media monitoring reports
- Although media engagement is sought in a pan-EU capacity, if the service provider has capability to support the CLCs and Innostars with local media engagement strategies as subcontractors (any region, eg, UK media or other), the tender has to be specified as to how

this would be executed, whether this would be through a local networked agency footprint or similar. If this is intended, the tenderer shall demonstrate a coordinated approach between pan-EU outlets and relevant local top-tier outlets that may or may not have a pan-EU perspective.

Social media

Note: EIT Health has a separate contract with a social media agency maintaining and monitoring all of EIT Health's social media channels (Priority: Facebook, Twitter, Instagram and LinkedIn).

Effective activity on social media will ensure the dissemination of EIT Health activity to a wider audience, contributing to the development of the EIT Health identity, but also importantly, the development of social communities across diverse audiences driven by the same objectives; to improve healthcare and well-being for all citizens and patients.

However, we also understand, given the necessity to ensure fully integrated channels across all communications activities, there will be occasions that the use of social media channels will be recommended and deployed in addition to the services already provided by the incumbent social media agency. We anticipate and expect, for example, that social media will be included in the channel mix for the effective dissemination of content generated as described earlier.

As such, the service provider, in alignment and coordination with the incumbent social media provider, shall provide the following services (not to overlap with existing services but to complement):

— Strategic recommendations for effective social media channel mix - Additional guidance

#### **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: 36

This contract is subject to renewal: yes

Description of renewals:

Option for EIT Health for a prolongation of 12 months (resulting in a maximum duration of the agreement of 36 + 12 = 48 months). The right is to be exercised at the sole discretion of EIT Health e. V. and by written notice to the contractor not later than 2 months before the end of the initial period.

#### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3 Objective criteria for choosing the limited number of candidates:

In case there are more than 3 candidates whose requests to participate meet all the minimum requirements set out in section 4.1.2.3 of the procurement and procedure description, EIT Health will select 3 candidates whose reference projects pursuant to section 4.1.2.3 (8) achieve the highest scoring as stated below which it will request to participate in the negotiated procedure and to submit initial tenders on the basis of the procurement documents.

Objective criteria for the selection of the limited number of candidates:

Each reference project fulfilling the prerequisites will be scored by max. 3 points as follows:

0 points = rarely comparable in terms of scope and content, to the objectives, requirements and expectations set out in sections 1.2 and 2 of the procurement and procedure description; many discrepancies as to scope and content which don't provide for a reliable affirmation of a sufficient level of the candidate's experience by EIT Health.

1 point = fairly comparable in terms of scope and content, to the objectives, requirements and expectations set out in sections 1.2 and 2 of the procurement and procedure description; some discrepancies as to scope and content which leave some doubt of EIT Health as to the sufficient level of the candidate's experience.

2 points = completely comparable in terms of scope and content, to the objectives, requirements and expectations set out in sections 1.2 and 2 of the procurement and procedure description; only minor discrepancies as to scope and content which don't leave significant doubt of EIT Health as to the sufficient level of the candidate's experience.

Additional 1 point = reference project involved activity in at least four EU countries.

Max. points achievable: 5 reference projects max. x 3 points = 15 points.

If, on the basis of this scoring, there are no 3 candidates with more points than the other candidates (e.g. because there are two candidates with the same score in 3rd place, i.e. there is no 4th place), the selection of the candidates from this group with the same score is drawn by lot (e.g.: 3 candidates on third place with equal score: the third place will be drawn between these 3 candidates).

EIT Health will engage in a comparative assessment of the reference projects of each candidate for this purpose.

#### **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**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

The following documents (self-declarations, information, certificates and / or other supporting documents) proving the absence of grounds for exclusion and the fulfilment of the selection criteria must be submitted with the request to participate:

(1) Self-declaration (pursuant to Section 123 (1) to (3) GWB) that no person whose conduct is attributable to the candidate or a member of the group of economic operators has been convicted, or a fine has been legally established against the economic operator, pursuant to Section 30 OWiG, for an offence against the codes as set out in the procurement and procedure description, section 4.1.2.3 (1).

(2) Self-declaration that the candidate has fulfilled its obligation to pay taxes, duties and social security contributions (§ 123 (4) GWB).

(3) Self-declaration (on facultative exclusion grounds pursuant to § 124 GWB) that — neither the candidate's company nor any person whose conduct is attributable to the candidate has failed to fulfil its obligations under environmental, social or labour law when executing public contracts,

- the candidate's company is not insolvent, insolvency proceedings or similar proceedings have not been instituted or opened for the assets of the candidate's company, the opening of such proceedings has not been refused for lack of assets, and the company is not in liquidation or has ceased its activity,
- neither the candidate's company nor any person whose conduct is attributable to the company has been guilty of grave professional misconduct that calls into question the integrity of the company,
- neither the company nor any person whose conduct is attributable to the company has entered into agreements with other undertakings which have the effect of preventing, restricting or distorting competition,
- the entity has not materially or consistently fulfilled a material breach in the execution of a previous public procurement or procurement contract, resulting in termination, damages or similar legal consequences.

(4) Self-declaration (pursuant to § 21 Schwarzarbeitsbekämpfungsgesetz - SchwarzArbG) that during the last three years neither the candidate nor its legal representatives have committed an offence against

- § 8 (1) no. 2, §§ 10 to 11,
- § 404 (1) or (2) No. 3 Book 3 of the Social Code (SGB III),
- §§ 15, 15a, 16 (1) No. 1, 1c, 1d, 1f or 2 of the Temporary Employment Act (AÜG); or
- § 266a (1) to (4) of the Criminal Code

That led or might lead to an imprisonment sentence of more than three months or a fine of more than ninety days' pay or at least 2.500 EUR.

(5) Self-declaration regarding the enrolment/registration number of the economic operator's undertaking in professional or trade registers (if applicable).

### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

(6) Self-declaration of the total yearly turnover of the economic operator and the turnover of the economic operator in the area of services that are comparable to the services as set out in sections 1.2 and 2, based on the last 3 fiscal years (2016 to 2018).

(7) Either

— proof (e. g. copy of insurance policy) of professional risk indemnity insurance of the economic operator (group of economic operators: each member) with the following minimum coverage per claim.

Or

— self-declaration of the economic operator to obtain the respective insurance with this coverage in case of award of the contract.

Minimum coverage per claim

- Personal injury 5 000 000 EUR,
- Property 1 000 000 EUR,
- Pecuniary damage 500 000 EUR.

With 2 -times annual maximisation of the above mentioned sums insured.

Minimum level(s) of standards possibly required:

Re (6): minimum turnover of 600 000 EUR excl. of VAT in each of the last three fiscal years (2016 to 2018) concerning services that are comparable in the aforementioned way is required.

Re (7): proof or self-declaration für risk indemnity insurance with minimum coverage and maximisation as set out.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

(8) Self-declarations (according to the following requirements) of a sufficient level of experience demonstrated by at least 3 (and max. 5) reference projects of services of similar in nature and scope as set out in sections 1.2 and 2 and rendered in the past 3 fiscal years (2016 to 2018) in the EU (minimum requirement), stating name, address and Email address of a contact person of the contracting body of the reference project and a project name and description of the services provided by the candidate, including the respective net contract value. EIT Health reserves the right to verify the candidate's details. In case the candidate submits more than 5 reference projects, only the first 5 projects are considered in the given order.

Further minimum requirements are:

At least 3 reference projects of a pan-EU nature that involved activity in at least four EU countries need to be stated.

In the case of groups of economic operators the reference projects need to be assigned to the respective member. The reference projects of the members fulfilling the minimum requirements are attributed to the group of economic operators.

Minimum level(s) of standards possibly required:

Re (8): Minimum requirements as set out above.

### **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**

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### **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**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

#### **IV.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **IV.1.5. Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **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: 03/05/2019 Local time: 08:00

#### **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**

English, German

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

Duration in months: 2 (from the date stated for receipt of tender)

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

Deviating from IV.2.4) the only language in which tenders or requests to participate may be submitted is English (not: German).

Bekanntmachungs-ID: CXP4Y9PYPSU

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Regierung von Oberbayern - Vergabekammer Südbayern

Postal address: Maximilianstraße 39

Town: München

Postal code: 80538

Country: Germany

E-mail: [vergabekammer.suedbayern@reg-ob.bayern.de](mailto:vergabekammer.suedbayern@reg-ob.bayern.de)

Telephone: +49 8921762411

Fax: +49 8921762847

Internet address: [www.regierung.oberbayern.bayern.de/behoerde/mittelinstantz/vergabekammer](http://www.regierung.oberbayern.bayern.de/behoerde/mittelinstantz/vergabekammer)

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

The application for a review procedure at the review body is inadmissible pursuant to § 160 (3) GWB if

1. the candidate/tenderer has recognized the alleged infringement of public procurement rules prior to the submission of the petition for review and has not issued a complaint to EIT Health within a period of ten calendar days;
2. infringements of public procurement rules which are discernible on the basis of the contract notice are not notified to EIT Health at the latest by the expiry of the time limit specified in the contract notice for the request to participate,
3. infringements of procurement rules which are discernible on the basis of the procurement documents are not notified to EIT Health at the latest by the expiry of the time limit specified in the contract notice for the request to participate,
4. more than 15 calendar days have elapsed after receipt of the notification by EIT Health to not remedy a complaint of the candidate or the tenderer.

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

02/04/2019