

**Belgium-Brussels: Media relations and outreach — information events for the media, PO/2016-12/A2**

OJ S 86/2017 04/05/2017

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Commission, Directorate-General for Communication, Unit A2, Corporate Communication Contracts

Postal address: rue de la Loi 56

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1049

Country: Belgium

E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)

**Internet address(es):**

Main address: [http://ec.europa.eu/dgs/communication/index\\_en.htm](http://ec.europa.eu/dgs/communication/index_en.htm)

Address of the buyer profile: <http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/>

**I.1. Name and addresses**

Official name: European Parliament

Postal address: rue Wiertz 60

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1047

Country: Belgium

E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)

**Internet address(es):**

Main address: [www.europarl.europa.eu](http://www.europarl.europa.eu)

**I.1. Name and addresses**

Official name: General Secretariat of the Council of the European Union

Postal address: rue de la Loi 175

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1048

Country: Belgium

E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)

**Internet address(es):**

Main address: <http://www.consilium.europa.eu/en/general-secretariat/secretary-general/>

**I.1. Name and addresses**

Official name: European External Action Service

Postal address: rond point Schuman 9A

Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1046  
Country: Belgium  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: [http://eeas.europa.eu/index\\_en.htm](http://eeas.europa.eu/index_en.htm)

#### **I.1. Name and addresses**

Official name: European Economic and Social Committee  
Postal address: rue Belliard 99  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1040  
Country: Belgium  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://www.eesc.europa.eu/?i=portal.en.home>

#### **I.1. Name and addresses**

Official name: Eurojust  
Postal address: Maanweg 174  
Town: The Hague  
NUTS code: NL4 Zuid-Nederland  
Postal code: 2516 AB  
Country: Netherlands  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://www.eurojust.europa.eu/Pages/home.aspx>

#### **I.1. Name and addresses**

Official name: European Research Council Executive Agency  
Postal address: Covent Garden, place Charles Rogier  
Town: Saint-Josse-ten-Noode  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1210  
Country: Belgium  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <https://erc.europa.eu/>

#### **I.1. Name and addresses**

Official name: European GNSS Agency  
Postal address: Janovského 438/2  
Town: Prague 7 — Holešovice  
NUTS code: CZ01 Praha  
Postal code: 170 00  
Country: Czechia  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://www.gsa.europa.eu/>

### **I.1. Name and addresses**

Official name: European Union Agency for Network and Information Security  
Postal address: Science and Technology Park of Crete (ITE), Vassilika Vouton  
Town: Heraklion  
NUTS code: GR431 Irakleio  
Postal code: 700 13  
Country: Greece  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <https://www.enisa.europa.eu/>

### **I.1. Name and addresses**

Official name: European Union Agency for Law Enforcement Cooperation (Europol)  
Postal address: Eisenhowerlaan 73  
Town: The Hague  
NUTS code: NL4 Zuid-Nederland  
Postal code: 2517 KK  
Country: Netherlands  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <https://www.europol.europa.eu/>

### **I.1. Name and addresses**

Official name: Single Resolution Board  
Postal address: rue de la Science 27  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1049  
Country: Belgium  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://srb.europa.eu/>

### **I.1. Name and addresses**

Official name: Consumers, Health, Agriculture and Food Executive Agency  
Postal address: 12, rue Guillaume Kroll  
Town: Luxembourg  
NUTS code: LU Luxembourg  
Postal code: 1882  
Country: Luxembourg  
E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://ec.europa.eu/chafea/>

### **I.1. Name and addresses**

Official name: IMI 2 Joint Undertaking  
Postal address: avenue de la Toison d'Or 56–60  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1060  
Country: Belgium

E-mail: [COMM-A2-TENDERS@ec.europa.eu](mailto:COMM-A2-TENDERS@ec.europa.eu)

Internet address(es):

Main address: <https://www.imi.europa.eu/>

## **I.2. Information about joint procurement**

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law:

European Union institutions/agencies.

The contract is awarded by a central purchasing body

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

European institution/agency or international organisation

## **I.5. Main activity**

General public services

## **Section II: Object**

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### **II.1. Scope of the procurement**

#### **II.1.1. Title**

Media relations and outreach — information events for the media, PO/2016-12/A2.

Reference number: PO/2016-12/A2.

#### **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**

3 modules have been designed for this contract.

The first module consists in the design and organisation of information seminars and study visits for the media. These take place, primarily, at the seat of the European institutions in Brussels, or in any of the 28 EU Member States, but can also be held in the candidate countries, the countries covered by the EU neighbourhood policy or any other country in the world.

The second module consists in the creation and organisation of online events for more specialised media. Depending on the subject and the available resources, they could be open to a wider range of interested applicants.

The third module consists of preparatory or follow-up activities to the information events and sessions organised under modules 1 and 2, or any other media relations activity, to encourage network building and exchange among media based on a common interest in EU affairs and policies.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 20 000 000,00 EUR

### **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

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

See tender specifications.

### **II.2.5. Award criteria**

Quality criterion - Name: Module 1: methodology, timeline and work plan of technical proposal / Weighting: 20

Quality criterion - Name: Module 1: approach to identifying participants and setting key performance indicators / Weighting: 25

Quality criterion - Name: Module 1: follow-up, evaluation and quality of the measures implemented for a continuous high performance throughout the contract period, including quality control measures / Weighting: 20

Quality criterion - Name: Module 1 case studies: timeline and work plan / Weighting: 15

Quality criterion - Name: Module 1 case studies: participants and meeting the overall objective of the case studies / Weighting: 15

Quality criterion - Name: Module 1 case studies: programme and meeting the overall objective of the case studies / Weighting: 15

Quality criterion - Name: Module 2: content, participants, KPIs and follow-up / Weighting: 15

Quality criterion - Name: Module 2: timeline, work plan, logistics and quality assurance / Weighting: 15

Quality criterion - Name: Module 2 case study: overall suitability of the proposed solution / Weighting: 20

Quality criterion - Name: Module 3: Methodology, timeline and work plan of technical proposal / Weighting: 10

Quality criterion - Name: Module 3: identifying target audiences, KPIs, follow-up and quality assurance / Weighting: 15

Quality criterion - Name: Module 3 case study: overall suitability of the proposed solution / Weighting: 15

Price - Weighting: 40

### **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: yes

Identification of the project:

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **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

#### **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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2016/S 136-244007](#)

#### IV.2.8. Information about termination of dynamic purchasing system

#### IV.2.9. Information about termination of call for competition in the form of a prior information notice

## Section V: Award of contract

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### Title:

Media relations and outreach — information events for the media, PO/2016-12/A2

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

27/03/2017

#### V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

The contract has been awarded to a group of economic operators: yes

#### V.2.3. Name and address of the contractor

Official name: GOPA Com. SA (leader)

Postal address: boulevard de la Woluwe 2

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1150

Country: Belgium

The contractor is an SME: no

#### V.2.3. Name and address of the contractor

Official name: Reuters Foundation Consultants Ltd

Postal address: 30 South Colonnade, Canary Wharf

Town: London

NUTS code: UKI London

Postal code: E14 5EP

Country: United Kingdom

The contractor is an SME: no

#### V.2.3. Name and address of the contractor

Official name: Press Club Brussels Europe

Postal address: rue Froissart 95

Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1040  
Country: Belgium  
The contractor is an SME: yes

#### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 20 000 000,00 EUR  
Total value of the contract/lot: 20 000 000,00 EUR

#### **V.2.5. Information about subcontracting**

The contract is likely to be subcontracted  
Short description of the part of the contract to be subcontracted:

The share of the contract which the contractor intends to subcontract is less than 20 %.

### **Section VI: Complementary information**

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#### **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: [generalcourt.registry@curia.europa.eu](mailto:generalcourt.registry@curia.europa.eu)  
Telephone: +352 43031  
Internet address: <http://www.curia.europa.eu>

##### **VI.4.2. Body responsible for mediation procedures**

Official name: European Ombudsman  
Town: Strasbourg  
Country: France  
Internet address: <http://www.ombudsman.europa.eu>

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

See Internet address provided in Section I.

Within 2 months of notice of the award decision, you may launch an action for annulment of the award decision. Any request you may make and any reply from us, or any complaint for maladministration, will have neither the purpose nor the effect of suspending the time limit for launching an action for annulment or to open a new period for launching an action for annulment.

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

24/04/2017