

Ireland-Cork: Advertising services
OJ S 108/2015 06/06/2015
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Food Safety Promotion Board
National registration number: N/A
Postal address: 7 Eastgate Avenue, Little Island
Town: Cork
Country: Ireland
For the attention of: Fiona Gilligan
E-mail: tenders@safefood.eu

Internet address(es):

General address of the contracting authority: <http://www.safefood.eu>
Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/415>
Electronic access to information: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=88832&B=ETENDERS_SIMPLE
Electronic submission of tenders and requests to participate: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=88832&B=ETENDERS_SIMPLE

Additional information can be obtained from:

Official name: Achilles Procurement Services
Postal address: 1 Harmsworth, Greenmount Office
Town: Harold's Cross
Postal code: 6W
Country: Ireland
For the attention of: Edel Quinn
E-mail: info@achilles.ie

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: Official name: Achilles Procurement Services

Postal address: 1 Harmsworth, Greenmount Office Park, Harold's Cross
Town: Dublin
Postal code: 6W
Country: Ireland
For the attention of: Edel Quinn
E-mail: info@achilles.ie

I.2. Type of the contracting authority

Other: Food Safety and Nutrition

I.3. Main activity

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

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Establishment of a Multi Party framework agreement for advertising & creative services.

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: Island of Ireland.

NUTS code IE0 Ireland

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: 3

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT: 2 000 000 EUR

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

Safefood proposes to engage in a competitive process in order to establish a multi party framework agreement for it's requirements relating to advertising and creative services. These services will include the provision of above the line, below the line and online advertising for safefood, together with the provision of integrated communications planning and creative/design solutions strategically, and in terms of agreed brand values. It is envisaged that three advertising agencies will be appointed to the framework and will closely support the development of the brand and the delivery of it's communication objectives.

II.1.6. CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Safefood proposes to engage in a competitive process in order to establish a multi party framework agreement for advertising services.

Estimated value excluding VAT:

Range: between 30 000 and 150 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 048 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

None.

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

To be agreed at the time of establishing the framework agreement.

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

A grouping, if successful, may be required to contract as a single entity having joint and several liability but subject to the agreement of the contracting parties. If it is proposed to sub-contract the delivery of any portion of the initial contract or any subsequent contract under the framework, it may be a condition of award of contract that both the service provider and any proposed sub-contractor enter simultaneously into a collateral warranty with the contracting authority for the relevant portion of that contract.

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: Candidates will be required to confirm that none of the conditions for exclusion contained in the Declaration of bona fides apply to their particular case, otherwise they will be excluded. A copy of the declaration is included in the qualification questionnaire available to download from Etenders.

III.2.2. Economic and financial ability

List and brief description of conditions: In order to be considered, candidates must complete the qualification questionnaire available to download from the Irish Government procurement opportunities portal www.etenders.gov.ie

III.2.3. Technical and professional ability

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

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates: Responses to the questionnaire will be assessed in accordance with the selection criteria, weightings and minimum rules stated. It is envisaged that the top 5 scoring candidates (subject to that number and quality of applications received) that also meet with minimum requirements will be invited to tender for the initial contract.

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

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

6.7.2015 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

13.7.2015

IV.3.6. Languages in which tenders or requests to participate may be submitted

English. Irish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

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

1. Interested parties must register their interest on the eTenders web site (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes will be published in eTenders.
2. The Contracting Authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers.
3. It will be a condition of award that candidates and all sub-contractors produce a valid Tax Clearance Certificate from the Irish Revenue Commissioners as part of their application for participation in the competition.
4. If for any reason it is not possible to admit to the framework agreement one or more of the tenderers invited following the conclusion of the competitive process, the contracting authority reserves the right to invite the next highest scoring tenderer (s) to join the framework agreement as appropriate.
5. At its discretion, the contracting authority may elect to terminate this procurement process, the framework agreement or any contract awarded under the framework agreement at any time.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court, Chief Registrar,
Postal address: The Four Courts
Town: Dublin
Postal code: 7

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

3.6.2015