

**Belgium-Brussels: Provision of Integrated Information and Communication Campaigns, Event Organisation and Public Affairs Services**

OJ S 88/2019 07/05/2019

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Shift2Rail 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: [procurement@s2r.europa.eu](mailto:procurement@s2r.europa.eu)**Internet address(es):**Main address: <http://shift2rail.org/>Address of the buyer profile: <https://shift2rail.org/participate/procurement/ongoing-calls-for-tender/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://shift2rail.org/participate/procurement/ongoing-calls-for-tender/>

Additional information can be obtained from the abovementioned address

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: Railway research and development

**Section II: Object**

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

Provision of Integrated Information and Communication Campaigns, Event Organisation and Public Affairs Services

Reference number: S2R.18.OP.04

**II.1.2. Main CPV code**

79400000 Business and management consultancy and related services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

The S2R JU intends to relaunch its communication strategy, which is the base for a continuous effort and mission to inform stakeholders about its achievements. The S2R JU is launching an open call for tender to establish a framework service contract with a service provider for the provision of a range of communication and information services such as integrated communication campaigns — both offline and online — to event organisation and public affairs services.

#### **II.1.5. Estimated total value**

Value excluding VAT: 2 400 000,00 EUR

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

This contract is divided into lots: no

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

#### **II.2.2. Additional CPV code(s)**

79822500 Graphic design services, 79952000 Event services, 79340000 Advertising and marketing services, 79416000 Public relations services, 72212500 Communication and multimedia software development services, 72212224 Web page editing software development services, 72413000 World wide web (www) site design services, 32417000 Multimedia networks

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

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

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

The present tender aims to provide the S2R JU with support regarding:

- 1) Advice, preparation, implementation and monitoring of integrated information and communication activities of the S2R JU in the field of their respective EU policies and programmes;
- 2) Planning and preparation of event organisation, which may include conferences, workshops, seminars, site visits, press briefings, demonstrations, exhibitions and virtual events, such as webinars and social media chats;
- 3) Development of digital communication which may include short animations, videos, prezis, e-learning tools, as well as web-based products and audio-visuals for events and virtual events as well as printed publications;
- 4) Public affairs services.

#### **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: 2 400 000,00 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 duration of the contract is 12 months, which may be automatically renewed 4 times for up to a maximum duration of 60 months.

#### **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:  
yes

Identification of the project: Horizon 2020

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

See internet address provided in Section I.3.

### **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:

Selection criteria as stated in the procurement documents. See internet address provided in Section I.3.

##### **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.2.2. Contract performance conditions**

See internet address provided in Section I.3.

##### **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**

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

In the case of framework agreements, provide justification for any duration exceeding 4 years:

The duration of the framework contract (60 months) is justified by the current duration of the S2R Joint Undertaking (until December 2024), the major events that S2R JU will organise and participate to in 2024, as well as the future S2R JU communications strategy that will cover the period until 2024.

#### **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: [2019/S 033-073167](#)

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

Date: 10/07/2019

##### **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: 9 (from the date stated for receipt of tender)

##### **IV.2.7. Conditions for opening of tenders**

Date: 19/07/2019 Local time: 10:00

Place:

Shift2Rail Joint Undertaking, Avenue de la Toison d'Or 56–60. 1060, Brussels, BELGIUM.

Information about authorised persons and opening procedure: Maximum 2 representatives per participating tenderer may attend the opening session. For more details see point 3.2 (Opening of tenders) of the invitation to tender

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

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##### **VI.1. Information about recurrence**

This is a recurrent procurement: no

##### **VI.3. Additional information**

See internet address provided in Section I.3.

##### **VI.4. Procedures for review**

###### **VI.4.1. Review body**

Official name: General Court

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 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:

See internet address provided in Section I.3 (invitation to tender).

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

30/04/2019