

**Italy-Torino: Strategic Communication Services**  
**OJ S 88/2019 07/05/2019**  
**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 Training Foundation  
Postal address: Villa Gualino, Viale Settimio Severo 65  
Town: Torino  
NUTS code: ITC11 Torino  
Postal code: 10133  
Country: Italy  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.etf.europa.eu/en/about/procurement>

**I.1. Name and addresses**

Official name: European Banking Authority  
Town: La Défense  
NUTS code: FR105 Hauts-de-Seine  
Country: France  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.eba.europa.eu>

**I.1. Name and addresses**

Official name: European Food and Safety Authority  
Town: Parma  
NUTS code: ITH52 Parma  
Country: Italy  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.efsa.europa.eu>

**I.1. Name and addresses**

Official name: European Institute for Gender Equality  
Town: Vilnius  
NUTS code: LT0 Lietuva  
Country: Lithuania  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.eige.europa.eu>

**I.1. Name and addresses**

Official name: European Insurance and Occupational Pensions Authority

Town: Frankfurt  
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt  
Country: Germany  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.eiopa.europa.eu>

**I.1. Name and addresses**

Official name: European Medicines Authority  
Town: Amsterdam  
NUTS code: NL32 Noord-Holland  
Country: Netherlands  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.ema.europa.eu>

**I.1. Name and addresses**

Official name: European Monitoring Centre for Drugs and Drug Addiction  
Town: Lisbon  
NUTS code: PT17 Área Metropolitana de Lisboa  
Country: Portugal  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.emcdda.europa.eu>

**I.1. Name and addresses**

Official name: European Union Agency for Fundamental Rights  
Town: Vienna  
NUTS code: AT13 Wien  
Country: Austria  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.fra.europa.eu>

**I.1. Name and addresses**

Official name: Fusion for Energy  
Town: Barcelona  
NUTS code: ES511 Barcelona  
Country: Spain  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.fusionforenergy.europa.eu>

**I.1. Name and addresses**

Official name: Single Resolution Board  
Town: Brussels  
NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest  
Country: Belgium  
E-mail: [Procurement@etf.europa.eu](mailto:Procurement@etf.europa.eu)  
**Internet address(es):**  
Main address: <https://www.srb.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:

Union law complemented by law of Italy.

## **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**

Strategic Communication Services

Reference number: CFT/18/ETF/0013

#### **II.1.2. Main CPV code**

79340000 Advertising and marketing services

#### **II.1.3. Type of contract**

Services

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

Support in designing and implementing communication strategies to support corporate and activity-level objectives for:

Lot 1: Stakeholder mapping, communication measurement and assessment;

Lot 2: Strategy development and campaign design;

Lot 3: Digital and online communication;

Lot 4: Media relation.

Not all Contracting Authorities participate to all lots (see tender specifications for details).

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

This contract is divided into lots: yes

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

Value excluding VAT: 4 400 000,00 EUR

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

#### **II.2.1. Title**

Stakeholder Mapping, Communication Measurement and Assessment

Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: ITC11 Torino

Main site or place of performance: See tender specifications.

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

To support the mapping and targeting of stakeholders as well as to measure and assess specific communication activities.

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

Quality criterion - Name: Quality, appropriateness and efficiency of methodology for production of high quality deliverables and successful implementation of all activities and quality assurance system / Weighting: 20

Quality criterion - Name: Relevance of case studies and related samples / Weighting: 40  
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: EU operational appropriations

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

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

##### **II.2.1. Title**

Strategy Development and Campaign Design  
Lot No: 2

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

79340000 Advertising and marketing services

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

NUTS code: ITC11 Torino

Main site or place of performance: See tender specifications.

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

To support communication strategy design and advice, as well as the development of specific communication campaigns.

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

Quality criterion - Name: Quality, appropriateness and efficiency of methodology for production of high quality deliverables and successful implementation of all activities and quality assurance system / Weighting: 20

Quality criterion - Name: Relevance of case studies and related samples / Weighting: 40  
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: EU operational appropriations

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

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

**II.2.1. Title**

Digital and Online Communication  
Lot No: 3

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

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: ITC11 Torino  
Main site or place of performance: See tender specifications.

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

To support digital and online communications.

**II.2.5. Award criteria**

Quality criterion - Name: Quality, appropriateness and efficiency of methodology for production of high quality deliverables and successful implementation of all activities and quality assurance system / Weighting: 20  
Quality criterion - Name: Relevance of case studies and related samples / Weighting: 40  
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: EU operational appropriations

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Media Relations  
Lot No: 4

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

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: ITC11 Torino  
Main site or place of performance: See tender specifications.

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

To support media relations in order to reinforce awareness of contracting authorities' different activities.

**II.2.5. Award criteria**

Quality criterion - Name: Quality, appropriateness and efficiency of methodology for production of high quality deliverables and successful implementation of all activities and quality assurance system / Weighting: 20  
Quality criterion - Name: Relevance of case studies and related samples / Weighting: 40  
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: EU operational appropriations

#### **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: [2018/S 218-497887](#)

##### **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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**Contract No:** CON/19/ETF/0003

**Lot No:** 1

**Title:**

Stakeholder Mapping, Communication Measurement and Assessment

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

29/04/2019

##### **V.2.2. Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 7

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: Prospex bvba  
Town: Keerbergen  
NUTS code: BE Belgique / België  
Country: Belgium  
Internet address: [www.prospex.com](http://www.prospex.com)  
The contractor is an SME: yes

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

Official name: iCons srl  
Town: Rovereto  
NUTS code: IT Italia  
Country: Italy  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 100 000,00 EUR  
Total value of the contract/lot: 1 100 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** CON/19/ETF/0004

**Lot No:** 2

**Title:**

Strategy Development and Campaign Design

A contract/lot is awarded: yes

**V.2. Award of contract**

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

22/03/2019

**V.2.2. Information about tenders**

Number of tenders received: 17  
Number of tenders received from SMEs: 12  
Number of tenders received from tenderers from other EU Member States: 13  
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: Restless Communications Ltd  
Town: London  
NUTS code: UK United Kingdom  
Country: United Kingdom  
Internet address: [www.restlesscommunications.com](http://www.restlesscommunications.com)  
The contractor is an SME: yes

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

Official name: Gluball Ltd  
Town: London  
NUTS code: UK United Kingdom  
Country: United Kingdom  
The contractor is an SME: yes

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

Official name: Nuw Creative Ltd  
Town: Fordingbridge  
NUTS code: UK United Kingdom  
Country: United Kingdom  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 200 000,00 EUR  
Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** CON/19/ETF/0005

**Lot No:** 3

**Title:**

Digital and Online Communication

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

24/04/2019

**V.2.2. Information about tenders**

Number of tenders received: 13  
Number of tenders received from SMEs: 9  
Number of tenders received from tenderers from other EU Member States: 9  
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: no

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

Official name: Independent Pictures Ltd  
Town: Dublin  
NUTS code: IE Éire / Ireland  
Country: Ireland  
Internet address: [www.indiepics.ie](http://www.indiepics.ie)  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 800 000,00 EUR

Total value of the contract/lot: 800 000,00 EUR

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

### **Section V: Award of contract**

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**Contract No:** CON/19/ETF/0006

**Lot No:** 4

**Title:**

Media relations

A contract/lot is awarded: yes

## **V.2. Award of contract**

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

16/04/2019

### **V.2.2. Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 4

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

Town: Brussels

NUTS code: BE Belgique / België

Country: Belgium

Internet address: [www.gopacom.eu](http://www.gopacom.eu)

The contractor is an SME: yes

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

Official name: eu.Ness SPRL

Town: Brussels

NUTS code: BE Belgique / België

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: 1 300 000,00 EUR

Total value of the contract/lot: 1 300 000,00 EUR

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

### **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

Postal address: rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

E-mail: [GeneralCourt.Registry@curia.europa.eu](mailto:GeneralCourt.Registry@curia.europa.eu)

Telephone: +352 4303-1

Fax: +352 43032100

Internet address: <http://curia.europa.eu>

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

30/04/2019