

Belgium-Brussels: Multiple framework contract for the provision of services linked to the Organisation of Information and Communication Campaigns — PO/2018-06/A2

OJ S 100/2018 29/05/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

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

Postal address: Rue de la Loi 56

Town: Brussels

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

Postal code: 1049

Country: Belgium

Contact person: Mr. Ioan Vascan

E-mail: COMM-A2-TENDERS@ec.europa.eu

Internet address(es):

Main address: http://ec.europa.eu/dgs/communication/index_en.htm

Address of the buyer profile: http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/headquarters/index_en.htm

I.1. Name and addresses

Official name: European Parliament (EP)

Postal address: 60 rue Wiertz

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

Internet address(es):

Main address: <http://www.europarl.europa.eu/>

I.1. Name and addresses

Official name: European External Action Service (EEAS)

Postal address: 9A Rond Pont Schuman

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

Internet address(es):

Main address: <http://www.eeas.europa.eu>

I.1. Name and addresses

Official name: European Committee of the Regions (CoR)

Postal address: Rue Belliard 99-101
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: 1000
Country: Belgium
E-mail: COMM-A2-TENDERS@ec.europa.eu
Internet address(es):
Main address: <http://www.cor.europa.eu>

I.1. Name and addresses

Official name: European Central Bank (ECB)
Postal address: 20, Sonnemannstrasse
Town: Frankfurt am Main
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Postal code: D-60314
Country: Germany
E-mail: COMM-A2-TENDERS@ec.europa.eu
Internet address(es):
Main address: <http://www.ecb.europa.eu>

I.1. Name and addresses

Official name: Single Resolution Board (SRB)
Postal address: 22, Treurenberg
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
Internet address(es):
Main address: <http://www.srb.europa.eu>

I.1. Name and addresses

Official name: Shift2Rail Joint Undertaking (S2R)
Postal address: 56-60, av de la Toison d'Or
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
Internet address(es):
Main address: <https://shift2rail.org>

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:
Belgium
The contract is awarded by a central purchasing body

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=3598>

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

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Multiple framework contract for the provision of services linked to the Organisation of Information and Communication Campaigns — PO/2018-06/A2
Reference number: PO/2018-06/A2

II.1.2. Main CPV code

79416100 Public relations management services

II.1.3. Type of contract

Services

II.1.4. Short description

The objective of this invitation to tender is to provide the participating EU institutions and bodies with a framework contract for the provision of a range of services for the design, implementation, follow-up and evaluation of information and communication campaigns.

II.1.5. Estimated total value

Value excluding VAT: 90 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: BE Belgique / België

Main site or place of performance: The place of performance of the tasks shall be the contractor's premises or any other place indicated by the tenderer. Please refer to point 2.1 of the Tender Specifications.

II.2.4. Description of the procurement

The participating European Union institutions and bodies wish to use specialised agencies in communication and public relations to carry out information and communication campaigns. For the purposes of this call for tenders, an information and communication campaign is defined as a planned sequence of inter-related communication activities sharing a common narrative, targeting the same audience and having a specific timeline and dedicated budget. The objective is to deliver a defined and measurable outcome.

The ordering service could ask the contractor to provide the whole range of steps that make up a campaign: (design, implementation, follow-up, and evaluation) or only a selection thereof. The subject matter of the campaign will cover the European Union policies, programmes and activities under the responsibility of the participating institutions and bodies, with particular

emphasis on its political priorities. In what concerns the European Commission, communication will mainly focus on the strategic priorities announced in 2014.

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: 90 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

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

The multiple framework contract with renewed competition is concluded for a period of 48 months with effect from the date of its entry into force.

Section III: Legal, economic, financial and technical information

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:

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

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 several operators Envisaged maximum number of participants to the framework agreement: 4

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: 02/07/2018 Local time: 17:00

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

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: 09/07/2018 Local time: 11:00

Place:

European Commission, Directorate-General Communication, Meeting Room 3rd Floor, Unit A2, 56 rue de la Loi, 1000 Brussels.

Information about authorised persons and opening procedure: 2 representatives per tenderer.

Please send the names, titles, Identity card no and validity of the Identity card, and nationality to the email address reported under Section I.1.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

All documentation of this call for tenders, including any additional information during the procedure is published at the following internet address: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=3598>.

Tenderers should consult this site regularly, as additional information may be published at any time during the procedure.

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
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu>

VI.4.2. Body responsible for mediation procedures

Official name: None
Town: None
Country: Belgium

VI.5. Date of dispatch of this notice

18/05/2018