

Denmark-Copenhagen: Provision of Audio-visual, Multimedia and Social Media Services and Products for the European Environment Agency.

OJ S 77/2024 18/04/2024

Contract award notice

Services

Legal Basis:

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1. Name and addresses

Official name: European Environment Agency (EEA)

Postal address: Kongens Nytorv 6

Town: Copenhagen

NUTS code: DK011 Byen København

Postal code: 1050

Country: Denmark

E-mail: procurement@eea.europa.eu**Internet address(es):**Main address: <https://www.eea.europa.eu>**I.4. Type of the contracting authority**

European institution/agency or international organisation

I.5. Main activity

Environment

Section II: Object

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

Provision of Audio-visual, Multimedia and Social Media Services and Products for the European Environment Agency.

Reference number: EEA/2023/OP/0037

II.1.2. Main CPV code

72212500 Communication and multimedia software development services

II.1.3. Type of contract

Services

II.1.4. Short description

The subject of this call for tenders is the provision of support to the EEA in the area of multimedia and audio-visual services, including social media activities and products. The EEA's communication objectives include prioritising innovation and impact, i.e.:

1. to innovate in our communication approaches to respond to stakeholders' demands and to keep up with changes in how people access and use information;

2. to maximise the impact of EEA-Eionet work, we strive to ensure that our knowledge reaches the right audience at the right time and on the right platforms, and that we are able to widen our outreach to new audiences.

Products include videos, animations, GIFs, slide presentations, still photographs, infographics, and the development and airing of podcasts, as well as media campaigns.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 500 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72212500 Communication and multimedia software development services

II.2.3. Place of performance

NUTS code: DK011 Byen København

Main site or place of performance: Kongens Nytorv 6, 1050 Copenhagen, DENMARK.

II.2.4. Description of the procurement

EEA/COM/23/003 – Provision of audio-visual, multimedia and social media services and products for the European Environment Agency.

II.2.5. Award criteria

Quality criterion - Name: Creative quality and impact of two samples of previous audio-visual work used on social media: a video, an animation or an infographic, all of a non-commercial informative nature. Samples to be supplemented with a cover note that explains the reasoning behind the creative choices made and the impact it had. / Weighting: 25

Quality criterion - Name: Reaching target audiences through an innovative proposal for the production of a podcast series for the EEA. / Weighting: 25

Quality criterion - Name: Contract management approach in organisation, flexibility and service orientation. / Weighting: 20

Price - Weighting: 30

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

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

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: [2023/S 191-597007](#)

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

Contract No: EEA/COM/23/003

Title:

Provision of Audio-visual, Multimedia and Social Media Services and Products for the European Environment Agency

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2024

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: ICF NEXT S.A.

Postal address: Avenue Marnix 17

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 15 %

Section VI: Complementary information

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 Niedergrünewald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

Telephone: +352 4303-1

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

VI.5. Date of dispatch of this notice

11/04/2024