

**Belgium-Brussels: Framework contract — to support the design and implementation of communication activities relating mainly but not exclusively to the area of EU justice**

OJ S 140/2014 24/07/2014

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Commission, DG Justice, Unit JUST/A4 Programme Management

Postal address: Office MO59 04/21

Town: Brussels

Postal code: 1049

Country: Belgium

For the attention of: Mr Renatas Mazeika

E-mail: [just-a4-cft@ec.europa.eu](mailto:just-a4-cft@ec.europa.eu)

Telephone: +32 22962152

Fax: +32 22988812

**Internet address(es):**General address of the contracting authority: [http://ec.europa.eu/justice/newsroom/contracts/index\\_en.htm](http://ec.europa.eu/justice/newsroom/contracts/index_en.htm)**Additional information can be obtained from:**

the abovementioned address

**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:** the abovementioned address**I.2. Type of the contracting authority**

European institution/agency or international organisation

**I.3. Main activity**

General public services

**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**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Framework contract — to support the design and implementation of communication activities relating mainly but not exclusively to the area of EU justice.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Contractor's premises.

NUTS code

**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 a single operator

**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: 21 000 000 EUR

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

The assistance that the Commission is seeking should enable it to devise a coherent and consistent communication strategy and to carry out integrated information and communication activities. As a result, the European Commission should be able to better respond to the needs of EU citizens and its policies should achieve a better visibility.

The services required will essentially, but not exclusively, concern the following:

1. general communication activities;
2. audiovisual;
3. printed/online information and promotional material;
4. events;
5. campaigns;
6. media management;
7. Web.

**II.1.6. CPV code(s)**

92111200 Advertising, propaganda and information film and video-tape production, 79952000 Event services, 79951000 Seminar organisation services, 79952100 Cultural event organisation services, 79530000 Translation services, 79342200 Promotional services, 79419000 Evaluation consultancy services, 79822500 Graphic design services, 79800000 Printing and related services, 71620000 Analysis services, 72413000 World wide web (www) site design services

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

The procurement is covered by the Government Procurement Agreement: no

**II.1.8. Lots**

This contract is divided into lots: no

**II.1.9. Information about variants**

Variants will be accepted: no

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**

Estimated value excluding VAT: 21 000 000 EUR

**II.2.2. Information about options**

Options: no

**II.2.3. Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 3

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

Duration in months: 12 (from the award of the contract)

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

See tender specifications.

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

See tender specifications.

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

See tender specifications.

#### **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: See tender specifications.

#### **III.2.2. Economic and financial ability**

List and brief description of conditions: In order to prove their economic and financial capacity, the tenderers (i.e. in the case of a joint tender, the combined capacity of all members of the consortium and identified subcontractors) must show that their annual consolidated turnover exceeds 4 500 000 EUR (average for the past 3 years).

The following evidence should be provided:

- the completed 'Simplified balance sheet' and 'Simplified profit & loss account' completed for the last 3 years,
- copy of the profit & loss account and balance sheet for the last 3 years for which accounts have been closed,
- failing that, appropriate statements from banks,
- if applicable, evidence of professional risk indemnity insurance.

If, for some exceptional reason which the contracting authority considers justified, a tenderer is unable to provide 1 or the other of the above documents, he or she may prove his or her economic and financial capacity by any other document which the contracting authority considers appropriate. In any case, the contracting authority must at least be notified of the exceptional reason and its justification in the tender. The Commission reserves the right to request any other document enabling it to verify the tenderer's economic and financial capacity.

Remark:

the tenderers will be waived of the obligation to submit the documentary evidence mentioned above if such evidence has already been submitted for the purpose of another procurement procedure launched by Directorate-General for Justice, provided that the documents are not more than 1 year old starting from their issuing date and that they are still valid. In such a case, the tenderer shall declare on his honour that the documentary evidence has already been provided in a previous procurement procedure, specifying the reference of the call for

tender for which the documents have been provided, and confirm that no changes in his situation have occurred.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

The tenderer must satisfy the criteria listed below. If he is unable to satisfy all the criteria himself, he may form a group or consortium of companies or use subcontractors. In such cases, one of the tenderers must be designated as the main contractor.

Criterion 1:

have expertise in and a minimum of 5 years' experience of managing transnational and multilingual information and communication projects.

Criterion 2:

have expertise in and a minimum of 5 years' experience in creating communication products and promotional material in several languages (at least 3) aimed at several countries.

Criterion 3:

have expertise in and a minimum of 5 years' experience in producing professional commercial and informative videos in several languages (at least 3).

Criterion 4:

have expertise in and a minimum of 5 years' experience in creating and managing websites including content in several languages (at least 3).

Criterion 5:

have expertise in and a minimum of 5 years' experience of organising conferences (with at least 300 participants)/seminars/working group meetings in several countries and several languages (at least 3) including organising invitations, registration, transport, accommodation and meals for participants;

have expertise in and a minimum of 5 years' experience of organising other kinds of events (competitions, exhibitions, road shows, etc.) in several countries and several languages (3 at least).

Criterion 6:

have the professional capacity to perform the requested services (described in Section I.3 — description of tasks):

proven experience of the team proposed by the tenderer:

project director/senior consultant — 10 years minimum as director;

project coordinators — 7 years minimum as project coordinator in communications;

junior consultants — 5 years minimum as a consultant in communications.

Criterion 7:

have the linguistic skills needed to perform the requested services (described in Section I.3 — description of tasks) in all the official languages of the European Union and of the EFTA/EEA countries, the candidate countries and, possibly, other countries;

proven experience of the translators/interpreters: diploma of translation/interpretation and 5 years minimum in interpreting/translating communications or institutional projects.

Means of proof to be provided:

The items listed below must be provided as means of proof for the listed criteria.

Tenders from groups (or consortia) or including subcontractors must specify the title, role and experience of each of the members of the group (or consortium) or each subcontractor.

For criteria 1 to 5:

the tenderer must submit the following items:

- a list of the main clients and the main services provided during the last 5 years, indicating the value, the date and the public or private recipient of these services,
- examples of work relating to criteria 1 to 5 and produced over the last 3 years. If this work

was partly produced by members of a group (or consortium of companies) or by subcontractors, the tenderer must clearly indicate the role and contribution of everyone involved. The projects referred to must include the name of a contact person who can, if necessary, vouch for the existence of the services.

For criterion 6:

the tenderer must submit the following items:

- a list of the material and technical equipment at his disposal for performing the proposed services,
- a list of the services that the tenderer intends to carry out directly and those which may be subcontracted,
- where necessary, the identity and description of the subcontractors already selected by the tenderer and who may be used for certain types of work,
- the CVs of the staff designated by the tenderer to perform the proposed services. They should follow the Commission's recommendation on a common European format for CVs,
- an indication of the tenderer's average annual workforce during the last 3 years,
- a description of the means that the tenderer has at his disposal to ensure quality control of the work he performs.

For criterion 7:

the tenderer must demonstrate his ability to work in the languages of the European Union and, if necessary, his ability to rapidly mobilise the resources necessary to perform the proposed services in all the official languages of the European Union and of the EFTA/EEA countries, the candidate countries and, possibly, other countries. In order to demonstrate this ability, he must supply examples of work already produced in languages other than his own.

#### **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**

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#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

Open

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

##### **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**

JUST/2014/A4/01.

##### **IV.3.2. Previous publication concerning this procedure**

no

##### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Time limit for receipt of requests for documents or for accessing documents: 1.10.2014

Payable documents: no

##### **IV.3.4. Time limit for receipt of tenders or requests to participate**

8.10.2014

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

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

Any EU official language

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

Duration in months: 6 (from the date stated for receipt of tender)

##### **IV.3.8. Conditions for opening of tenders**

Date: 15.10.2014

Place:

rue Montoyer 59, 1040 Brussels, BELGIUM.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: 1 representative of each tender may attend the opening of the bids.

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

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#### **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. The specifications can be downloaded at: [http://ec.europa.eu/justice/newsroom/contracts/index\\_en.htm](http://ec.europa.eu/justice/newsroom/contracts/index_en.htm)
2. In the context of the execution of this contract, the Commission reserves the right to apply Article 134(f) of Commission Delegated Regulation (EU) No 1268/2012 permitting use of a negotiated procedure for additional contracts consisting in the repetition of similar services or works entrusted to the contractor, provided that the subject of the contract conforms to the present specifications.

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

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

Official name: General Court

Postal address: rue du Fort Niedergrünewald

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.4.2. Review procedure**

Precise information on deadline(s) for review procedures: Within 2 months of the notification to the plaintiff, or, in absence thereof, of the day on which it came to the knowledge. A complaint to the European Ombudsman does not have as an effect either to suspend this period or to open a new period for lodging appeals.

### **VI.4.3. Service from which information about the review procedure may be obtained**

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

14.7.2014