

Belgium-Brussels: Provision of communication activities — lot 3: design, production and dissemination of audiovisual products — multiple framework contracts in cascade

OJ S 146/2013 30/07/2013

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: European Commission, Directorate-General for Economic and Financial Affairs

Postal address: ECFIN R5

Town: Brussels

Postal code: 1049

Country: Belgium

For the attention of: Unit R.5 Communication

E-mail: ecfin-cft-communication-2012@ec.europa.eu**Internet address(es):**General address of the contracting authority: http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm**I.2. Type of the contracting authority**

European institution/agency or international organisation

I.3. Main activity

Economic and financial affairs

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

II.1. Description**II.1.1. Title**

Provision of communication activities — lot 3: design, production and dissemination of audiovisual products — multiple framework contracts in cascade.

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

Services

Service category No 27: Other services

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

In accordance with the media planning and strategy decisions taken, the contractor may be requested to produce audiovisual material on different subjects and for different target audiences.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79900000 Miscellaneous business and business-related services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 4 000 000 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Quality, soundness, consistency, relevance of approach/concept. Weighting 15
2. Quality of organisation work, management of team. Weighting 9
3. Clarity, conciseness, presentation of tender. Weighting 6
4. Case study 1. Weighting 35
5. Case study 2. Weighting 35

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

ECFIN/R5/2012/001 — lot 3.

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 81-131977](#) of 26.4.2012

Section V: Award of contract

Contract No: ECFIN/041/2013 cascade No 1

Lot No: 3

- Lot title: Design, production and dissemination of audiovisual products

V.1. Date of conclusion of the contract

4.3.2013

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Emakina Belgique SA
Postal address: rue Middelbourg 64A
Town: Brussels
Postal code: 1170
Country: Belgium

V.4. Information on value of the contract/lot

Total value of the procurement:
Value: 4 000 000 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes
Value or proportion likely to be subcontracted to third parties:
Not known

Contract No: ECFIN/042/2013 cascade No 2

Lot No: 3

- Lot title: Design, production and dissemination of audiovisual products

V.1. Date of conclusion of the contract

4.3.2013

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Mostra SA
Postal address: chaussée d' Alseberg 1001
Town: Brussels
Postal code: 1180
Country: Belgium

V.4. Information on value of the contract/lot

Total value of the procurement:
Value: 4 000 000 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes
Value or proportion likely to be subcontracted to third parties:
Not known

Contract No: ECFIN/043/2013 cascade No 3

Lot No: 3

- Lot title: Design, production and dissemination of audiovisual products

V.1. Date of conclusion of the contract

4.3.2013

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Media Consulta TV and Filmproduktion GmbH
Postal address: Wassergasse 3

Town: Berlin
Postal code: 10179
Country: Germany

V.4. Information on value of the contract/lot

Total value of the procurement:
Value: 4 000 000 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes
Value or proportion likely to be subcontracted to third parties:
Not known

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

The total maximum budget over the period of 4 years is 4 000 000 EUR for the 3 framework contracts in cascade.

VI.3. Procedures for review

VI.3.1. 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
Telephone: +352 4303-1
Fax: +352 4303-2100
Internet address: <http://curia.europa.eu>

VI.3.2. 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 knowledge. A complaint does not have as an effect to suspend this period or to open a new period for lodging appeals.

VI.3.3. Service from which information about the review procedure may be obtained

Official name: General Court
Postal address: rue du Fort Niedergrünewald
Town: Luxembourg
Postal code: 2925
Country: Luxembourg
E-mail: generalcourt.registry@curia.europa.eu
Telephone: +352 4303-1
Fax: +352 4303-2100
Internet address: <http://curia.europa.eu>

VI.4. Date of dispatch of this notice

18.7.2013