

Belgium-Brussels: Provision of communication activities — lot 1: work involving writing, graphic design, the Web and strategic communication advice — 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 1: work involving writing, graphic design, the Web and strategic communication advice — 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)

The work involves the design, drafting and production, in any medium (offline and online), of information products and promotional material relating to the activities of the European Union, particularly but not exclusively in the field of the euro and economic and monetary union. It

also covers the provision of strategic communication advice for and evaluation of specific information products as well as entire communication campaigns.

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: 6 000 000 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 and consistency of proposal for services requested. Weighting 12
2. Quality of team. Weighting 8
3. Case study 1. Weighting 20
4. Case study 2. Weighting 20
5. Case study 3. Weighting 20
6. Case study 4. Weighting 20

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 1.

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/038/2013 cascade No 1

Lot No: 1

- Lot title: Work involving writing, graphic design, the Web and strategic communication advice

V.1. Date of conclusion of the contract

4.3.2013

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: Tipik Communication Agency SA

Postal address: avenue de Tervueren 270

Town: Brussels

Postal code: 1150

Country: Belgium

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

Total value of the procurement:

Value: 6 000 000 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/039/2013 cascade No 2

Lot No: 1

- Lot title: Work involving writing, graphic design, the Web and strategic communication advice

V.1. Date of conclusion of the contract

4.3.2013

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: European Service Network SA

Postal address: Galerie Ravenstein 4

Town: Brussels

Postal code: 1000

Country: Belgium

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

Total value of the procurement:

Value: 6 000 000 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/040/2013 cascade No 3

Lot No: 1

- Lot title: Work involving writing, graphic design, the Web and strategic communication advice

V.1. Date of conclusion of the contract

4.3.2013

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: Media Consulta International Holding AG

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: 6 000 000 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 6 000 000 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 Niedergrünwald

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 Niedergrünwald

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