

PL-Warsaw: radio campaign for the European Parliament Information Office in Poland

OJ S 161/2012 23/08/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: European Parliament, Directorate-General for Communication

Postal address: ul. Jasna 14/16a

Town: Warsaw

Postal code: 00-041

Country: Poland

Contact person: European Parliament Information Office in Poland

For the attention of: Jacek Safuta

E-mail: epwarszawa@europarl.europa.eu

Telephone: +48 225952473

Fax: +48 225952480

Internet address(es):General address of the contracting authority: <https://www.europarl.europa.eu>Address of the buyer profile: <http://www.europarl.pl>Electronic access to information: <http://www.europarl.europa.eu/tenders/invitations.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

Other: Communication

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 attributed to the contract by the contracting authority**

Radio campaign for the European Parliament Information Office in Poland.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Poland.

NUTS code PL Polska

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

The notice involves a public contract

II.1.4. Information about framework agreement

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

The subject of the contract is to develop a concept and implement a radio campaign on the request of the European Parliament Information Office in Poland. The contractor will be responsible for the production and broadcasting of a series of 52 radio programmes in a Polish national or supra-regional radio station. The programmes should focus on the role of the European Parliament in the structure of the European Union institutional system, to report about its works and decisions, especially about its plenary sessions; to inform about the position of the Polish and other Members of the European Parliament and their political groups, and to cover the activities of the EPIO. The principal aim of the programmes is to increase knowledge on legislative activities of the European Parliament and make people more aware of the influence the EP decisions have on the EU citizens' everyday life. The initial duration of the contract shall be 1 year. It may be renewed tacitly on an annual basis up to 3 times. The maximum duration of the contract shall be 4 years.

II.1.6. CPV code(s)

79341400 Advertising campaign services - QA02

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

240 000 EUR.

Estimated value excluding VAT: 240 000 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

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Not applicable.

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

See draft contract.

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

See technical specifications under point 5.

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 the technical specifications point 15 'Exclusion criteria'.

III.2.2. Economic and financial ability

List and brief description of conditions: 1. Profit and loss account for the last 3 financial years; 2. balance sheets or extracts from balance sheets for at least the last 2 years for which accounts have been closed, where publication of the balance sheet is required under the company law of the country in which the economic operator is established; 3. a statement of overall turnover and turnover relating to the works, supplies or services associated with the field covered by the contract during a period which may be no more than the last 3 financial years.

Minimum level(s) of standards possibly required: Minimum annual turnover of 100 000 EUR.

III.2.3. Technical and professional ability

List and brief description of conditions:

1. Description of the educational and professional qualifications of the service provider or contractor and/or those of the firm's managerial staff and, in particular, project leader and other members of the team responsible for performance of the contract;
2. a list of the principal services provided and supplies delivered in the past 3 years, with the sums, dates and recipients, public or private. If the recipient of those services and supplies was a department of a European Union institution, economic operators shall furnish proof in the form of certificates issued or countersigned by the competent authority;
3. information on the number of average daily reach in the first quarter of 2012 (according to the Radio Track analysis by the Millward Brown SMG/KRC analysis).

Minimum level(s) of standards possibly required:

1. At least 3 years' experience as a service provider of services similar to those required by the contract concerned. Experience in running a radio channel with at least 1 % average daily reach in the first quarter of 2012 (according to the Radio Track analysis by the Millward Brown SMG/KRC analysis) is required;
2. a team of experts in the field relevant for the performance of the contract (project coordinator, editors, reporters or correspondents, radio journalists,) comprising of 3 members, among whom at least the project leader must have 5 years' proven experience in the field covered by the invitation to tender. The other members of the team will have at least 2 years' experience.

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

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

EP/COMM/IO-PL/CON/2012/04.

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: 16.10.2012 - 17:00

Payable documents: no

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

16.10.2012 - 17:00

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: 24.10.2012 - 12:00

Place:

ul. Jasna 14/16A, 00-041 Warsaw, POLAND.

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

Information about authorised persons and opening procedure: 1 representative may attend (see the invitation letter).

Section VI: Complementary information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: General Court of the Court of Justice of the European Union

Town: Luxembourg

Postal code: 2925

Country: Luxembourg

E-mail: generalcourt.registry@curia.europa.eu

Fax: +352 4303-2600

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

VI.4.2. Review procedure

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

VI.5. Date of dispatch of this notice

13.8.2012