

Germany-Munich: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 156/2016 13/08/2016

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: EIT Health e.V.

Postal address: PO Box 400502

Town: Munich

Postal code: 80705

Country: Germany

Contact person: Project Management Office

For the attention of: Jan-Philipp Beck

E-mail: Jan-Philipp.Beck@eithealth.eu

Telephone: +49 15116369603

Internet address(es):General address of the contracting authority: <http://www.eithealth.eu/>**I.2. Type of the contracting authority**

Other: registered association

I.3. Main activity

Health

Education

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**

Communication and Dissemination Services.

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: Main place of performance: At the service provider's premises. Occasionally, services may be required to be performed at the EIT Health premises in Munich or at the sight of one of the EIT Health Co-Location Centers (Barcelona, Stockholm /Copenhagen, Mannheim, Budapest, Rotterdam, Paris, London) notwithstanding that the contractor may be required on an ad hoc basis to travel to other locations.

NUTS code DE212 München, Kreisfreie Stadt

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)

EIT Health seeks to award a framework contract that includes services performed in the areas below. The exact specification of the services will be formulated in detailed statements of work to be agreed with the service provider, regularly and ad hoc upon the request of EIT Health.

2.1 Services to be performed.

2.1.1 Development of information model for new EIT Health website and intranet, support with the definition of site structures and templates, support with the development of roles & responsibilities for editing and generating site content.

2.1.2 Content development on EIT Health strategy, goals and activities that can serve as the basis for websites, print/digital material, social media channels and other internal / external communications.

2.1.3 Media Relations including responding to media inquiries, advice on media relations as well as but not limited to the drafting of press releases and preparation and follow-up of press meetings.

2.1.4 Support with the organisation and implementation of EIT Health major events for partners and external stakeholders.

2.1.5 Support for communication of regional centers (CLCs and InnoStars) to promote local work.

2.1.6 Materials Development (Digital and Print).

2.1.7 Maintenance and monitoring of social media channels (Priority: Facebook, Twitter and LinkedIn).

2.1.8 Internal Intranet Platform: Content development, moderation, editing and support with defining roles and responsibilities for editing team.

2.2. Reporting on communication / dissemination activities and progress.

II.1.5. CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79413000 Marketing management consultancy services, 79340000 Advertising and marketing services, 79416000 Public relations services, 79952000 Event services, 79820000 Services related to printing, 22000000 Printed matter and related products

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

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

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. Management concept of the strategic and operational challenges of EIT Health in the domains of the service areas that are described in this Tender Specifications for Communication and Dissemination Services in the field of Health. (max 3 points). Weighting 15

2. Implementation plan spanning 12 months from 15 April that includes the provision of services described in this Tender Specifications for Communication and Dissemination Services in the field of Health. Tenderers may refer to the EIT Health Strategic Agenda (see Annex 2) to develop this concept (max 3 points). Weighting 20
3. Management concept that suggests a potential operational structure of the tenderer to interact with the EIT Health head-quarter as well as the Co-Location Centers (max 3 points). Weighting 15
4. The tender's Pricing will be evaluated. Please use Annex 1. 3 points will be awarded to the offer with the lowest total weighted average price (see Annex 1). and the remaining bidders will be allocated scores based on their deviation from this figure. (e.g. if the lowest weighted average is 100 EUR and the second lowest price is 108 EUR then the lowest priced bidder gets 3 points (full marks) for price and the second placed bidder gets 2.78 points and so on). Weighting 50

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

2016/Com-1

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: Tender Specifications for Communication and Dissemination Services in the field of Health, 2016/Com-1

V.1. Date of conclusion of the contract

19.5.2016

V.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: Pomilio Blumm Srl

Postal address: Via Venezia, 4

Town: Pescara

Postal code: 65121

Country: Italy

E-mail: massimo@pomilio.com

Telephone: +39 0854212032

Fax: +39 0854212092

Internet address: www.pomilioblumm.it

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

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

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:
yes

Identification of the project: EIT Health, co-financed by EIT (European Institute of Innovation and Technology).

VI.2. Additional information

Requests must be made exclusively in writing or by email. Verbal requests to the contracting authority or the contact points referred to in I.1) will not be accepted.

VI.3. Procedures for review

VI.3.1. Review body

Official name: Regierung von Oberbayern — Vergabekammer Südbayern

Postal address: Maximilianstraße 39

Town: Munich

Postal code: 80538

Country: Germany

E-mail: vergabekammer.suedbayern@reg-ob.bayern.de

Telephone: +49 8921762411

Fax: +49 8921762847

Internet address: <http://www.regierung-oberbayern.de>

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: Note: the statements in Section VI.4.1 and VI.4.2 do not mean that EIT Health e. V. assumes to be a contracting authority pursuant to § 98 GWB and thus the body mentioned in Section VI.4.1 is responsible at all or a petition according to §§ 104 et seq. GWB is admissible at all.

Notwithstanding that, a petition is inadmissible, § 107 paragraph 3 GWB if:

1. the applicant has identified the breach of procurement rules alleged in the appeal procedure in the award process and did not report it towards EIT Health e. V. immediately after identification;
2. the applicant did not report the breach of procurement rules that are identifiable on the basis of this notice towards EIT Health e. V. at the latest by the end of the time limit for receipt of tenders as specified in section IV.3.4) of this notice;
3. the applicant did not report the breach of procurement rules that are identifiable on the basis of the tender documents towards EIT Health e. V. at the latest by the end of the time limit for receipt of tenders as specified in section IV.3.4) of this notice; or
4. more than 15 calendar days have passed since the applicant received a notification from EIT Health e. V. to not remedy a complaint.

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

VI.4. Date of dispatch of this notice

10.8.2016