

Germany-Munich: IT services: consulting, software development, Internet and support

OJ S 102/2022 27/05/2022

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: EIT Health e. V.  
Postal address: Mies-van-der-Rohe-Str. 1 C  
Town: Munich  
NUTS code: DE212 München, Kreisfreie Stadt  
Postal code: 80807  
Country: Germany  
E-mail: [iana.burgess@eithealth.eu](mailto:iana.burgess@eithealth.eu)  
**Internet address(es):**  
Main address: [www.eithealth.eu](http://www.eithealth.eu)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dtyp.de/Satellite/notice/CXP4Y9PR7VU/documents>  
Additional information can be obtained from the abovementioned address  
Tenders or requests to participate must be submitted electronically via: <https://www.dtyp.de/Satellite/notice/CXP4Y9PR7VU>

**I.4. Type of the contracting authority**

Other type: e. V.

**I.5. Main activity**

Health

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

EIT Health digital platforms and related strategy services  
Reference number: EIT Health digital platforms and related strategy services

**II.1.2. Main CPV code**

72000000 IT services: consulting, software development, Internet and support

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Communication is the driving and overarching strategy which is properly connected to all elements of EIT Health. EIT Health wants to maintain and continue to develop its website to improve EIT Health's positioning, visibility, and reputation.

The subject of the services is to provide development support to maintain the proper function of the website (<https://eithealth.eu/>) and to improve its performance, primarily through search engine optimisation (SEO) and user experience (UX) work.

In connection with these website-related services, the service provider shall also provide strategic consulting services related to brand strategy and messaging.

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.3. Place of performance**

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: Areas of Operation of EIT Health within the EU

#### **II.2.4. Description of the procurement**

Services comprise:

- Ad-hoc support as required to develop brand strategy and to write or refine core brand messaging, based on briefs from EIT Health detailing any changes to our strategic direction or activities.
- Ongoing SEO - to audit the technical SEO performance of the website and to create and implement a technical SEO strategy which will improve site speed, SEO visibility and ultimately drive more relevant organic traffic to the site to engage with our content. To feed into the content strategy created and executed by the External Communications Manager from an SEO perspective, including interpreting the impact of the latest algorithm updates.
- Ongoing content engagement - conduct of continual reviews of website content and advise on high performing and low performing content in terms of engagement and SEO performance. Make recommendations for optimisation which the External Communications Manager can implement.
- User experience - to continually monitor and identify areas of the site where user experience could be improved, developing, and executing a clear user experience strategy that can be tried and tested to ensure our audiences can quickly and easily navigate the content that is available, and to ensure the desired onwards journey onsite. The user experience should have the strategic objectives and the target audiences clearly in mind and represent the latest in UX design.
- Ongoing design - provide creative concepts in the form of wireframes for any new pages which EIT Health wants to be created, in line with branding guidelines, and execute the design and layout of all new pages.
- Ongoing development - continually utilise the latest and most appropriate technology to ensure that EIT Health can leverage a range of content formats and demonstrate innovation with the presentation of our organisation. Manage and implement the technical development (programming) and launch of any website restructure work or new content as identified by the ongoing user experience work.
- Ongoing analytics and reporting - maintain the set-up of Google Analytics, including adding goal tracking when required for specific projects. Feed into quarterly reports by reporting on

key metrics and provide ongoing monitoring and recommendations for improvement where there are any dips in performance. Use a data-led approach to continually improve performance.

- Ongoing project management - provide clear proposals, specifications, KPIs, budgets and timelines to the EIT Health team and manage the feedback process with various stakeholders for any new website projects, as requested. To make use of project management software such as Trello to promote effective communication on projects.

- Ongoing development and maintenance - provide a clear proposal for a service package that will continually ensure the healthy functionality of the website including a proactive approach to implementing any necessary updates to avoid the malfunctioning of the website (i.e., browser updates), and regular checks of existing functionality (i.e., site speed, working links, imagery, and multi-media content function). Provide a clear process for rectifying any issues quickly and efficiently to mitigate any damage to the reputation of EIT Health.

- Paid advertising - provide strategy and execution, as needed, for ad-hoc paid advertising campaigns such as Google AdWords.

- Branding and corporate materials updates - to update logo design files as requested and undertake design work to update corporate materials such as banners, posters, brochures, PowerPoint slide decks and videos.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Option for EIT Health for a prolongation of 12 months (resulting in a maximum duration of the agreement of 36 + 12 = 48 months). The right is to be exercised at the sole discretion of EIT Health e. V. and by written notice to the contractor not later than 2 months before the end of the initial period.

#### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3  
Objective criteria for choosing the limited number of candidates:

In case there are more than 3 candidates whose requests to participate meet all the minimum requirements set out in section 4.1.2.3 of the Procurement and Procedure Description, EIT Health will select 3 candidates whose reference projects pursuant to section 4.1.2.3 (8) of the Procurement and Procedure Description achieve the highest scoring as stated below which it will request to participate in the negotiated procedure and to submit initial tenders on the basis of the procurement documents.

Objective criteria for the selection of the limited number of candidates:

Each reference project fulfilling the prerequisites will be scored by max. 3 points as follows:

- 0 points = rarely comparable in terms of scope and content, to the objectives, requirements and expectations set out in section 2; many discrepancies as to scope and content which don't provide for a reliable affirmation of a sufficient level of the candidate's experience by EIT Health.

- 1 point = fairly comparable in terms of scope and content, to the objectives, requirements and expectations set out in section 2; some discrepancies as to scope and content which leave some doubt of EIT Health as to the sufficient level of the candidate's experience.
- 2 points = completely comparable in terms of scope and content, to the objectives, requirements and expectations set out in sections 2; only minor discrepancies as to scope and content which don't leave significant doubt of EIT Health as to the sufficient level of the candidate's experience.
- additional 1 point = reference project of a pan-EU nature that involved activity for stakeholders in at least four EU countries.

max. points achievable: 4 reference projects max. x 3 points = 12 points.

If, on the basis of this scoring, there are no 3 candidates with more points than the other candidates (e.g. because there are two candidates with the same score in 3rd place, i.e. there is no 4th place), the selection of the candidates from this group with the same score is drawn by lot (e.g.: 3 candidates on third place with equal score: the third place will be drawn between these 3 candidates).

EIT Health will engage in a comparative assessment of the reference projects of each candidate for this purpose.

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. 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: Horizon Europe

#### **II.2.14. Additional information**

The following entities are entitled to issue call-off orders and agree statements of work under this framework agreement - besides EIT Health e. V. -:

EIT Health Austria Kundmangasse 21

1030 Vienna

Austria

EIT Health Belgium-Netherlands Stationsplein 45

3013 AK Rotterdam

The Netherlands

EIT Health France 187, rue du Chevaleret

75013 Paris

France

EIT Health Germany Sandhofer Straße 116

68305 Mannheim

Germany

EIT Health Scandinavia Torsgatan 11

111 23 Stockholm

Sweden

EIT Health Spain Parc Científic de Barcelona

Baldiri Reixac 4-8 Torre R

08028 Barcelona

Spain

EIT Health Ireland-UK Galway Technology Centre  
Mervue Business Park  
Galway, H91 XN5E  
Ireland  
EIT Health InnoStars 1117 Budapest,  
Neumann Janos u. 1/E  
Hungary  
and  
Łódź, Muszynskiego 2  
Centre of Innovation and Technology Transfer of Medical University of Łódź  
Poland

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

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

The following documents (self-declarations, information, certificates and / or other supporting documents) proving the absence of grounds for exclusion and the fulfillment of the selection criteria must be submitted with the request to participate:

- (1) Self-declaration (pursuant to Section 123 (1) to (3) GWB) that no person whose conduct is attributable to the candidate or a member of the group of economic operators has been convicted, or a fine has been legally established against the economic operator, pursuant to Section 30 OWiG , for an offense against the codes as set out in the procurement and procedure description, section 4.1.2.3 (1) of the Procurement and Procedure Description.
- (2) Self-declaration that the candidate has fulfilled its obligation to pay taxes, duties and social security contributions (§ 123 (4) GWB).
- (3) Self-declaration (on facultative exclusion grounds pursuant to § 124 GWB) that
  - neither the candidate's company nor any person whose conduct is attributable to the candidate has failed to fulfill its obligations under environmental, social or labor law when executing public contracts,
  - the candidate's company is not insolvent, insolvency proceedings or similar proceedings have not been instituted or opened for the assets of the candidate's company, the opening of such proceedings has not been refused for lack of assets, and the company is not in liquidation or has ceased its activity,
  - neither the candidate's company nor any person whose conduct is attributable to the company has been guilty of grave professional misconduct that calls into question the integrity of the company,
  - neither the company nor any person whose conduct is attributable to the company has entered into agreements with other undertakings which have the effect of preventing, restricting or distorting competition,
  - the entity has not materially or consistently fulfilled a material breach in the execution of a previous public procurement or procurement contract, resulting in termination, damages or similar legal consequences.
- (4) Self-declaration (pursuant to § 21 Schwarzarbeitsbekämpfungsgesetz - SchwarzArbG) that during the last three years neither the candidate nor its legal representatives have committed an offense against
  - § 8 (1) no. 2, §§ 10 to 11,

- § 404 (1) or (2) No. 3 Book 3 of the Social Code (SGB III),
- §§ 15, 15a, 16 (1) No. 1, 1c, 1d, 1f or 2 of the Temporary Employment Act (AÜG); or
- § 266a (1) to (4) of the Criminal Code

that led or might lead to an imprisonment sentence of more than three months or a fine of more than ninety days' pay or at least 2.500 EUR.

(5) Self-declaration regarding the enrolment/registration number of the economic operator's undertaking in professional or trade registers (if applicable).

### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

(6) Self-declaration of the total yearly turnover of the economic operator and the turnover of the economic operator in the area of services that are comparable to the services as set out in section 2 of the Procurement and Procedure Description, based on the last three fiscal years (2019 to 2021).

Note: A minimum turnover of EUR 500,000.00 excl. of VAT in each of the last three fiscal years (2019 to 2021) concerning services that are comparable in the aforementioned way is required.

(7) Either

- proof (e. g. copy of insurance policy) of professional indemnity insurance of the economic operator (group of economic operators: each member) with the following minimum coverage per claim,

or

- self-declaration of the economic operator to obtain the respective insurance with this coverage in case of award of the contract.

Minimum coverage per claim

- personal injury 3 000 000 EUR,
- property damage EUR 1 000 000,
- financial loss EUR 500 000,

with the double of the above sums as annual aggregate insured

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Minimum level(s) of standards possibly required:

re (6): minimum turnover of EUR 500,000.00 excl. of VAT in each of the last three fiscal years (2019 to 2021) concerning services that are comparable in the aforementioned way is required.

re (7): proof or self-declaration professional indemnity insurance with minimum coverage and maximization as set out.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

(8) Self-declarations (according to the following requirements) of a sufficient level of experience demonstrated by at least 2 (and max. 4) reference projects of services of similar in nature and scope as set out in section 2 and rendered in the past 3 fiscal years (2019 to 2021) in the EU (minimum requirement), stating name, address and Email address of a contact person of the contracting body of the reference project and a project name and description of the services provided by the candidate. EIT Health reserves the right to verify the candidate's details. In case the candidate submits more than 4 reference projects, only the first 4 projects are considered in the given order.

Further minimum requirements are:

at least 2 reference projects of a pan-EU nature that each involved activity for stakeholders in at least four EU countries need to be stated.

In the case of groups of economic operators, the reference projects need to be assigned to the respective member. The reference projects of the members fulfilling the minimum requirements are attributed to the group of economic operators

Minimum level(s) of standards possibly required:  
re (8): Minimum requirements as set out above.

### **III.2. Conditions related to the contract**

#### **III.2.3. 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

## **Section IV: Procedure**

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### **IV.1. Description**

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

Competitive procedure with negotiation

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

#### **IV.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **IV.1.5. Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 22/06/2022 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 30/06/2022

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 2 (from the date stated for receipt of tender)

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

Bekanntmachungs-ID: CXP4Y9PR7VU

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

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

Official name: Regierung von Oberbayern - Vergabekammer Südbayern

Postal address: Maximilianstraße 39

Town: München

Postal code: 80538

Country: Germany

E-mail: [vergabekammer.suedbayern@reg-ob.bayern.de](mailto:vergabekammer.suedbayern@reg-ob.bayern.de)

Telephone: +49 8921762411

Fax: +49 8921762847

Internet address: [www.regierung.oberbayern.bayern.de/behoerde/mittelinstanz/vergabekammer](http://www.regierung.oberbayern.bayern.de/behoerde/mittelinstanz/vergabekammer)

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

The application for a review procedure at the review body is inadmissible pursuant to § 160 (3) GWB if

1. the candidate/tenderer has recognized the alleged infringement of public procurement rules prior to the submission of the petition for review and has not issued a complaint to EIT Health within a period of ten calendar days;
2. infringements of public procurement rules which are discernible on the basis of the contract notice are not notified to EIT Health at the latest by the expiry of the time limit specified in the contract notice for the request to participate,
3. infringements of procurement rules which are discernible on the basis of the procurement documents are not notified to EIT Health at the latest by the expiry of the time limit specified in the contract notice for the request to participate,
4. more than 15 calendar days have elapsed after receipt of the notification by EIT Health to not remedy a complaint of the candidate or the tenderer.

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

22/05/2022