

Germany-Bonn: Provision of Audiovisual Media Consultancy Services to the Regional Representation of the European Commission in Bonn

OJ S 114/2021 15/06/2021

Contract award notice

Services

Legal Basis:

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1. Name and addresses

Official name: European Commission, Directorate-General for Communication (COMM),
Representation in Germany – Berlin, COMM.DGA1.C.BE

Postal address: Bertha-von-Suttner-Platz 2-4

Town: Bonn

NUTS code: DEA22 Bonn, Kreisfreie Stadt

Postal code: D-53111

Country: Germany

E-mail: COMM-REP-BER-AV-Correspondent@ec.europa.eu

Internet address(es):

Main address: https://ec.europa.eu/info/departments/communication_en

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Provision of Audiovisual Media Consultancy Services to the Regional Representation of the
European Commission in Bonn

Reference number: COMM/BNJ/2020/OP/0013

II.1.2. Main CPV code

79410000 Business and management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

We would like to instigate an open procedure for the supply of Media Consultancy in the field
of audiovisual information for the Representation in Bonn.

With our regional Representations we cover 30 Mio. citizens and many of the big media outlets
in Germany (a.o. ZDF, ARD, 3 Sat, RTL, WDR, HR). As we are small press teams, each
Representation needs a media consultant to help us implement and evaluate our
communication policy, particularly in relation to the audiovisual media. The services to be

performed will enable us to provide the audiovisual media with sound information about the Commission's policies tailored to the target group in question. They will not only help improve the coordination of our information and communication activities but also develop these activities further. The overall aim is to make the Commission's activities, objectives and policies better known to the general public through the help of the AV consultant.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 584 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79410000 Business and management consultancy services

II.2.3. Place of performance

NUTS code: DEA22 Bonn, Kreisfreie Stadt

Main site or place of performance: Bertha-von-Suttner-Platz 2-4, D-53111 Bonn, GERMANY.

II.2.4. Description of the procurement

Provision of audiovisual media consultancy services to the regional representation of the European Commission in Bonn.

II.2.5. Award criteria

Quality criterion - Name: Quality award criteria / Weighting: 60

Price - Weighting: 40

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: Please consult the procurement documents available at <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=6764>

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

The procurement involves the establishment of a framework agreement

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 002-002225](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: COMM/BNJ/2020/OP/0013

Title:

Provision of Audiovisual Media Consultancy Services to the Regional Representation of the European Commission in Bonn

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/06/2021

V.2.2. Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: BETA-WEB GMBH

National registration number: HRB9711

Postal address: Celsiusstraße 43

Town: Bonn

NUTS code: DEA22 Bonn, Kreisfreie Stadt

Postal code: 53125

Country: Germany

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 584 000,00 EUR

Total value of the contract/lot: 584 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: General Court of the European Union

Postal address: Rue du Fort Niedergrünewald

Town: Luxembourg

Postal code: 2925

Country: Luxembourg

E-mail: GC.Registry@curia.europa.eu

Telephone: +352 4303-1

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Please consult the procurement documents available at the address indicated in section I.3).

VI.5. Date of dispatch of this notice

08/06/2021