

Belgium-Brussels: Advertising and marketing services

OJ S 105/2024 31/05/2024

Contract award notice

Services

Legal Basis:

Regulation (EU, Euratom) No 2018/1046

Procurement award procedure applying to European Union external actions financed from the general budget of the European Union and the European Development Fund (EDF)

Section I: Contracting authority

I.1. Name and addresses

Official name: European Union, represented by the European Commission

Postal address: Rue de la Loi 15

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: B-1049

Country: Belgium

E-mail: NEAR-TENDERING-R5@ec.europa.eu**Internet address(es):**Main address: https://ec.europa.eu/neighbourhood-enlargement/node_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**

Support to communication activities to raise awareness about enlargement and neighborhood policies

Reference number: NEAR/2023/EA-NP/0234

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The overall objective of the contract is to support the Directorate-General for Neighbourhood and Enlargement Negotiations in raising public awareness and in promoting an informed public debate about the EU enlargement and neighbourhood policies. The purpose of the contract is to provide content and logistics support to the Directorate-General for

Neighbourhood and Enlargement Negotiations to increase the public knowledge and understanding of the EU accession process and the neighbourhood policy priorities, including the countries involved.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 5 075 250,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: BE Belgique / België

Main site or place of performance: NEAR and Middle East, Europe apart from EU, EU Europe

II.2.4. Description of the procurement

Support to communication activities to raise awareness about enlargement and neighborhood policies

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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: NEAR COMMON – Enlargement and Neighbourhood (Pre-accession Assistance and Neighbourhood, Development and International Cooperation Instrument)

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- New works/services, constituting a repetition of existing works/services and ordered in accordance with the strict conditions stated in the directive

Explanation:

Regulation (EU) No 2018/1046 I of the European Parliament and of the Council of 18 July 2018 laying down common rules and procedures for the implementation of the Union's instruments for financing external action and Regulation (EU) 2021/1529 of the European

Parliament and of the Council of 15 September 2021 establishing an Instrument for Pre-accession Assistance (IPA III). REGULATION (EU, Euratom) 2018/1046 of THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2011

The conditions to launch a negotiated procedure without prior publication of a contract notice, are set out in the Financial Regulation (FR) (1.5 Annex I –Procurement–see below),are therefore met.“11.1 [...] The contracting authority may use the negotiated procedure without prior publication of a contract notice, regardless of the estimated value of the contract in the following cases: [...]” “(e) for new services or works consisting in the repetition of similar services or works entrusted to the economic operator to which the same contracting authority awarded an original contract, provided that those services or works are in conformity with a basic project for which the original contract was awarded after publication of a contract notice, subject to the conditions set out in point 11.4;”“11.4. In the cases referred to in point (e) of the second subparagraph of point 11.1, the basic project shall indicate the extent of possible new services or works and the conditions under which they will be awarded. As soon as the basic project is put up for tender, the possible use of the negotiated procedure shall be disclosed, and the total estimated amount for the subsequent services or works shall be taken into consideration in applying the thresholds referred to in Article 175(1), or in Article 178(1) in the field of external actions. When Union institutions award contracts on their own account, that procedure shall only be used during the performance of the original contract and at the latest during the three years following its conclusion.”The wording of the contract notice was as follows:“10. Scope for additional services. The contracting authority may, at its own discretion, extend the project in duration and/or scope subject to the availability of funding up to the estimated amount of approximately EUR 9 000 000. Any extension of the contract would be subject to satisfactory performance by the contractor.”

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

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

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

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: 2023/449-516

Title:

Support to communication activities to raise awareness about enlargement and neighborhood policies

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/12/2023

V.2.2. Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Ecorys Europe EEIG-GEIE

National registration number: 01 FR 016.227

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1040

Country: Belgium

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Destree Organisation Spr

Town: Brussels

NUTS code: BE Belgique / België

Country: Belgium

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Stichting European Journalism Centre

Town: Maastricht

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: no

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

Total value of the contract/lot: 5 075 250,00 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 Niedergrünwald

Town: Luxembourg

Postal code: 2925

Country: Luxembourg

Telephone: +352 4303-1

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

VI.5. Date of dispatch of this notice

27/05/2024