

**Belgium-Brussels: Visual Identity Services**  
**OJ S 123/2021 29/06/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Innovative Medicines Initiative 2 Joint Undertaking (IMI 2)

Postal address: IMI2 JU — TO 56

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1049

Country: Belgium

E-mail: [procurement@imi.europa.eu](mailto:procurement@imi.europa.eu)

**Internet address(es):**

Main address: <http://www.imi.europa.eu/>

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

European institution/agency or international organisation

**I.5. Main activity**

Health

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**Section II: Object**

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

**II.1.1. Title**

Visual Identity Services

Reference number: IMI.2021.OP.01

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Innovative Medicines Initiative 2 Joint Undertaking (IMI2 JU) has awarded a service contract for the development of a logotype and a corporate identity for the IMI2 JU's legal successor, as well as associated corporate and visual identity-related services.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 79 886,40 EUR

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79822500 Graphic design services

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

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Main site or place of performance: Brussels.

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

The Innovative Medicines Initiative 2 Joint Undertaking (IMI2 JU) will soon be superseded by a new institutional public-private partnership, which will be the legal and universal successor of the IMI2 JU, in respect of all of its contracts, including employment contracts and grant agreements, liabilities and acquired property. The objective of this call for tender was the conclusion of a service contract between the IMI2 JU and an economic operator for the creation of a new corporate visual identity, to prepare for the change of the entity's name. The contractor will be expected to develop a new logotype, propose layout schemes for publications and documents taking into account the aesthetic quality and the user-friendliness of the product, while fulfilling simple technical requirements, and create a corporate identity manual for the new entity.

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

Quality criterion - Name: Aesthetics, functionality, creativity, uniqueness and relevance of the presented proposals / Weighting: 60

Quality criterion - Name: Organisation of the work and resources / Weighting: 40

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: Horizon 2020 Research and Innovation Programme.

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

## **Section IV: Procedure**

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

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

Open procedure

#### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 043-106305](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

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

### **Section V: Award of contract**

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**Contract No:** IMI.2021.HV.031

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

31/05/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 17

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

##### **V.2.3. Name and address of the contractor**

Official name: ICF Next S.A.

National registration number: BE 429 063 662

Postal address: 17 Avenue Marnix

Town: Brussels

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 1000

Country: Belgium

Internet address: <https://www.icf.com/>

The contractor is an SME: no

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

Total value of the contract/lot: 79 886,40 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **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: [generalcourt.registry@curia.europa.eu](mailto:generalcourt.registry@curia.europa.eu)

Telephone: +352 4303-1

Fax: +352 4303-2100

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

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

22/06/2021

