

Belgium-Brussels: Mixed Multiple Framework Contract for Thematic Communication Services, Advertising and Media Planning
OJ S 154/2020 11/08/2020
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, COMM — Communication, COMM.B.2 — Interinstitutional Relations, Corporate Contracts and EDCC
Postal address: Rue de la Loi 56 (L-56), Wetstraat 56
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Postal code: B-1049
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

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

I.1. Name and addresses

Official name: ERC — European Research Council Executive Agency
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://erc.europa.eu/about-erc/erc-executive-agency-ercea>

I.1. Name and addresses

Official name: REA — Research Executive Agency
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: https://ec.europa.eu/info/departments/research-executive-agency_en

I.1. Name and addresses

Official name: EAHC — Consumers, Health, Agriculture and Food Executive Agency
Town: Luxembourg
NUTS code: LU00 Luxembourg
Country: Luxembourg
E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <http://ec.europa.eu/chafea>

I.1. Name and addresses

Official name: EACEA — Education, Audiovisual and Culture Executive Agency

Town: Brussels

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

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://eacea.ec.europa.eu/>

I.1. Name and addresses

Official name: CONSIL — Council of the European Union

Town: Brussels

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

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.consilium.europa.eu/>

I.1. Name and addresses

Official name: COR — European Committee of the Regions

Town: Brussels

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

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <http://cor.europa.eu/>

I.1. Name and addresses

Official name: CJEU — Court of Justice of the European Union

Town: Luxembourg

NUTS code: LU00 Luxembourg

Country: Luxembourg

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://curia.europa.eu>

I.1. Name and addresses

Official name: ECA — European Court of Auditors

Town: Luxembourg

NUTS code: LU00 Luxembourg

Country: Luxembourg

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://eca.europa.eu>

I.1. Name and addresses

Official name: ECB — European Central Bank

Town: Frankfurt a.M.

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Country: Germany

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: www.ecb.europa.eu

I.1. Name and addresses

Official name: EDPS — European Data Protection Supervisor

Town: Brussels

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

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://edps.europa.eu/>

I.1. Name and addresses

Official name: EEAS — European External Action Service

Town: Brussels

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

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: www.eeas.europa.eu

I.1. Name and addresses

Official name: EESC — European Economic and Social Committee

Town: Brussels

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

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.eesc.europa.eu>

I.1. Name and addresses

Official name: EIB — European Investment Bank

Town: Luxembourg

NUTS code: LU00 Luxembourg

Country: Luxembourg

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.eib.org>

I.1. Name and addresses

Official name: ACER — Agency for the Cooperation of Energy Regulators

Town: Ljubljana

NUTS code: SI0 Slovenija

Country: Slovenia

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://acer.europa.eu/>

I.1. Name and addresses

Official name: BBI — Bio-based Industries Joint Undertaking

Town: Brussels

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

Country: Belgium

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.bbi-europe.eu/>

I.1. Name and addresses

Official name: Berec_office — Berec Office

Town: Riga

NUTS code: LV00 Latvija

Country: Latvia

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://bereg.europa.eu/>

I.1. Name and addresses

Official name: EIOPA — European Insurance and Occupational Pensions Authority

Town: Frankfurt a.M.

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Country: Germany

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://eiopa.europa.eu>

I.1. Name and addresses

Official name: ELA — European Labour Authority

Town: Bratislava

NUTS code: SK01 Bratislavský kraj

Country: Slovakia

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://ela.europa.eu/>

I.1. Name and addresses

Official name: EMEA — European Medicines Agency

Town: Amsterdam

NUTS code: NL329 Groot-Amsterdam

Country: Netherlands

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.ema.europa.eu>

I.1. Name and addresses

Official name: ESMA — European Securities and Markets Authority

Town: Paris

NUTS code: FR10 Ile-de-France

Country: France

E-mail: COMM-TENDERS@ec.europa.eu

Internet address(es):

Main address: <https://www.esma.europa.eu/>

I.1. Name and addresses

Official name: OMB — European Ombudsman

Town: Strasbourg

NUTS code: FRF1 Alsace
Country: France
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://www.ombudsman.europa.eu/>

I.1. Name and addresses

Official name: SRB — Single Resolution Board
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://srb.europa.eu/>

I.1. Name and addresses

Official name: FCH_2 — Fuel Cells and Hydrogen 2 Joint Undertaking
Town: Brussels
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: <https://fch.europa.eu/>

I.2. Information about joint procurement

The contract involves joint procurement

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

Mixed Multiple Framework Contract for Thematic Communication Services, Advertising and Media Planning
Reference number: COMM/2019/OP/0029

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The mixed multiple framework contract for thematic communication services, advertising and media planning will cater for the support of punctual communication actions and well-defined,

short term, small budget communication initiatives (max. duration of 12 months and a budget of max. EUR 500.000) on particular topics e.g. political activities, implementation of legislation, funding programmes, research initiatives.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 50 000 000,00 EUR

II.2. Description

II.2.1. Title

Lot 1: Thematic Communication Services, Advertising and Media Planning

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79550000 Typing, word-processing and desktop publishing services, 79950000 Exhibition, fair and congress organisation services, 79300000 Market and economic research; polling and statistics, 79540000 Interpretation services, 79570000 Mailing-list compilation and mailing services, 79530000 Translation services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

Main site or place of performance: The services will be performed mainly in one or several member states of the European Union but might occasionally be needed in any other country.

II.2.4. Description of the procurement

Mixed multiple framework contract for thematic communication services, advertising and media planning.

II.2.5. Award criteria

Quality criterion - Name: Please refer to the original tender specifications for subcriteria /
Weighting: 70

Cost criterion - Name: Please refer to the original tender specifications for subcriteria /
Weighting: 30

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: See internet address provided in section I.3).

II.2.14. Additional information

See internet address provided in section I.3).

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: no

IV.2. Administrative information**IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 003-002775](#)

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/2019/OP/0029 Lot 1

Lot No: 1

Title:

Lot 1: Thematic Communication Services, Advertising and Media Planning

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

22/07/2020

V.2.2. Information about tenders

Number of tenders received: 10

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

V.2.3. Name and address of the contractor

Official name: GOPA Com

Postal address: Boulevard de la Woluwe 2

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1150

Country: Belgium

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: NETCO Group

Postal address: 63 Rue d'Angleterre

Town: Lille

NUTS code: FR France

Postal code: 59800

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 50 000 000,00 EUR

Total value of the contract/lot: 50 000 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 15 %

Section V: Award of contract

Contract No: COMM/2019/OP/0029 Lot 1

Lot No: 1

Title:

Lot 1: Thematic Communication Services, Advertising and Media Planning

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/07/2020

V.2.2. Information about tenders

Number of tenders received: 10

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

V.2.3. Name and address of the contractor

Official name: E2COMMs consortium (Ecorys Europe EEIG-GEIE (leader))

Postal address: Rue Belliard 12

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: E2COMMs consortium (European Service Network SA (member))

Postal address: Galerie Ravenstein 4

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 50 000 000,00 EUR

Total value of the contract/lot: 50 000 000,00 EUR

V.2.5.

Information about subcontracting

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 13 %

Section V: Award of contract

Contract No: COMM/2019/OP/0029 Lot 1

Lot No: 1

Title:

Lot 1: Thematic Communication Services, Advertising and Media Planning

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/07/2020

V.2.2. Information about tenders

Number of tenders received: 10

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

V.2.3. Name and address of the contractor

Official name: Pomilio Blumm Srl

Postal address: Via Venezia 4

Town: Pescara

NUTS code: IT Italia

Country: Italy

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 50 000 000,00 EUR

Total value of the contract/lot: 50 000 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 12 %

Section VI: Complementary information

VI.3. Additional information

See internet address provided in section I.3).

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

Telephone: +352 4303-1

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:
See internet address provided in section I.3).

VI.5. Date of dispatch of this notice

30/07/2020