

**Belgium-Brussels: Increase of Ceiling of the Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns FWC PO/2018-06/A2 OJ S 160/2020 19/08/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Regulation (EU, Euratom) No 2018/1046

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Commission, Directorate-General Communication, Unit A2 — Corporate Services

Postal address: Rue de la Loi 56

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1049

Country: Belgium

Contact person: Mr. Ioan VASCAN

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)

**Internet address(es):**

Main address: [http://ec.europa.eu/dgs/communication/index\\_en.htm](http://ec.europa.eu/dgs/communication/index_en.htm)

Address of the buyer profile: [http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/headquarters/index\\_en.htm](http://ec.europa.eu/dgs/communication/contracts-and-grants/contracts/headquarters/index_en.htm)

**I.1. Name and addresses**

Official name: European Parliament (EP)

Postal address: 60 rue Wiertz

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1047

Country: Belgium

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European External Action Service (EEAS)

Postal address: 9A Rond Pont Schuman

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1046

Country: Belgium

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Committee of the Regions (CoR)

Postal address: Rue Belliard 99-101  
Town: Brussels  
NUTS code: BE Belgique / België  
Postal code: 1000  
Country: Belgium  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://www.cor.europa.eu>

**I.1. Name and addresses**

Official name: European Central Bank (ECB)  
Postal address: 20, Sonnemannstrasse  
Town: Frankfurt am Main  
NUTS code: DE Deutschland  
Postal code: D-60314  
Country: Germany  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://www.ecb.europa.eu>

**I.1. Name and addresses**

Official name: Single Resolution Board (SRB)  
Postal address: 22, Treurenberg  
Town: Brussels  
NUTS code: BE Belgique / België  
Postal code: 1049  
Country: Belgium  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://www.srb.europa.eu>

**I.1. Name and addresses**

Official name: Shift2Rail Joint Undertaking (S2R)  
Postal address: 56-60, av de la Toison d'Or  
Town: Brussels  
NUTS code: BE Belgique / België  
Postal code: 1060  
Country: Belgium  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <https://shift2rail.org>

**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

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**Section II: Object**

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

### **II.1.1. Title**

Increase of Ceiling of the Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns FWC PO/2018-06/A2  
Reference number: COMM/2020/NP/0016

### **II.1.2. Main CPV code**

79416100 Public relations management services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

The objective of this invitation to tender is to provide the participating EU institutions and bodies with a framework contract for the provision of a range of services for the design, implementation, follow-up and evaluation of information and communication campaigns.

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

This contract is divided into lots: no

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

Value excluding VAT: 135 000 000,00 EUR

## **II.2. Description**

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

NUTS code: BE Belgique / België

Main site or place of performance: The place of performance of the tasks shall be the contractor's premises or any other place indicated by the tenderer. Please refer to point 2.1 of the tender specifications.

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

The participating European Union institutions and bodies wish to use specialised agencies in communication and public relations to carry out information and communication campaigns. The scope of this negotiated procedure is the increase of ceiling for the delivery of the services as entrusted to the tenderers to which the contracting authority awarded the original multi framework contract.

The legal basis for the increase of the ceiling is point 11.1.e) and 11.4 of Annex I to the Financial Regulation (Regulation 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).

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

Quality criterion - Name: Not applicable to this award; original award as per original tender specifications / Weighting: 70

Cost criterion - Name: Not applicable to this award; original award as per original tender specifications / 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:  
no

## II.2.14. Additional information

### Section IV: Procedure

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#### 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:

On 17 March 2020 the Commission started in accordance with Points 11.1(e) and 11.4 of Annex I to the Financial Regulation and the PO/2018-06/A2 tender specifications (section 3, page 21) the exceptional negotiated procedure COMM/2020/NP/0016 in order to increase the ceiling of the multiple framework contract for the provision of services linked to the organisation of information and communication campaigns PO/2018-06/A2 and invited the four contractors to submit a response.

##### 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: [2018/S 100-227488](#)

##### 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

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**Contract No:** PO/2018-06/A2

**Title:**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

A contract/lot is awarded: yes

#### V.2. Award of contract

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

09/07/2020

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

Number of tenders received: 4

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

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

Official name: Kommitment Consortium: ICF Next SA (formerly ICF Mostra) (Leader)

Postal address: 17, av. Marnix

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

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

Official name: Kommitment Consortium: Air Creative Associates SA (Partner)

Postal address: 122 rue des deux gares

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1070

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: 90 000 000,00 EUR

Total value of the contract/lot: 135 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Short description of the part of the contract to be subcontracted:

The proportion of the contract to be subcontracted is more than 25 %: The known subcontractors are: McCannErickson Advertising Ltd., Prophets NV, Mediabrands Belgium SA (Um-Initiative) Refer Sprl-wide Research, Tipik SA

**Section V: Award of contract**

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**Title:**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

A contract/lot is awarded: yes

**V.2. Award of contract**

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

09/07/2020

**V.2.2. Information about tenders**

Number of tenders received: 4

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

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

Official name: Consortium Together Marco de Comunicación SL (Leader)

Postal address: Cardenal Marcelo Spinola 42

Town: Madrid  
NUTS code: ES España  
Postal code: 28126  
Country: Spain  
The contractor is an SME: no

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

Official name: Cecoforma (Conception, Studies and Formation Cooperation) (Partner)  
Postal address: 14 rue Leon Fredericq  
Town: Brussels  
NUTS code: BE Belgique / België  
Postal code: 4020  
Country: Belgium  
The contractor is an SME: yes

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

Official name: OTS Media SA  
Postal address: Avenida Concha Espina 63  
Town: Madrid  
NUTS code: ES España  
Postal code: 28016  
Country: Spain  
The contractor is an SME: yes

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

Official name: Ipsos NV (formerly GFK Belgium NV) (Partner)  
Postal address: Grote Steenweg 110  
Town: Antwerp  
NUTS code: BE Belgique / België  
Postal code: B-2600  
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: 90 000 000,00 EUR  
Total value of the contract/lot: 135 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted  
Short description of the part of the contract to be subcontracted:  
The proportion of the contract to be subcontracted is less than 25 %: The known subcontractors are: Transperfect Translations, S.L., Amaris Consulting & Innovation S.L.U.

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**Section V: Award of contract**

**Contract No:** PO/2018-06/A2

**Title:**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

A contract/lot is awarded: yes

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

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

09/07/2020

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

Number of tenders received: 4

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

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

Official name: Media Consulta International Holding AG

Postal address: Wassergasse 3

Town: Berlin

NUTS code: DE Deutschland

Postal code: 10179

Country: Germany

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 90 000 000,00 EUR

Total value of the contract/lot: 135 000 000,00 EUR

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

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

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**Contract No:** PO/2018-06/A2

**Title:**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

A contract/lot is awarded: yes

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

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

09/07/2020

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

Number of tenders received: 4

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

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

Official name: WPP Consortium: Scholz and Friends Berlin GmbH (Leader)

Postal address: 1, Litfass-Platz

Town: Berlin

NUTS code: DE Deutschland

Postal code: 10178

Country: Germany

The contractor is an SME: yes

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

Official name: Ogilvy Social Lab SA (Partner)

Postal address: 47, Cantersteen  
Town: Brussels  
NUTS code: BE Belgique / België  
Postal code: 1000  
Country: Belgium  
The contractor is an SME: yes

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

Official name: Mindshare Belgium SA (Partner)  
Postal address: 8-10 rue Jules Cockxstraat  
Town: Brussels  
NUTS code: BE Belgique / België  
Postal code: 1160  
Country: Belgium  
The contractor is an SME: yes

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

Official name: Hill and Knowlton SAS (Partner)  
Postal address: 57, rue de Villiers  
Town: Neuilly sur Seine  
NUTS code: FR France  
Postal code: 92200  
Country: France  
The contractor is an SME: yes

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

Official name: J Walter Thompson SA (Partner)  
Postal address: 8-10 rue Jules Cockx  
Town: Brussels  
NUTS code: BE Belgique / België  
Postal code: 1160  
Country: Belgium  
The contractor is an SME: yes

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

Official name: Kantar Belgium SA (Partner)  
Postal address: 49-53 rue du Marais  
Town: Brussels  
NUTS code: BE Belgique / België  
Postal code: 1000  
Country: Belgium  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 90 000 000,00 EUR  
Total value of the contract/lot: 135 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted  
Short description of the part of the contract to be subcontracted:

The proportion of the contract to be subcontracted is less than 25 %: The known subcontractors are: VOCommunication, AFP Services and Scholz&Friends Neumarkt translation GmbH

## **Section VI: Complementary information**

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

This procedure entails the increase of the ceiling of the original framework contract (EUR 90 000 000) by additional EUR 45 000 000.

The total amount of the ceiling is therefore EUR 135 000 000.

### **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**

07/08/2020