

**Belgium-Brussels: Mixed Multiple Framework Contract for Thematic Communication Services, Advertising and Media Planning**

OJ S 178/2020 14/09/2020

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, 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](mailto:COMM-TENDERS@ec.europa.eu)**Internet address(es):**Main address: [https://ec.europa.eu/info/departments/communication\\_en](https://ec.europa.eu/info/departments/communication_en)**I.1. Name and addresses**

Official name: European Research Council Executive Agency (ERC)

Town: Brussels

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

Country: Belgium

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

Town: Brussels

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

Country: Belgium

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)**Internet address(es):**Main address: [https://ec.europa.eu/info/departments/research-executive-agency\\_en](https://ec.europa.eu/info/departments/research-executive-agency_en)**I.1. Name and addresses**

Official name: Consumers, Health, Agriculture and Food Executive Agency (Chafea)

Town: Luxembourg

NUTS code: LU00 Luxembourg

Country: Luxembourg

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)**Internet address(es):**Main address: <http://ec.europa.eu/chafea>

### **I.1. Name and addresses**

Official name: Education, Audiovisual and Culture Executive Agency (EACEA)  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Country: Belgium  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <https://eacea.ec.europa.eu/>

### **I.1. Name and addresses**

Official name: Council of the European Union (CONSIL)  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Country: Belgium  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <https://www.consilium.europa.eu/>

### **I.1. Name and addresses**

Official name: European Committee of the Regions (COR)  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Country: Belgium  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <http://cor.europa.eu/>

### **I.1. Name and addresses**

Official name: Court of Justice of the European Union (CJEU)  
Town: Luxembourg  
NUTS code: LU00 Luxembourg  
Country: Luxembourg  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <https://curia.europa.eu>

### **I.1. Name and addresses**

Official name: European Court of Auditors (ECA)  
Town: Luxembourg  
NUTS code: LU00 Luxembourg  
Country: Luxembourg  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**  
Main address: <https://eca.europa.eu>

### **I.1. Name and addresses**

Official name: European Central Bank (ECB)  
Town: Frankfurt a.M.  
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt  
Country: Germany  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)  
**Internet address(es):**

Main address: [www.ecb.europa.eu](http://www.ecb.europa.eu)

**I.1. Name and addresses**

Official name: European Data Protection Supervisor (EDPS)

Town: Brussels

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

Country: Belgium

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European External Action Service (EEAS)

Town: Brussels

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

Country: Belgium

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

**Internet address(es):**

Main address: [www.eeas.europa.eu](http://www.eeas.europa.eu)

**I.1. Name and addresses**

Official name: European Economic and Social Committee (EESC)

Town: Brussels

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

Country: Belgium

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Investment Bank (EIB)

Town: Luxembourg

NUTS code: LU00 Luxembourg

Country: Luxembourg

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Union Agency for the Cooperation of Energy Regulators (ACER)

Town: Ljubljana

NUTS code: SI0 Slovenija

Country: Slovenia

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: Bio-based Industries Joint Undertaking (BBI)

Town: Brussels

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

Country: Belgium

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: Agency for Support for BEREC (BEREC Office)

Town: Riga

NUTS code: LV00 Latvija

Country: Latvia

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Insurance and Occupational Pensions Authority (EIOPA)

Town: Frankfurt a.M.

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Country: Germany

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Labour Authority (ELA)

Town: Bratislava

NUTS code: SK01 Bratislavský kraj

Country: Slovakia

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Medicines Agency (EMA)

Town: Amsterdam

NUTS code: NL329 Groot-Amsterdam

Country: Netherlands

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Securities and Markets Authority (ESMA)

Town: Paris

NUTS code: FR10 Ile-de-France

Country: France

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

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Ombudsman (OMB)

Town: Strasbourg

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

**I.1. Name and addresses**

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

**I.1. Name and addresses**

Official name: Fuel Cells and Hydrogen 2 Joint Undertaking (FCH 2)  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Country: Belgium  
E-mail: [COMM-TENDERS@ec.europa.eu](mailto: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

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**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: 40 000 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Lot 2: Thematic Online Communication Campaigns

Lot No: 2

#### **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**

Thematic online communication campaigns.

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

Quality criterion - Name: Please refer to the original tender specifications for sub-criteria /

Weighting: 70 / Weighting: 70

Cost criterion - Name: Please refer to the original tender specifications for sub-criteria /

Weighting: 30 / 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**

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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**

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**

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**Contract No:** COMM/2019/OP/0029 Lot 2

**Lot No:** 2

**Title:**

Lot 2: Thematic Online Communication Campaigns

A contract/lot is awarded: yes

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

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

31/08/2020

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

Number of tenders received: 8

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

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

Official name: E2COMMs (European Service Network SA / leader)

Postal address: Galerie Ravenstein 4

Town: Brussels

NUTS code: BE Belgique / België

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

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

Official name: E2COMMs (Ecorys Europe EEIG-GEIE/ member)

Postal address: Rue Belliard 12

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: 40 000 000,00 EUR

Total value of the contract/lot: 40 000 000,00 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**

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**Contract No:** COMM/2019/OP/0029 Lot 2

**Lot No:** 2

**Title:**

Lot 2: Thematic Online Communication Campaigns

A contract/lot is awarded: yes

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

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

31/08/2020

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

Number of tenders received: 8

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. / leader (joint tender)

Postal address: Boulevard de 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 /member (joint tender)

Postal address: Rue de l'Angleterre 63

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: 40 000 000,00 EUR

Total value of the contract/lot: 40 000 000,00 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**

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**Contract No:** COMM/2019/OP/0029 Lot 2

**Lot No:** 2

**Title:**

Lot 2: Thematic Online Communication Campaigns

A contract/lot is awarded: yes

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

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

31/08/2020

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

Number of tenders received: 8

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

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

Official name: TIPIK Communication Agency / leader (joint tender)

Postal address: Avenue de Tervuren 270

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: Wunderman Thompson Brussels NV /member (joint tender)

Postal address: Dolezlaan 108 bus 1

Town: Uccle

NUTS code: BE Belgique / België

Postal code: 1180

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: 40 000 000,00 EUR

Total value of the contract/lot: 40 000 000,00 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 VI: Complementary information**

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### **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 Niedergrünwald

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**

02/09/2020