

**Luxembourg-Luxembourg: Call for tender EAHC/2013/CP/09 for the information campaign on consumer rights in Croatia**

OJ S 248/2013 21/12/2013

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Executive Agency for Health and Consumers (EAHC)

Postal address: Jean Monnet Building, rue Alcide de Gasperi

Town: Luxembourg

Postal code: 2920

Country: Luxembourg

For the attention of: Consumer and Food Safety Unit

E-mail: [eahc-cp-calls@ec.europa.eu](mailto:eahc-cp-calls@ec.europa.eu)

Fax: +352 4301-30359

**Internet address(es):**General address of the contracting authority: <http://ec.europa.eu/eahc/>Address of the buyer profile: <http://ec.europa.eu/eahc/consumers/>Electronic access to information: [http://ec.europa.eu/eahc/consumers/consumers\\_tenders.html](http://ec.europa.eu/eahc/consumers/consumers_tenders.html)**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

European institution/agency or international organisation

**I.3. Main activity**

Other: Execution of EU health and consumers programmes and BTSF initiative.

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Call for tender EAHC/2013/CP/09 for the information campaign on consumer rights in Croatia.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

Main site or place of performance: European Union.

NUTS code HR Hrvatska

### **II.1.3. Information about a framework agreement or a dynamic purchasing system**

The notice involves a public contract

### **II.1.4. Information about framework agreement**

### **II.1.5. Short description of the contract or purchase(s)**

Development and implementation of a communication strategy on consumer protection including advertising, public relations and qualitative market research.

### **II.1.6. CPV code(s)**

79341000 Advertising services, 79341400 Advertising campaign services, 79416000 Public relations services, 79310000 Market research services, 79824000 Printing and distribution services, 98113000 Services furnished by specialist organisations

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one lot only

### **II.1.9. Information about variants**

Variants will be accepted: no

## **II.2. Scope of the procurement**

### **II.2.1. Total quantity or scope**

Estimated value excluding VAT: 510 000 EUR

### **II.2.2. Information about options**

Options: no

### **II.2.3. Information about renewals**

This contract is subject to renewal: no

## **II.3. Duration of the contract or time limit for completion**

Duration in months: 22 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Development and execution of an information campaign, including communication strategy development, focus group research, multimedia advertising, public and media relations actions, and design, pre-testing and production of campaign materials

#### **1) Short description**

To develop and execute a communication strategy in Croatia in order to:

- raise awareness of consumer rights amongst Croatian citizens, with a core target audience of age 21 to 45 years,
- inform the (core) target group about specific consumer rights deriving from EU consumer protection legislation,
- stimulate the (core) target group to seek further information and advice notably from the consumer advice centres and the European Consumer Centre.

#### **2) CPV code(s)**

79341000 Advertising services, 79341400 Advertising campaign services, 79416000 Public relations services, 79310000 Market research services, 79824000 Printing and distribution services, 98113000 Services furnished by specialist organisations

**3) Quantity or scope**

Estimated value excluding VAT: 440 000 EUR

**4) Indication about different time frame or duration**

Duration in months: 22 (from the award of the contract)

**5) Additional information about lots**

Lot No: 2

Lot title: Advisory services and technical assistance with the development and execution of the information campaign

**1) Short description**

Advice and technical assistance to contracting authority for the development and execution of the campaign, including advice and technical assistance to lot 1 with the development and execution of the communication strategy, verification of legal aspects of campaign materials, drafting of fact sheets on consumer rights and advice to consumer advice centres and the European Consumer Centre to enhance their involvement in the campaign.

**2) CPV code(s)**

79341000 Advertising services, 79341400 Advertising campaign services, 79416000 Public relations services, 79310000 Market research services, 79824000 Printing and distribution services, 98113000 Services furnished by specialist organisations

**3) Quantity or scope**

Estimated value excluding VAT: 70 000 EUR

**4) Indication about different time frame or duration**

Duration in months: 22 (from the award of the contract)

**5) Additional information about lots**

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**Section III: Legal, economic, financial and technical information**

**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

As in the tender documentation (EAHC/2013/CP/09) published on the EAHC website.

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

As in the tender documentation (EAHC/2013/CP/09) published on the EAHC website.

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

As in the tender documentation (EAHC/2013/CP/09) published on the EAHC website.

**III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

**III.2. Conditions for participation**

### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: As in the tender documentation (EAHC/2013/CP/09) published on the EAHC website.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: As in the tender documentation (EAHC/2013/CP/09) published on the EAHC website.

Minimum level(s) of standards possibly required: As in the tender documentation (EAHC/2013/CP/09) published on the EAHC website.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

As in the tender documentation (EAHC/2013/CP/09) published on the EAHC website.

Minimum level(s) of standards possibly required:

As in the tender documentation (EAHC/2013/CP/09) published on the EAHC website.

### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

#### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

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

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

EAHC/2013/CP/09.

#### **IV.3.2. Previous publication concerning this procedure**

no

**IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Time limit for receipt of requests for documents or for accessing documents: 24.1.2014  
Payable documents: no

**IV.3.4. Time limit for receipt of tenders or requests to participate**

3.2.2014 - 16:00

**IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.3.6. Languages in which tenders or requests to participate may be submitted**

Any EU official language

**IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 8 (from the date stated for receipt of tender)

**IV.3.8. Conditions for opening of tenders**

Date: 10.2.2014 - 10:00

Place:

Executive Agency for Health and Consumers, 12, rue Guillaume Kroll (Drosbach Building), room A3/043, 1882 Luxembourg, LUXEMBOURG.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: A representative of each tenderer may attend the opening of the tenders. In this case, the interested tenderers are kindly requested to register not later than 7.2.2014 by e-mail ([eahc-cp-calls@ec.europa.eu](mailto:eahc-cp-calls@ec.europa.eu)) or by fax (+352 4301-30359). At the opening, the representative of the tenderer may be asked to present their credentials/power of attorney to be checked by the Executive Agency.

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**Section VI: Complementary information**

**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. 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: Decision 1926/2006/EC of the European Parliament and the Council established a programme of Community action in the field of consumer policy for the period 2007–2013 (hereafter referred to as the 'Consumer programme'). The call for tender is an action covered by objective 2 of the work programme for 2013, as adopted by Commission Decision C(2012) 8729 of 4.12.2012.

**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  
E-mail: [generalcourt.registry@curia.europa.eu](mailto:generalcourt.registry@curia.europa.eu)  
Telephone: +352 4303-1  
Fax: +352 433766  
Internet address: <http://curia.europa.eu>

**VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: Within 2 months of the petitioner's being notified or, failing the date of which (s)he became aware thereof. Lodging a complaint with the European Ombudsman does not mean that this deadline would be suspended or a new one set.

**VI.4.3. Service from which information about the review procedure may be obtained**

Official name: General Court of the European Union  
Postal address: rue du Fort Niedergrünwald  
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 433766  
Internet address: <http://curia.europa.eu>

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

11.12.2013