

**Luxembourg-Luxembourg: Call for tender EAHC/2013/CP/08 concerning a study on consumer vulnerability across key markets in the European Union**

OJ S 250/2013 27/12/2013

Contract award 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)**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**

Call for tender EAHC/2013/CP/08 concerning a study on consumer vulnerability across key markets in the European Union.

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

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: European Union.

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)****II.1.4. Short description of the contract or purchase(s)**

The study will consist of 5 tasks, where each task will build on insights from the preceding:

Task A will consist of a preparatory review of best practice measures and existing literature on

average consumers and consumer vulnerability.

Task B will map vulnerability drivers and patterns in the selected markets.

Task C will consist of a test phase where behavioural (and possibly other) experiments will be conducted.

Task C will also include behavioural experiments to test the effectiveness of selected (policy) instruments per specified market, to identify the measures that are effective in mitigating consumer vulnerability.

Task D will consist in the development of a theoretical framework outlining the causes and effects of consumer vulnerability, which could ideally be applied across markets.

Task E will build on learning from the previous phases to provide concrete recommendations on how to refine Commission's evidence gathering and analysis.

#### **II.1.5. CPV code(s)**

79310000 Market research services, 79311100 Survey design services, 79311200 Survey conduction services, 79311210 Telephone survey services, 79311300 Survey analysis services, 79311400 Economic research services, 79342310 Customer survey services

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

Value: 749 100 EUR  
excluding VAT

### **Section IV: Procedure**

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

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

Open

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

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

The most economically advantageous tender in terms of

1. Understanding of the nature, scope and objectives of the tasks to be performed under the contract. Weighting 10
2. Quality and relevance of the methodology proposed for the preparatory phase: Task A. Weighting 10
3. Quality and relevance of the methodology proposed for test design, analysis and recommendations: Task B, Task C, Task D and Task E. Weighting 60
4. Quality of the description of the implementation of the contract and organisation of the tasks: project management; work management including resource allocation within the team and time management; measures proposed for risk assessment, monitoring, reporting and quality control. Weighting 20

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

An electronic auction has been used: no

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

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

EAHC/2013/CP/08.

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

##### **Contract notice**

Notice number in the OJ S: [2013/S 116-196914](#) of 18.6.2013

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

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Contract No: EAHC/2013/CP/08

#### **V.1. Date of conclusion of the contract**

30.10.2013

#### **V.2. Information about tenders**

Number of tenders received: 3

#### **V.3. Name and address of the contractor**

Official name: Consortium led by London Economics

Postal address: 71-75 Shelton Street

Town: London

Postal code: WC2H 9JQ

Country: United Kingdom

E-mail: [info@londecon.co.uk](mailto:info@londecon.co.uk)

Telephone: +44 2078668181

Fax: +44 2078668186

Internet address: <http://www.londecon.co.uk>

#### **V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 750 000 EUR

excluding VAT

Total value of the procurement:

Value: 749 100 EUR

excluding VAT

#### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Proportion: 12 %

Short description of the value/proportion of the contract to be sub-contracted: It will be less than 12 %.

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

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#### **VI.1. 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: Consumer programme European Parliament and Council Decision  
No 1926/2006/EC.

#### **VI.2. Additional information**

### **VI.3. Procedures for review**

#### **VI.3.1. 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.3.2. Review procedure**

Precise information on deadline(s) for review procedures: Within 2 months of the petitioner being notified or, failing this, of the date on 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.3.3. 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.4. Date of dispatch of this notice**

17.12.2013