

**Netherlands-The Hague: Provision of services related to communication activities for the European Commission Representation in the Netherlands, PN/2015-21/LAH**

OJ S 242/2015 15/12/2015

Contract award notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Commission, Directorate-General for Communication, Representation in the Netherlands

Postal address: Korte Vijverberg 5–6

Town: The Hague

Postal code: 2513 AB

Country: Netherlands

Contact person: EC Representation in the Netherlands

For the attention of: Head of Administration

E-mail: [comm-nl-administratie@ec.europa.eu](mailto:comm-nl-administratie@ec.europa.eu)

Telephone: +31 703135313

**Internet address(es):**

General address of the contracting authority: [http://ec.europa.eu/netherlands/business-funding/procurement/ongoing\\_tenders\\_nl.htm](http://ec.europa.eu/netherlands/business-funding/procurement/ongoing_tenders_nl.htm)

**I.2. Type of the contracting authority**

European institution/agency or international organisation

**I.3. Main activity**

General public services

**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**

Provision of services related to communication activities for the European Commission Representation in the Netherlands, PN/2015-21/LAH.

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

Services

Service category No 27: Other services

Main site or place of performance: The Netherlands.

NUTS code NL Nederland

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

The procurement involves the establishment of a framework agreement

**II.1.4.**

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

This framework contract is for services for the European Commission Representation in the Netherlands as regards advice, preparation and implementation of information and communication activities; support of the European Commission Representation in the Netherlands communication strategy addressed to citizens and stakeholders.

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

79400000 Business and management consultancy and related services, 79410000 Business and management consultancy services, 79416200 Public relations consultancy services

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

The procurement is covered by the Government Procurement Agreement: yes

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

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

Value: 460 000 EUR  
excluding VAT

## **Section IV: Procedure**

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

#### **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

Justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union:

Directive 2004/18/EC

#### **1) Justification for the choice of the negotiated procedure without prior publication of a contract notice in the OJEU in accordance with Directive 2004/18/EC**

No tenders or no suitable tenders/requests to participate in response to: open procedure  
All tenders submitted in reply to an open procedure, a restricted procedure or competitive dialogue were irregular or unacceptable. Only those tenderers were included in the negotiations which have satisfied the qualitative selection criteria.

Open procedure No PO/2015-11/LAH was not successful as there was only 1 acceptable tender per lot. The type of the proposed contract was a multiple framework contract with reopening of competition, which, according to the rules may not be concluded as a single framework contract.

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

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

The most economically advantageous tender in terms of

1. Quality of general approach proposed. Weighting 30
2. Quality of the proposed methodology and tools. Weighting 40
3. Quality of the project management, planning of the work and allocation of resources. Weighting 30

#### **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**

PN/2015-21/LAH.

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

##### **Contract notice**

Notice number in the OJ S: [2015/S 087-156688](#) of 6.5.2015

##### **Other previous publications**

Notice number in the OJ S: [2015/S 154-283347](#) of 12.8.2015

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

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Lot No: 1

- Lot title: Information and communication events for Dutch citizens

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

30.10.2015

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

Number of tenders received: 4

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

Official name: Communicatiebureau Podium BV

Postal address: Domstraat 6

Town: Utrecht

Postal code: 3512 JB

Country: Netherlands

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

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

excluding VAT

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

The contract is likely to be subcontracted: no

Lot No: 1

- Lot title: Information and communication events for Dutch Citizens

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

30.10.2015

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

Number of tenders received: 4

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

Official name: Dröge & van Drimmelen, corporate communication & public affairs BV

Postal address: Parkstraat 20

Town: The Hague

Postal code: 2514 JK

Country: Netherlands

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

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Lot No: 1

- Lot title: Information and communication events for Dutch citizens

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

30.10.2015

**V.2. Information about tenders**

Number of tenders received: 4

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

Official name: Smith Communicatie BV

Postal address: Prins Mauritsplein 24

Town: The Hague

Postal code: 2582 ND

Country: Netherlands

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

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Lot No: 3

- Lot title: Information and communication events on 'EU economic governance'

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

30.10.2015

**V.2. Information about tenders**

Number of tenders received: 3

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

Official name: Not applicable — not a sufficient number of acceptable offers to conclude a contract. Procedure abandoned

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

Lot No: 4

- Lot title: Organisation of exhibitions and fairs

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

30.10.2015

**V.2. Information about tenders**

Number of tenders received: 3

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

Official name: Not applicable — not a sufficient amount of acceptable tenders to conclude a contract. Procedure abandoned

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

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

Lot No: 5

- Lot title: Multimedia graphic design, information material, websites and social media

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

30.10.2015

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

Number of tenders received: 4

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

Official name: Communicatiebureau Podium BV

Postal address: Domstraat 6

Town: Utrecht

Postal code: 3512 JB

Country: Netherlands

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

Initial estimated total value of the contract/lot:

Value: 160 000 EUR

excluding VAT

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

The contract is likely to be subcontracted: no

Lot No: 5

- Lot title: Multimedia graphic design, information material, websites and social media

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

30.10.2015

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

Number of tenders received: 4

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

Official name: Kindvall VOF

Postal address: Schiedamse Vest 95 B

Town: Rotterdam

Postal code: 3012 BG

Country: Netherlands

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

Initial estimated total value of the contract/lot:

Value: 160 000 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: 20 %

Lot No: 6

- Lot title: Audiovisual services

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

30.10.2015

**V.2. Information about tenders**

Number of tenders received: 3

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

Official name: Not applicable — not a sufficient number of acceptable tenders to conclude a contract. Procedure abandoned

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting****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:  
no

**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 4303-2100

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

**VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: You may submit any observations concerning the award procedure to the contracting authority indicated under heading I.1. If you believe that there was maladministration, you may lodge a complaint to the European Ombudsman within 2 years of the date when you became aware of the facts on which the complaint is based (see <http://www.ombudsman.europa.eu>). Such complaint does not have as an effect either to suspend the time limit to launch an appeal or to open a new period for lodging an appeal.

Within 2 months of the notification of the award decision you may lodge an appeal to the body referred to in VI.3.1.

**VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

3.12.2015