

Belgium-Brussels: Framework Contract for Communication Services: Content Writing, Design and Animations; Event Organisation; Social Media Support; Media Relations
OJ S 154/2023 11/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Circular Bio-based Europe Joint Undertaking (CBE JU)

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1060

Country: Belgium

Contact person: Marta Campos Iturralde

E-mail: procurement@cbe.europa.eu

Telephone: +32 25418335

Internet address(es):

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

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

Other activity: Horizon Europe

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework Contract for Communication Services: Content Writing, Design and Animations; Event Organisation; Social Media Support; Media Relations

Reference number: CBE JU OP/2023/01

II.1.2. Main CPV code

79990000 Miscellaneous business-related services

II.1.3. Type of contract

Services

II.1.4. Short description

The Circular Bio-based Europe Joint Undertaking (CBE JU) is a EUR 2 000 000 000 partnership between the European Union and the Bio-based Industries Consortium (BIC) that funds projects advancing competitive circular bio-based industries in Europe. CBE JU's communication priorities are: promoting funding opportunities, promoting the achievements of

140+ CBE JU-funded projects and the positive socio-economic, as well as environmental impact of the initiative, raising awareness about the organisation and engaging with multiple stakeholders

The objective of this framework contract is to provide communication support in CBE JU's work on these four priorities.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 3 765 000,00 EUR

II.2. Description

II.2.1. Title

Content Writing, Design and Animation

Lot No: 1

II.2.2. Additional CPV code(s)

79990000 Miscellaneous business-related services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Main site or place of performance: Brussels, BELGIUM.

II.2.4. Description of the procurement

The CBE JU regularly publishes communication material such as articles, factsheets, brochures, booklets, reports, posters, videos, animations, infographics, and branded material. The CBE JU produces material mainly in English.

The resulting communications are disseminated through the CBE JU's online communication channels (website, social media and newsletter) and in printed format at events and exhibitions. Their objectives are mainly to promote funding opportunities and the partnership's achievements. The materials target the circular bio-based industries community, ranging from decision-makers at the EU, national and regional levels to industry representatives, researchers, primary producers and consumers.

II.2.5. Award criteria

Quality criterion - Name: Quality award criteria in accordance with Section 3.4 of the Tender Specifications – Part 1 / Weighting: 60 %

Price - Weighting: 40 %

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: Research framework programme(s).

II.2.14. Additional information

II.2. Description

II.2.1. Title

Events Organisation

Lot No: 2

II.2.2. Additional CPV code(s)

79952000 Event services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Main site or place of performance: Brussels, BELGIUM

II.2.4. Description of the procurement

Support CBE JU with the design, preparation, organisation and execution of events (both in-person and virtual). Events may include conferences, workshops, seminars, site visits, press briefings and media visits, shows, exhibitions and virtual events such as webinars, live studio events and pre-recorded streamed events with live interaction option.

II.2.5. Award criteria

Quality criterion - Name: Quality award criteria in accordance with Section 3.4 of the Tender Specifications – Part 1 / Weighting: 60 %

Price - Weighting: 40 %

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: Research framework programme(s).

II.2.14. Additional information

II.2. Description

II.2.1. Title

Social Media

Lot No: 3

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Main site or place of performance: Brussels, BELGIUM.

II.2.4. Description of the procurement

Support CBE JU with the monitoring and managing of social media such as LinkedIn, Twitter and YouTube.

II.2.5. Award criteria

Quality criterion - Name: Quality award criteria in accordance with Section 3.4 of the Tender Specifications – Part 1 / Weighting: 60 %

Price - Weighting: 40 %

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: Research framework programme(s).

II.2.14. Additional information

II.2. Description

II.2.1. Title

Media Relations

Lot No: 4

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Main site or place of performance: Brussels, BELGIUM.

II.2.4. Description of the procurement

One of the CBE JU's objectives is to promote innovative bio-based solutions to policy makers, industry, NGOs, civil society and consumers at large. To this end, CBE JU needs to engage with media and inform them about the impacts and achievements of the initiative.

II.2.5. Award criteria

Quality criterion - Name: Quality award criteria in accordance with Section 3.4 of the Tender Specifications – Part 1 / Weighting: 60 %

Price - Weighting: 40 %

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: Research framework programme(s).

II.2.14. Additional information

Section IV: Procedure

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: [2023/S 031-090823](#)

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

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

Contract No: FWC CBE JU OP/2023/01 - LOT 1 - 01

Lot No: 1

Title:

Content Writing, Design and Animation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Formato Verde, Lda

National registration number: 506083357

Postal address: Praça Rainha Dona Amélia 272

Town: Porto

NUTS code: PT11A Área Metropolitana do Porto

Postal code: 4000-075

Country: Portugal

The contractor is an SME: yes

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

Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: FWC CBE JU OP/2023/01 - LOT 1 - 02

Lot No: 1

Title:

Content Writing, Design and Animation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Arctik SRL

National registration number: 0843.372.438

Postal address: Avenue de Broqueville 12

Town: Brussels

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

Postal code: 1150

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: FWC CBE JU OP/2023/01 - LOT 1 - 03

Lot No: 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Schuttelaar & Partners Brussels, Consultancy for Food and Lifesciences, S.A.

National registration number: 474344153

Postal address: Rue Belliard 199, bte 22

Town: Brussels

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

Postal code: 1040

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: FWC CBE JU OP/2023/01 - LOT 2 - 01

Lot No: 2

Title:

Events Organisation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Adria Congrex SRL

National registration number: RN-240542

Postal address: Via Sassonia 30

Town: Rimini

NUTS code: ITH59 Rimini

Postal code: 47922

Country: Italy

The contractor is an SME: yes

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

Total value of the contract/lot: 1 620 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: FWC CBE JU OP/2023/01 - LOT 2 - 02

Lot No: 2

Title:

Events Organisation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: WMH Project SAS
National registration number: 402 423 420
Postal address: 4, place des Saisons, Tour Alto
Town: Courbevoie
NUTS code: FR105 Hauts-de-Seine
Postal code: 92400
Country: France
The contractor is an SME: yes

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

Total value of the contract/lot: 1 620 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: FWC CBE JU OP/2023/01 - LOT 2 - 03

Lot No: 2

Title:

Events Organisation

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: TMAB Business Events NV S.A.
National registration number: 0467 127 353
Postal address: Neringstraat 15
Town: Gent
NUTS code: BE234 Arr. Gent
Postal code: 1840
Country: Belgium
The contractor is an SME: yes

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

Total value of the contract/lot: 1 620 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: FWC CBE JU OP/2023/01 - LOT 3 - 01

Lot No: 3

Title:

Social Media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Phrenos S.R.O.

National registration number: 0450.838.677

Postal address: Avenue des Arts, 9bis, 1210 Saint-Josse-Ten-Noode

Town: Brussels

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

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 125 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: FWC CBE JU OP/2023/01 - LOT 3 - 02

Lot No: 3

Title:

Social Media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Arctik S.R.L.

National registration number: 0843.372.438

Postal address: 12 Avenue de Broqueville

Town: Brussels

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

Postal code: 1150

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 125 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: FWC CBE JU OP/2023/01 - LOT 3 - 03

Lot No: 3

Title:

Social Media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Independent Pictures Ltd

National registration number: 72328

Postal address: 93 Baggot Street Lower, Dublin 2

Town: Dublin

NUTS code: IE061 Dublin

Postal code: D02 Y588

Country: Ireland

The contractor is an SME: yes

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

Total value of the contract/lot: 125 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: General Court of the European Union

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg
E-mail: GC.Registry@curia.europa.eu
Telephone: +352 43031
Fax: +352 43032100

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:
See internet address provided in Section I.3).

VI.4.4. Service from which information about the review procedure may be obtained

Official name: General Court
Postal address: rue du Fort Niedergrünwald
Town: Luxembourg
Postal code: L-2925
Country: Luxembourg
E-mail: GeneralCourt.Registry@curia.europa.eu
Telephone: +352 43031
Fax: +352 43032100
Internet address: http://curia.europa.eu/jcms/jcms/Jo2_7039/en/#electronique

VI.5. Date of dispatch of this notice

04/08/2023