

Belgium-Brussels: IMI 10th Anniversary Campaign.

OJ S 239/2017 13/12/2017

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Innovative Medicines Initiative 2 Joint Undertaking

Postal address: IMI2 JU — TO 56 1049 Brussels, Belgium

Town: Brussels

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

Postal code: 1060

Country: Belgium

Contact person: Procurement Team

E-mail: procurement@imi.europa.eu**Internet address(es):**Main address: <http://www.imi.europa.eu/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.imi.europa.eu/work-for-us/procurement>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

IMI 10th Anniversary Campaign.

Reference number: IMI.2017.OP.209

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The IMI2 JU intends to conclude a service contract for the conception and implementation of its 10th anniversary campaign.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Main site or place of performance: Brussels.

II.2.4. Description of the procurement

In 2018, the IMI2 JU will celebrate its 10th anniversary. This will represent an excellent opportunity to showcase what IMI has achieved in that time. On this occasion, IMI wishes to launch a communication campaign to celebrate and raise awareness of its successes and achievements. The campaign will start on 30 April, the day on which the first IMI Call for proposals was launched in 2008.

The main objective of the campaign will be to raise the visibility of IMI achievements among IMI's broader stakeholders (academics in the field of health and medicines, SMEs in the biotech sector, the pharmaceutical industry and medical professionals) with a special focus on citizens, patients and policy-makers. As such, the language used should be made of simple, short and clear words to convey messages understandable to a lay audience. The main language of the campaign will be English.

The objective of this call for tender is the conclusion of a service contract between the Innovative Medicines Initiative (IMI) and an economic operator for the creation of the campaign, including production of visual and audio-visual materials.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 250 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 10

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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:

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 26/01/2018 Local time: 17:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, Bulgarian, Danish, German, Greek, Estonian, Finnish, French, Irish, Croatian, Hungarian, Italian, Latvian, Lithuanian, Maltese, Dutch, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, Swedish, Czech

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 07/02/2018 Local time: 10:00

Place:

IMI2 JU premises, avenue de la Toison d'Or 56-60, 1060 Brussels, Belgium.

Information about authorised persons and opening procedure: A maximum of 2 representatives per tender can attend the opening of tenders.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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
Telephone: +352 4303-1
Fax: +352 4303-2100
Internet address: <http://curia.europa.eu>

VI.5. Date of dispatch of this notice

01/12/2017