

**Denmark-Copenhagen: Provision of Strategic Communication Services**  
**OJ S 193/2021 05/10/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Regulation (EU, Euratom) No 2018/1046

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Environment Agency (EEA)

Postal address: Kongens Nytorv 6

Town: Copenhagen K

NUTS code: DK011 Byen København

Postal code: 1050 K

Country: Denmark

E-mail: [procurement@eea.europa.eu](mailto:procurement@eea.europa.eu)

**Internet address(es):**

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

Address of the buyer profile: <https://www.eea.europa.eu/about-us/tenders>

**I.1. Name and addresses**

Official name: European Insurance and Occupational Pensions Authority (EIOPA)

Postal address: Westhafenplatz 1

Town: Frankfurt am Main

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Postal code: 60327

Country: Germany

E-mail: [Procurement@eiopa.europa.eu](mailto:Procurement@eiopa.europa.eu)

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Securities and Markets Authority (ESMA)

Postal address: 201-203 rue de Bercy

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: [procurement@esma.europa.eu](mailto:procurement@esma.europa.eu)

Telephone: +331 58365136

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: Agency for Support for BEREC (BEREC OFFICE)

Postal address: ZA Meierovica blvd.14,

Town: Riga

NUTS code: LV006 Rīga

Postal code: LV-1050  
Country: Latvia  
Contact person: Vera Zajeca  
E-mail: [Vera.Zajeca@berec.europa.eu](mailto:Vera.Zajeca@berec.europa.eu)  
**Internet address(es):**  
Main address: <https://berec.europa.eu>

**I.1. Name and addresses**

Official name: European Centre for Disease Prevention and Control (ECDC)  
Postal address: Gustav III:s boulevard 40  
Town: Solna  
NUTS code: SE110 Stockholms län  
Postal code: 169 73  
Country: Sweden  
E-mail: [ECDC.procurement@ecdc.europa.eu](mailto:ECDC.procurement@ecdc.europa.eu)  
**Internet address(es):**  
Main address: <https://www.ecdc.europa.eu>

**I.1. Name and addresses**

Official name: European Chemicals Agency (ECHA)  
Postal address: P.O.Box 400  
Town: Helsinki  
NUTS code: FI1B1 Helsinki-Uusimaa  
Postal code: FI-00121  
Country: Finland  
Contact person: Frank Buchler  
E-mail: [Frank.BUCHLER@echa.europa.eu](mailto:Frank.BUCHLER@echa.europa.eu)  
**Internet address(es):**  
Main address: <https://www.echa.europa.eu>

**I.1. Name and addresses**

Official name: European Union Agency for Cybersecurity (ENISA)  
Postal address: Vasilissis Sofias str. 1  
Town: Maroussi Attiki  
NUTS code: EL305 Ανατολική Αττική (Anatoliki Attiki)  
Postal code: 151 24  
Country: Greece  
E-mail: [procurement@enisa.europa.eu](mailto:procurement@enisa.europa.eu)  
**Internet address(es):**  
Main address: <https://www.enisa.europa.eu>  
Address of the buyer profile: <https://www.enisa.europa.eu/procurement>

**I.1. Name and addresses**

Official name: European Agency for Safety and Health at Work (EU-OSHA)  
Postal address: 12 Santiago de Compostela  
Town: Bilbao  
NUTS code: ES213 Bizkaia  
Postal code: E-48003  
Country: Spain  
Contact person: Pascale Turlotte  
E-mail: [turlotte@osha.europa.eu](mailto:turlotte@osha.europa.eu)

**Internet address(es):**

Main address: <https://osha.europa.eu>

Address of the buyer profile: <https://osha.europa.eu/en/about-eu-osha/procurement>

**I.1. Name and addresses**

Official name: European Union Agency for the Cooperation of Energy Regulators (ACER)

Postal address: Trg republike 3

Town: Ljubljana

NUTS code: SI041 Osrednjeslovenska

Postal code: 1000

Country: Slovenia

E-mail: [ACERProcurement@acer.europa.eu](mailto:ACERProcurement@acer.europa.eu)

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: European Agency for the Operational Management of Large-Scale IT Systems in the Area of Freedom, Security and Justice (eu-LISA)

Town: Tallin

NUTS code: EE001 Põhja-Eesti

Country: Estonia

E-mail: [eulisa-procurement@eulisa.europa.eu](mailto:eulisa-procurement@eulisa.europa.eu)

**Internet address(es):**

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

**I.1. Name and addresses**

Official name: Fuel Cells and Hydrogen 2 Joint Undertaking (FCH 2)

Postal address: Avenue de la Toison d'Or 56-60

Town: Brussels

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

Postal code: B-1060

Country: Belgium

E-mail: [info.procurement@fch.europa.eu](mailto:info.procurement@fch.europa.eu)

**Internet address(es):**

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

Address of the buyer profile: <https://www.fch.europa.eu/page/procurements>

**I.1. Name and addresses**

Official name: Single Resolution Board (SRB)

Postal address: Treurenberg 22

Town: Brussels

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

Postal code: B-1049

Country: Belgium

E-mail: [procurment@sbr.europa.eu](mailto:procurment@sbr.europa.eu)

**Internet address(es):**

Main address: <https://srb.europa.eu>

Address of the buyer profile: <https://srb.europa.eu/procurement>

**I.2. Information about joint procurement**

The contract involves joint procurement

#### **I.4. Type of the contracting authority**

European institution/agency or international organisation

#### **I.5. Main activity**

Environment

### **Section II: Object**

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#### **II.1. Scope of the procurement**

##### **II.1.1. Title**

Provision of Strategic Communication Services

Reference number: EEA/COM/21/004

##### **II.1.2. Main CPV code**

79400000 Business and management consultancy and related services

##### **II.1.3. Type of contract**

Services

##### **II.1.4. Short description**

The EEA, as leading contracting authority for the purpose of this inter-agency call for tenders, seeks to establish a framework service contract with an experienced service provider who will assist it and the participating contracting authorities in carrying out their strategic communication activities.

##### **II.1.6. Information about lots**

This contract is divided into lots: no

##### **II.1.7. Total value of the procurement**

Value excluding VAT: 3 110 000,00 EUR

#### **II.2. Description**

##### **II.2.3. Place of performance**

NUTS code: ES300 Madrid

Main site or place of performance: The services will be performed mainly at the contractor's own premises. For certain projects, it may be required that other services be performed at the contracting authorities premises.

##### **II.2.4. Description of the procurement**

The list of tasks below covers the main areas of service required but is not exhaustive. The contractor is expected to provide support in:

— planning: on the basis of the objectives formulated in the strategy, annual management plans, the communication framework as well as those arising from the rolling policy agenda, analyse and provide advice on the planning of the contracting authorities' communication activities, including selection and prioritisation of communication opportunities; facilitation of planning workshops and training in communication planning approaches;

— storytelling and messaging: on the basis of activities and outputs planned, in preparation or already available, analyse and provide advice on storytelling, message development and usage of such content;

- stakeholder engagement: advice on stakeholder engagement activities; identify and prepare profiles of different existing and potential stakeholders and target audiences; advice on how to best match their information needs and preferences;
- products and activities: evaluate and provide advice on development and use of content for existing and potential communication channels, products and activities, with a focus on new and emerging tools;
- pre-testing: identify the most effective tools/methods that the contracting authorities could use to pre-test communication products and activities, as well as carry out such pre-testing on samples of relevant audiences;
- evaluation: identify effective tools for evaluating the impact and success of communication activities once a project or campaign has been carried out, as well as carry out such evaluation exercises;
- analysis: where relevant, provide analysis and assessments on communication science, covering a broad range of topics from communication theory, including approaches, behavioural elements, policy and implementation;
- network management: analyse how the contracting authorities may improve their communication impact through their existing networks and how they might link in with new networks, as well as providing assistance with such networking through for instance seminars and workshops, information-sharing tools, participatory activities, etc.;
- internal communication: analyse in-house communication routines, tools and organisational setup and provide advice on possible improvements; also
- help the contracting authorities develop and implement a strategic approach to internal communication.

#### **II.2.5. Award criteria**

Quality criterion - Name: Appreciation and understanding of the needs of the contracting authorities, i.e. the context and objectives of the contract and of the tasks to be undertaken. Tenderers shall provide a short description (max. 5 A4 pages) of inter alia the proposed methodological approach and a preliminary assessment of likely difficulties and how these would be dealt with / Weighting: 20

Quality criterion - Name: Composition of the team and relevance of the allocation of work to the members of the team (i.e. the multi-discipline range and complementarities of team proposed) / Weighting: 20

Quality criterion - Name: Quality control and customer service policy. Tenderers shall provide a short description (max. 5 A4 pages) of, inter alia, the concrete organisation of the work, in particular of their interaction with the contracting authorities and how the status of ongoing work could be tracked by the contracting authority that has placed a specific request. Tenderers shall provide a short description of how bottlenecks and peak workloads will be dealt with and of their ability to respond quickly to request for services and/or modification thereof / Weighting: 20

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:  
no

#### **II.2.14. Additional information**

This is an inter-agency framework service contract. The EEA acts on its own behalf and on behalf of the participating contracting authorities, for which it has received power of attorney. The EEA signed the framework service contract and shall sign any possible amendments thereto on its own behalf and on behalf of the participating contracting authorities.

## Section IV: Procedure

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### 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: [2021/S 043-106303](#)

#### 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

## Section V: Award of contract

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**Contract No:** EEA/COM/21/004

**Title:**

Provision of Strategic Communication Services

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

30/08/2021

#### V.2.2. Information about tenders

Number of tenders received: 14

The contract has been awarded to a group of economic operators: yes

#### V.2.3. Name and address of the contractor

Official name: Marco de comunicación SLU

National registration number: M-651172

Postal address: Cardenal Marcelo Spinola 42

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28016

Country: Spain

The contractor is an SME: no

**V.2.3. Name and address of the contractor**

Official name: IPSOS Iberia SA  
National registration number: A28485258  
Postal address: Av. Llano Castellano 13  
Town: Madrid  
NUTS code: ES300 Madrid  
Postal code: 28034  
Country: Spain  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 3 110 000,00 EUR  
Total value of the contract/lot: 3 110 000,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: General Court  
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: <https://curia.europa.eu>

**VI.4.2. Body responsible for mediation procedures**

Official name: European Ombudsman  
Postal address: 1 avenue du Président Robert Schuman  
Town: Strasbourg  
Postal code: 67001  
Country: France  
E-mail: [eo@ombudsman.europa.eu](mailto:eo@ombudsman.europa.eu)  
Telephone: +33 388172313  
Fax: +33 388179062  
Internet address: <https://www.ombudsman.europa.eu>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:  
Within two months of the notification to the plaintiff (date of receipt) or, in the absence thereof, the day when the person concerned had knowledge of the relevant information, an appeal may be lodged with the Court of Justice of the European Union.

**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: 2925  
Country: Luxembourg  
E-mail: [generalcourt.registry@curia.europa.eu](mailto:generalcourt.registry@curia.europa.eu)  
Telephone: +352 4303-1  
Fax: +352 5-4303-2100  
Internet address: <https://curia.europa.eu>

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

23/09/2021