

**Germany-Berlin: Communications and Marketing Services**

**OJ S 217/2019 11/11/2019**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: EIT RawMaterials GmbH

Town: Berlin

NUTS code: DE300 Berlin

Country: Germany

Contact person: EIT RawMaterials GmbH, Ms Katerina Thomas

E-mail: [tender@eitrawmaterials.eu](mailto:tender@eitrawmaterials.eu)

**Internet address(es):**

Main address: <https://eitrawmaterials.eu/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dtv.de/Satellite/notice/CXP4Y9MD6YF/documents>

Tenders or requests to participate must be submitted electronically via: <https://www.dtv.de/Satellite/notice/CXP4Y9MD6YF>

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

Additional information can be obtained from another address:

Official name: Beiten Burkhardt Rechtsanwaltsgesellschaft mbH

Postal address: Lützowplatz 10

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10785

Country: Germany

E-mail: [vergabe@bblaw.com](mailto:vergabe@bblaw.com)

**Internet address(es):**

Main address: <http://www.bblaw.com>

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

European institution/agency or international organisation

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Communications and Marketing Services

Reference number: EIT-RM-COM

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Communication and marketing services.

**II.1.5. Estimated total value****II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 3

**II.2. Description****II.2.1. Title**

Corporate Publishing/Branding

Lot No: 1

**II.2.2. Additional CPV code(s)**

39294100 Information and promotion products, 22460000 Trade-advertising material, commercial catalogues and manuals, 79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: DE300 Berlin

NUTS code: BE242 Arr. Leuven

NUTS code: SE332 Norrbottens län

NUTS code: FI1B1 Helsinki-Uusimaa

NUTS code: PL514 Miasto Wrocław

NUTS code: ITI43 Roma

NUTS code: FRF33 Moselle

Main site or place of performance: Berlin, GERMANY, Leuven, BELGIUM, Luleå, SWEDEN, Espoo, FINLAND, Wrocław, POLAND, Rome, ITALY, Metz, FRANCE.

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

- design of brochures,
- design of annual report (Design, Printing and Distribution of 3 000 copies across Europe),
- design for newsletter,
- design for microsites,
- online banners,
- support on corporate presentation templates and presentations,
- copyright services for brochures and flyers,
- design of web images,
- design of several A4-Fact sheets,
- design and delivery of several folders and printing materials A4/A5,
- design and delivery of Rollup banners and all branded materials,
- design of social media key visuals for all social media channels,
- video branding design,
- design of giveaways including production and delivery.

**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**

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

Duration in months: 24

This contract is subject to renewal: no

### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3  
Objective criteria for choosing the limited number of candidates:

The contracting authority will select the candidates to tender, on the basis of the following objective and non-discriminatory eligibility criteria:

- Reference 1 (25 %),
- Reference 2 (25 %),
- Reference 3 (25 %),
- Reference 4 (25 %).

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: yes

Description of options:

The contracting authority has the right to extend the contract by 24 months.

### **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**

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

##### **II.2.1. Title**

Digital Platforms Content Marketing/Campaign Marketing  
Lot No: 2

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79342000 Marketing services

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

NUTS code: DE300 Berlin

NUTS code: BE242 Arr. Leuven

NUTS code: SE332 Norrbottens län

NUTS code: FI1B1 Helsinki-Uusimaa

NUTS code: PL514 Miasto Wrocław

NUTS code: ITI43 Roma

NUTS code: FRF33 Moselle

Main site or place of performance: Berlin, GERMANY, Leuven, BELGIUM, Luleå, SWEDEN, Espoo, FINLAND, Wrocław, POLAND, Rome, ITALY, Metz, FRANCE.

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

- content management support (including editing, new text and pictures),
- building microsites for open innovation and special special events and occasions based on the overall website strategy,
- digital marketing campaigns/including accelerator marketing,
- development of templates individualized for the wants and needs of EIT Raw Materials,
- templates for different work groups to fill in information (f.e. project status and questionnaire for the editorial team),
- development of templates to build Microsites.

#### **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**

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

Duration in months: 24

This contract is subject to renewal: no

#### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3  
Objective criteria for choosing the limited number of candidates:

The contracting authority will select the candidates to tender, on the basis of the following objective and non-discriminatory eligibility criteria:

- Reference 1 (25 %),
- Reference 2 (25 %),
- Reference 3 (25 %),
- Reference 4 (25 %).

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

The contracting authority has the right to extend the contract by 24 months.

#### **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**

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

##### **II.2.1. Title**

Extended Graphic Design/Video Production

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

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

NUTS code: DE300 Berlin  
NUTS code: BE242 Arr. Leuven  
NUTS code: SE332 Norrbottens län  
NUTS code: FI1B1 Helsinki-Uusimaa  
NUTS code: PL514 Miasto Wrocław  
NUTS code: ITI43 Roma  
NUTS code: FRF33 Moselle

Main site or place of performance: Berlin, GERMANY, Leuven, BELGIUM, Luleå, SWEDEN, Espoo, FINLAND, Wrocław, POLAND, Rome, ITALY, Metz, FRANCE.

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

— development of extended infographics,  
— motion design elements,  
— development and production of professional videos (film, animations, scribbled videos, 2D and 3D animations),  
— postproduction of photo and videos (including voice over, music, animation, color grading, release in different formats).

#### **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**

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

Duration in months: 24

This contract is subject to renewal: no

#### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3  
Objective criteria for choosing the limited number of candidates:

The contracting authority will select the candidates to tender, on the basis of the following objective and non-discriminatory eligibility criteria:

- Reference 1 (25 %),
- Reference 2 (25 %),
- Reference 3 (25 %),
- Reference 4 (25 %).

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

The contracting authority has the right to extend the contract by 24 months.

#### **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**

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

**II.2.1. Title**

Event Management and Digital Event Marketing  
Lot No: 4

**II.2.2. Additional CPV code(s)**

79952000 Event services, 79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: DE300 Berlin

NUTS code: BE242 Arr. Leuven

NUTS code: SE332 Norrbottens län

NUTS code: FI1B1 Helsinki-Uusimaa

NUTS code: PL514 Miasto Wrocław

NUTS code: ITI43 Roma

NUTS code: FRF33 Moselle

Main site or place of performance: Berlin, GERMANY, Leuven, BELGIUM, Luleå, SWEDEN, Espoo, FINLAND, Wrocław, POLAND, Rome, ITALY, Metz, FRANCE.

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

- organisational preparation, logistical support and running of large-scale events, such as RM Summit, General Assembly meetings and Brokerage Events (over 100 participants),
- organisational and logistical support of small and medium-size events (c. 20 to 100 participants),
- digital marketing for large-, medium- and small-scale events,
- branding and media material development for events,
- trade show coordination,
- media coordination, press event organisation,
- running digital event marketing campaign,
- reporting and analytics.

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

Duration in months: 24

This contract is subject to renewal: no

**II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3  
Objective criteria for choosing the limited number of candidates:

The contracting authority will select the candidates to tender, on the basis of the following objective and non-discriminatory eligibility criteria:

- Reference 1 (25 %),
- Reference 2 (25 %),
- Reference 3 (25 %),
- Reference 4 (25 %).

**II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: yes

Description of options:

The contracting authority has the right to extend the contract by 24 months.

### **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**

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

##### **II.2.1. Title**

Media and Public Relation Services

Lot No: 5

##### **II.2.2. Additional CPV code(s)**

79416000 Public relations services, 79342000 Marketing services

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

NUTS code: DE300 Berlin

NUTS code: BE242 Arr. Leuven

NUTS code: SE332 Norrbottens län

NUTS code: FI1B1 Helsinki-Uusimaa

NUTS code: PL514 Miasto Wrocław

NUTS code: ITI43 Roma

NUTS code: FRF33 Moselle

Main site or place of performance: Berlin, GERMANY, Leuven, BELGIUM, Luleå, SWEDEN, Espoo, FINLAND, Wrocław, POLAND, Rome, ITALY, Metz, FRANCE.

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

- organising press conferences, CEO round tables and briefings across Europe,
- developing media kits and Q and A,
- positioning stories, media stories to tier 1, tier 2, tier 3, etc., local, national, EU media.

##### **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**

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

Duration in months: 24

This contract is subject to renewal: no

##### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3 Objective criteria for choosing the limited number of candidates:

The contracting authority will select the candidates to tender, on the basis of the following objective and non-discriminatory eligibility criteria:

- Reference 1 (25 %),
- Reference 2 (25 %),
- Reference 3 (25 %),

— Reference 4 (25 %).

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

The contracting authority has the right to extend the contract by 24 months.

#### **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**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

1) Proof of entry (e.g. certificate or excerpt) in the trade register of the State in which the tenderer is established. The proof may not be older than six months at the expiry of the time limit for the submission of tenders. If a candidate is not required to be registered in a professional or trade register under the law of the State in which he is established, he must make a self-declaration on this and on the reasons (e.g. the legal status). For the Member States of the European Union, the respective professional or trade registers and the certificates or declarations of professional practice are set out in Annex 11 to Directive 2014/24/EU;

2) Alternative proof: provided that the candidate is not registered in the trade register, alternative proof of suitability to pursue the professional activity (e.g. entry in a partnership or association register, membership in a business association).

For verification, the form 'I.2.4\_Declaration of suitability to pursue the professional activity' must be submitted. Supplementary documents (e.g. certificate or excerpt from the trade register) are to be enclosed as separate annexes to the request to participate.

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

1) Total turnover: Annual turnover in EUR (net), based on the last three financial years before the end of the application period (2016, 2017, 2018);

2) Specific turnover: Annual turnover in relation to the scope of the contract (communications and marketing services) in EUR (net) in relation to the last three financial years before the end of the application period (2016, 2017, 2018);

3) Proof of a public liability insurance for activities that are the subject of this contract, for personal injury, damage to property and pecuniary loss. The proof must not be older than 6 months at the time the application deadline expires and must show the coverage amounts agreed with the insurance company. A commitment by the candidate to conclude a contract with an appropriate insurance cover in the event of a contract is sufficient proof.

For verification, the form 'I.2.5\_Declaration of economic and financial standing' must be used. Supplementary supporting documents (e.g. proof of insurance) are to be enclosed as separate annexes to the request to participate.

Minimum level(s) of standards possibly required:

3) The public liability insurance must cover the following amounts any one event and 2 in the aggregate per year:

- personal injury: at least 1 000 000,00 EUR,
- property damage: at least 1 000 000,00 EUR,
- financial loss: at least 100 000,00 EUR.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

1) Suitable references for previously executed contracts in the form of a list of the main services provided in the last 3 years before the expiry of the deadline for applications, including the following information:

- description of the services provided, their nature, extent and difficulty, including an indication of the number of staff employed,
- order value in EUR (net),
- performance period,
- declaration on the performance of the services as contractor, subcontractor or member of a consortium,
- competent contact person with the client;

2) Declaration on the the average annual number of permanent employees of the candidate and the number of executives in the last 3 years before the end of the application period (2016, 2017, 2018);

3) Subcontracting: indicate which parts of the contract the candidate intends to subcontract, if such a statement is already possible.

In order to submit the declarations required, the relevant section of the form 'I.2.6\_Declaration of technical and professional ability' must be completed and, if necessary, supplemented by separate annexes. Supplementary descriptions of referenced contracts should not exceed 2 A4 pages each.

Minimum level(s) of standards possibly required:

1) At least 2 references must be proven covering services that are comparable in terms of type, scope and difficulty with the services of the contract to be awarded here. A reference is comparable in type, scope and difficulty with the services of the contract to be awarded here if the following 2 criteria are completely fulfilled:

- experience in working with clients in complex organizational structures,
- experience in providing communications services for industry type clients (e.g. energy sector, financial services, research and knowledge organization, science foundations, mining metals companies, geological surveys, tech universities/science schools),
- experience in working in an international environment.

Comparability must be verifiable on the basis of the information provided by the candidate.

## **III.2. Conditions related to the contract**

### **III.2.2. Contract performance conditions**

See draft contract which is part of the tender documents submitted to the selected candidates.

### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## Section IV: Procedure

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### IV.1. Description

#### IV.1.1. Type of procedure

Competitive procedure with negotiation

#### IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

#### IV.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### IV.1.5. Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

### IV.2. Administrative information

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

Date: 02/12/2019 Local time: 12:00

#### 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

German, English

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

1) Candidates must declare the absence of the exclusion grounds stated in § 123 GWB et seq. of the Act against Restraints of Competition (Competition Act — GWB). For this purpose the form 'I.2.7\_Declaration on exclusion grounds' must be used.

2) Economic operators may rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. Every third party whose capacities the candidate refers to must complete the form 'I.2.3\_Declaration on third parties capacities' and submit it with the request to participate. In addition, that third party must prove its economic and financial standing, its technical and professional ability in accordance with the requirements of the contract notice and the forms provided to the extent that the candidate so relies on it. The third party to whose capacities the candidate refers to must also be able to prove individually and completely its suitability to pursue the professional activity and the absence of the grounds for exclusion specified in § 123 et seq. GWB in accordance with the contract notice and the forms provided. A candidate may only use the capacities of other companies to provide the

required technical and professional ability if those other companies provide the service for which those capacities are needed. The contracting authority will examine if the third-party whose capacities the candidate refers to meets the relevant selection criteria and if there are grounds for exclusion. If the third-party does not fully meet the appropriate selection criteria or if there are mandatory grounds for exclusion (§ 123 GWB), the applicant must replace this third party company. The contracting authority has the right to request the replacement of the third party company if there is an optional ground for exclusion (§ 124 GWB). The candidate will be granted a reasonable deadline to meet with the demand for replacement.

3) It is admissible to participate as a consortium. A consortium is treated legally like a single candidate or tenderer. Insofar as candidates or tenderers are mentioned in this contract notice or in the tender documents, this means both individual candidates or tenderers and consortiums. In the request to participate, the members of a consortium have to appoint an authorized representative for the conclusion and the implementation of the contract by submitting the form '1.2.2\_Consortium Declaration'. The authorized representative will serve as single point of contact for the consortium in this procurement procedure. The suitability to pursue the professional activity must be proven individually for each member of a consortium by submitting the form '1.2.4\_Declaration suitability to pursue the professional activity' and the absence of exclusion grounds stated in § 123 et seq. GWB by submitting the form '1.2.7\_Declaration on exclusion grounds'. The other selection criteria must be met by the consortium as a whole. Therefore each member must complete the forms '1.2.5\_Declaration on economic and financial standing' and '1.2.6\_Declaration on technical and professional ability' only to the extent that it applies to this member. Insofar as the capacities of a third party are used, the form '1.2.3\_Declaration on third parties capacities' must also be completed and submitted. The selection criteria will be examined taking into account all the documents submitted by the consortium.

4) All procurement documents will be delivered in English and German Language. The tender procedure and the contracts concluded as a result of the tender procedure are subject to German law only.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Senatsverwaltung für Wirtschaft, Energie und Betriebe, Vergabekammer des Landes Berlin

Postal address: Martin-Luther-Str. 105

Town: Berlin

Postal code: 10825

Country: Germany

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

According to § 160 (3) sentence 1 No 4 GWB a review procedure is inadmissible, if more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to redress the objection.

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

Official name: Senatsverwaltung für Wirtschaft, Energie und Betriebe, Vergabekammer des Landes Berlin

Postal address: Martin-Luther-Str. 105

Town: Berlin

Postal code: 10825

Country: Germany

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

30/10/2019