

Germany-Munich: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 217/2019 11/11/2019

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: EIT Health e. V.

Postal address: Mies-van-der-Rohe-Str. 1 C

Town: Munich

NUTS code: DE212 München, Kreisfreie Stadt

Postal code: 80807

Country: Germany

E-mail: sameena.conning@eithealth.eu**Internet address(es):**Main address: www.eithealth.eu**I.4. Type of the contracting authority**

Other type: e. V.

I.5. Main activity

Health

Section II: Object

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

EIT Health: Communications: Media Relations

Reference number: EIT Health: Communications: Media Relations

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Media relations within EIT Health communications strategy.

EIT Health Communications will drive proactive press and media relations in 2019 and beyond. Particular expertise is sought in this area to really elevate and amplify our media relations expertise and capability to ensure our content is newsworthy and where appropriate, that media engagement opportunities and milestones are identified to ensure a newsfeed /press office throughout the year.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: Areas of operation of EIT Health within the EU.

II.2.4. Description of the procurement

The service provider shall:

- develop an effective and impactful pan-EU media engagement strategy which aims to provide media exposure to every aspect of our organisation, its portfolio and its thought leadership efforts,
- develop a media calendar highlighting all the potential opportunities for media engagement based on planned events, activities and programme and business cycle milestones and outputs,
- develop all core media collateral, including releases, backgrounders, reactive and proactive positioning statements, master and topics Q&As, key messages, talking point documents, briefing materials, etc.:
 - innovation within this will be welcomed, e.g., multimedia press releases;
 - relevant core media materials to be shared with CLCs/Innostars, including template materials that can be adapted for local use.
- develop and cultivate relationships with key relevant above-country healthcare, innovation and associated media outlets across the EU (English speaking pan-EU outlets):
 - provide strategic (and if needed practical support on the ground) to CLC/Innostars, so an understanding of local media across the main regions (France, Spain, Germany, UK/Ireland, Sweden/Denmark Belgium/Netherlands and select countries in InnoStars (e.g., Poland, Portugal) will be helpful).
- define effective dissemination methods either through newswires, direct or indirect contact with pre-defined and identified media lists,
- pitch, brief and sell-in relevant EIT Health stories and newshooks to key EU media as well as provide interview opportunities for CEO and other relevant senior stakeholders,
- train and prepare internal staff for media engagement opportunities — i.e. development of briefing materials, key message and media training as needed,
- foster engagement strategies to maintain and cultivate relationships outside of news milestones,
- plan and execute press briefings where relevant and strategically sound to do so,
- provide clipping reports and media outreach analyses (quantitative) following media outreach efforts,
- strategically assess and analyse media monitoring reports.

Although media engagement is sought in a pan-EU capacity, if the service provider has capability to support the CLCs and Innostars with local media engagement strategies as subcontractors (any region, e.g. UK media or other), the tender has to be specified as to how this would be executed, whether this would be through a local networked agency footprint or similar. If this is intended, the tenderer shall demonstrate a coordinated approach between pan-EU outlets and relevant local top-tier outlets that may or may not have a pan-EU perspective.

Social media

Note: EIT Health has a separate contract with a social media agency maintaining and monitoring all of EIT Health's social media channels (priority: Facebook, Twitter, Instagram and LinkedIn).

Effective activity on social media will ensure the dissemination of EIT Health activity to a wider audience, contributing to the development of the EIT Health identity, but also importantly, the development of social communities across diverse audiences driven by the same objectives; to improve healthcare and well-being for all citizens and patients.

However, we also understand, given the necessity to ensure fully integrated channels across all communications activities, there will be occasions that the use of social media channels will be recommended and deployed in addition to the services already provided by the incumbent social media agency. We anticipate and expect, for example, that social media will be included in the channel mix for the effective dissemination of content generated as described earlier.

As such, the service provider, in alignment and coordination with the incumbent social media provider, shall provide the following services (not to overlap with existing services but to complement):

— strategic recommendations for effective social media channel mix — additional guidance.

II.2.5. Award criteria

Quality criterion - Name: Quality, subcriteria according to procurement documents / Weighting: 70

Price - Weighting: 30

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: Horizon2020

II.2.14. Additional information

Section IV: Procedure

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 068-159891](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/07/2019

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Pegasos

Town: Brighton

NUTS code: UKJ21 Brighton and Hove

Country: United Kingdom

The contractor is an SME: no

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

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

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXP4Y9PD50K

VI.4. Procedures for review

VI.4.1. Review body

Official name: Regierung von Oberbayern — Vergabekammer Südbayern

Postal address: Maximilianstraße 39

Town: München

Postal code: 80538

Country: Germany

E-mail: vergabekammer.suedbayern@reg-ob.bayern.de

Telephone: +49 8921762411

Fax: +49 8921762847

Internet address: www.regierung.oberbayern.bayern.de/behoerde/mittelinanz/vergabekammer

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The application for a review procedure at the review body is inadmissible pursuant to § 160 (3) GWB if:

- 1) The candidate/tenderer has recognized the alleged infringement of public procurement rules prior to the submission of the petition for review and has not issued a complaint to EIT Health within a period of 10 calendar days;
- 2) Infringements of public procurement rules which are discernible on the basis of the contract notice are not notified to EIT Health at the latest by the expiry of the time limit specified in the contract notice for the request to participate;
- 3) Infringements of procurement rules which are discernible on the basis of the procurement documents are not notified to EIT Health at the latest by the expiry of the time limit specified in the contract notice for the request to participate;
- 4) More than 15 calendar days have elapsed after receipt of the notification by EIT Health to not remedy a complaint of the candidate or the tenderer.

VI.5. Date of dispatch of this notice

08/11/2019