

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

OJ S 218/2019 12/11/2019

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: Content Channels and Materials

Reference number: EIT Health: Communications: Content channels & materials

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

Content development and management within EIT Health communications strategy.

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

2.1) Content development to demonstrate EIT Health's 'value' to internal and external audiences

Successfully communicating our value and impact will shape EIT Health's own profile within the external space and enhance understanding of who we are, what we are, and how and why we do it.

EIT Health's value and benefits to healthcare challenges are defined in large part by the success of its projects and programmes. The service provider shall define, generate, and communicate compelling and meaningful content, distributed via differing channels for diverse audiences that aims to convey our value, the benefits that we derive and the real impact we create, as evidenced through the successes of our portfolio. The key is to be able to tell captivating stories, about the innovators and entrepreneurs we help create, about the innovative solutions and services that are devised from idea generation through to commercialisation, and most importantly the effect and change felt by the ultimate end recipient — patients and citizens.

The services provider will be responsible for communicating our success stories (case studies) compellingly, broadly and effectively — appropriately designed for the target audiences (media, our partners, payers and commissioners, policy and political players to name but a few) to both raise awareness of EIT Health as key player itself within the healthcare arena, the effectiveness of our consortium model, but to also reinforce our position as the healthcare innovation platform in the EU.

The service provider shall also make recommendations of additional but associated content, tools and resources that supplement the achievements and successes of our portfolio to further strengthen and reinforce our position as a meaningful and valuable contributor to the healthcare innovations landscape.

2.2) Other content development for website, intranet, newsletters, etc.

EIT Health has a number of existing channels to communicate both internally and externally. These channels include the EIT Health website, newsletters, videos, social media, etc.

The services provider will be responsible for content development on EIT Health strategy, programmes, projects and ongoing activities that can serve as the basis for websites, print /digital material, social media channels and other internal/external communications. Content shall reach diverse audiences (stakeholder, academic, business, client/beneficiary, public) at a local, regional, national and international level.

The services provider shall identify, present and implement novel and cutting-edge communications technologies and platforms in line with EIT Health's position as an innovation platform — particular attention shall be paid to innovative communication methods and techniques.

The service provider will also tender strategic guidance on and execution of the revision /refresh of our core materials that provide an overview of EIT Health and its activities (i.e. partner brochure), but also make recommendations and develop any 'new' materials that contribute to a more comprehensive suite of materials, such as additional background materials (i.e., what is innovation in healthcare?) and other supporting assets such as complementary videos etc.

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 068-159887](#)

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: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received by electronic means: 2

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: Germany

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1,00 EUR

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

Notice-ID: CXP4Y9PD59M

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/mittelinstantz/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 ten 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