

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: External and Internal Events Management

Reference number: EIT Health: Communications: External and Internal Events Management

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

External and internal events management 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

Events are an important component of EIT Health's communications strategy and play a pivotal role and channel for disseminating the success and impact of EIT Health. Relevant events range from internally organised events such as the annual EIT Health Summit, a key strategic, high visibility event involving hundreds of stakeholders from within the internal community; our partners, as well as high profile external guests, to smaller, governance and business cycle generated meetings such as the Partnership Assembly. A number of core events are organised from HQ, those that relate to our business cycle of project development, others by our CLCs and those belonging to programme activities, in most cases, by our partners. EIT Health will provide the latest view of the events calendar which detail all the internally developed events and when they take place.

Specific examples of the internally driven events include ideation workshops to generate ideas to meet the healthcare priorities defined in our business plan, or matchmaking sessions which aim to provide networking opportunities between our membership, to create new working partnerships, identifying skills sets and expertise to forge alliances. These events will often take place over 2 days, take place at an European venue provided by partners and will usually be attended by 250-300 representatives of partner organisations and other external speakers. These internally driven events are 'set' as they form a fundamental component of our organisation's operations, but we are always seeking new and innovative ways to make these interactions, between our partners and the outside world, highly engaging, memorable, content relevant and valuable. The agenda for the recent matchmaking session that took place in Berlin (partner provided venue, over the course of 2 days, with 275 participants, is attached for your information).

For such internally generated events, the service provider will undertake the full planning and delivery of each event, from delegate management, logistical oversight, on-site management and, critically, content and programme development including the development of associated materials such as slides. Technical capabilities, such as the live streaming of select events should also be considered.

EIT Health has recently deployed Aventri event management software, for improved user experience and to enable the better exploitation of data analytics.

Moreover, EIT Health engages with events organised by other entities, in which EIT Health can have a stand, be part of the programme or other collaboration formats. 1 example will be the European Patient Organisation Forum in November in Brussels. In 2018, EIT Health supported a Hackathon at the European Health Forum Gastein, a key health policy event. The objective of the engagement with other events is to position EIT Health as thought-leader and to increase its external visibility and messaging, as well as to support to outreach of EIT Health supported successful projects or start-ups.

Therefore, in addition, the service provider will based on its expertise and experience assess, identify and recommend external events that are of potential strategic value and benefit to EIT

Health and EIT Health should sponsor or take part in, as key players within the healthcare space, supporting the establishment of EIT Health as thought leader in healthcare innovation to drive debate, discussion and dialogue on key healthcare trends and topics. The service provider shall ensure that there is communications expertise evident in the planning and execution of these events to ensure appropriate content, messaging, speakers and attendees.

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: no

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 068-159903](#)

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: 2

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: Ashfield Meetings and Events Ltd

Town: Ashby-de-la-Zouch

NUTS code: UKF22 Leicestershire CC and Rutland

Country: United Kingdom

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

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXP4Y9PD593.

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 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