

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: Establishing EIT Health as an Emerging Thought Leader

Reference number: EIT Health: Communications: Establishing EIT Health as an Emerging Thought Leader

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

Establishing EIT health as an emerging thought leader 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

A priority component of our evolving profile and identity is our ability to also demonstrate healthcare thought leadership, utilising the skills and expertise that exist within the network, engaging with diverse key opinion leaders and having an up to date understanding of the key healthcare issues, topics and trends today and in the future.

The service provider shall:

— make thorough assessments of the external environment (e. g. emerging trends, hot healthcare topics, policy levers, etc.), through a number of available sources and mechanisms (i.e., media monitoring, Think Tank topics) and provide recommendations of meaningful content to be created that aims to position EIT Health as opinion formers, commentators and thought contributors and experts in healthcare,

— develop copy in a mix of styles, and appropriate for the intended audiences, whilst considering channel mix and format; the service provider shall also identify and recommend the most effective formats and channels for such content (e.g. blogs, opinion pieces, editorial, comments, video, podcasts etc.) via social (i.e. by creation of social and digital communities) and other media channels as well as via website etc., that will drive debate and dialogue,

— recommend internal and external thought leaders that would contribute to these activities,

— develop a content calendar that outlines which topics will be addressed at which timepoint over the course of each planning year, aligned to relevant internal milestones (e.g. Think Tank roundtable series, or business cycle activities).

The content developed by the service provider will therefore aim to cultivate key ambassadors, change agents, advocates and audiences (at every level) to help promote understanding of the issues and define the most effective way forward. The service provider will identify target audiences and desired impact to achieve this ambition.

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 068-160021](#)

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: 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

Notices-ID: CXP4Y9PD59X

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/mittelinstanz/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