

Belgium-Brussels: Provision of Strategic Communications, Editorial Support, Graphical, Digital and Events-Related Communications

OJ S 221/2019 15/11/2019

Contract award notice

Services

Legal Basis:

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1. Name and addresses

Official name: SESAR Joint Undertaking

Postal address: 100, Avenue de Cortenbergh

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: B-1000

Country: Belgium

Contact person: SESAR Joint Undertaking

E-mail: procurement@sesarju.eu

Telephone: +32 25078000

Fax: +32 25078001

Internet address(es):Main address: www.sesarju.eu**I.4. Type of the contracting authority**

European institution/agency or international organisation

I.5. Main activity

Other activity: Air traffic management R&D

Section II: Object

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

Provision of Strategic Communications, Editorial Support, Graphical, Digital and Events-Related Communications

II.1.2. Main CPV code

22000000 Printed matter and related products

II.1.3. Type of contract

Services

II.1.4. Short description

In order to continue to produce quality communications content both online and offline, the SJU is launching a call for tender to provide the SJU with framework contracts for the provision of a range of services for strategic and editorial support, graphic design, digital communications and events.

The call is divided in 3 lots:

Lot 1: Strategic Communications, Editorial and Graphic Design;
Lot 2: Digital Communications;
Lot 3: Event Communications.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 354 000,00 EUR

II.2. Description

II.2.1. Title

Strategic Communications, Editorial and Graphic Design
Lot No: 1

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
92200000 Radio and television services

II.2.3. Place of performance

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest
Main site or place of performance: The services may take place anywhere in the European Union territories or, exceptionally, outside these territories.

II.2.4. Description of the procurement

Strategic conception, design, drafting and production, in any medium (offline and online) of communications content and branding material relating to the activities of the SJU. In this context, the SJU might at any moment seek advice from the future contractor in relation to the services described in the tender specifications and innovative ways of approaching its target groups.

II.2.5. Award criteria

Quality criterion - Name: Quality of the technical offer / Weighting: 60 %
Price - Weighting: 40 %

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: SESAR project; Air Traffic Management R&D

II.2.14. Additional information

All the documents are available on www.sesarju.eu/procurement. Requests for clarifications can be addressed to the functional email box procurement@sesarju.eu

II.2. Description

II.2.1. Title

Digital Communication
Lot No: 2

II.2.2.

Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 92200000 Radio and television services

II.2.3. Place of performance

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Main site or place of performance: The services may take place anywhere in the European Union territories or, exceptionally, outside these territories.

II.2.4. Description of the procurement

Strategic conception of digital communications strategies, electronic and web-based material, audio-visual products and mobile applications. In this context, the SJU might at any moment seek advice from the future contractor in relation to the services described in the tender specifications and innovative ways of approaching its target audiences.

II.2.5. Award criteria

Quality criterion - Name: Quality of the technical offer / Weighting: 60 %

Price - Weighting: 40 %

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: SESAR project; Air Traffic Management R&D

II.2.14. Additional information

All the documents are available on www.sesarju.eu/procurement. Requests for clarifications can be addressed to the functional email box procurement@sesarju.eu

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

Communication Events

Lot No: 3

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 92200000 Radio and television services

II.2.3. Place of performance

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Main site or place of performance: The services may take place anywhere in the European Union territories or, exceptionally, outside these territories.

II.2.4. Description of the procurement

This lot aims to provide the SJU with support in the logistics planning and preparation of event organisation.

Events may include conferences, workshops, seminars, site visits, press briefings, demonstrations, exhibitions and virtual events, such as webinars and social media chats.

II.2.5. Award criteria

Quality criterion - Name: Quality of the technical offer / Weighting: 60 %

Price - Weighting: 40 %

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: SESAR project; Air Traffic Management R&D

II.2.14. Additional information

All the documents are available on www.sesarju.eu/procurement. Requests for clarifications can be addressed to the functional email box procurement@sesarju.eu

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

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

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 038-084378](https://eur-lex.europa.eu/eli/s/2019/038/oj)

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

Contract No: SJU/LC/0351-CTR

Lot No: 1

Title:

Strategic Communications, Editorial and Graphic Design

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/10/2019

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: EU-TURN

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Country: Belgium

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 340 000,00 EUR

Total value of the contract/lot: 340 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: SJU/LC/0352-CTR

Lot No: 2

Title:

Digital Communications

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

07/11/2019

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: 20 Seconds to Midnight

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Country: Belgium

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 354 000,00 EUR

Total value of the contract/lot: 354 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

The call documentation is available under the section 'On-going calls' on www.sesarju.eu/procurement. The call reference is SJU/LC/0148-CFT.

VI.4. Procedures for review**VI.4.1.**

Review body

Official name: Court of Justice of the European Union — General Court

Postal address: rue du Fort Niedergrünewald, L-2925

Town: Luxembourg

Country: Luxembourg

Internet address: http://curia.europa.eu/jcms/jcms/Jo2_7033/en/

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

Official name: Court of Justice of the European Union — General Court

Town: Luxembourg

Country: Luxembourg

VI.5. Date of dispatch of this notice

08/11/2019