

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

OJ S 228/2019 26/11/2019

Contract 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: yasmin.ghariani@eithealth.eu**Internet address(es):**Main address: www.eithealth.eu**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dtv.de/Satellite/notice/CXP4Y9PDHUF/documents>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.dtv.de/Satellite/notice/CXP4Y9PDHUF>**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: Social Media

Reference number: EIT Health: Communications: Social Media

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

EIT Health communications will drive effective use of social media in order to meet our overall objectives in 2019 and beyond. Particular expertise is sought in this area to strongly elevate and amplify our social media capability and activity to ensure that we are capitalising on the opportunities of social media throughout the year. We see social media as the absolute core mechanism for reaching and engaging a broad audience and key to our goal of amplifying awareness and knowledge of our organisation and the impact we have.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

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, based on its particular expertise and experience, in terms of:

— strategy: develop, implement and constantly adjust a strategy that fully exploits the potential of social media to achieve our goals, including in particular:

— a long-term vision for HQ social media channels and clear steps and deliverables towards enacting this vision annually, including:

— a vision for how our 7 regional offices (CLCs) can leverage a local iteration of the HQ plan,
— a vision for how our 3 business units (pillars) — innovation, business creation, education — can leverage social media to support their marketing needs:

— an engaging and ownable creative look and feel, tone and style that speaks to our own organisation's positioning, but also recognises the needs of social media users and individual channels (supporting optimised use of specific channels);

— an acquisition plan for increasing our following including target audience assessment and approach in line with our need to raise awareness and demonstrate our impact to every potential audience;

— an engagement plan for increasing engagement and interaction from our social media followers and how to broaden this to those not already following us;

— a measurement structure outlining KPI's and transparent tools to assess progress and achievements.

— content — development of content to share via the social media channels:

— develop and constantly update and implement a social media calendar highlighting opportunities for social media activity based on planned events, activities and programme and business cycle milestones and outputs throughout the year, also including newly conceived social media campaigns and tactics;

— develop all social media collateral, including but not limited to imagery, video, text.

— innovation within this will be welcomed, e.g., new and engaging formats specific to each social media channel,

— relevant core plans and materials to be shared with CLCs/Innostars, including template materials that can be adapted for local use alongside relevant targeting, etc.,

— community management — develop, implement and constantly adjust a clear process for the day-to-day running of the social media accounts including content sharing, engagement with relevant conversations outside of our own content calendar and community management:

- providing a feasible process and sufficient capacity for managing social communities (for example, response for replying to direct messages, engaging with comments on posts, seeking out relevant external posts to comment on).
- design — provide and execute a creative concept for our social media channels in line with branding guidelines across channels,
- development — creation of supporting assets to support the delivery of the social media plan,
- analytics and reporting — measuring statistics in line with the social media strategy and report on the metrics,
- develop an organisation-wide strategic approach to social media and provide relevant guidance and training that can be utilised by CLCs and pillars to inform their use of social media and be a key strategic driver in assessing the performance and advising on use of social media to ensure the optimal representation of our organisation consistently across functions and regions,
- project management — provide clear proposals, specifications, KPIs, budgets and timelines to the EIT Health team and manage the feedback process with various stakeholders i.e. HQ and CLC comms, pillars:
 - strategically assess and analyse social media metrics with regular evaluation of the value the activity is having on the wider organisation, as well as highlighting learnings to inform future use of social media (including opportunities to improve).

Although social media strategy and implementation is sought in a pan-EU capacity, the service provider is also required to support the CLCs (including Innostars) and the pillars with their social media engagement.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Option for EIT Health for a prolongation of 12 months (resulting in a maximum duration of the agreement of 36 + 12 = 48 months). The right is to be exercised at the sole discretion of EIT Health e. V. and by written notice to the contractor not later than 2 months before the end of the initial period.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 3
Objective criteria for choosing the limited number of candidates:

In case there are more than 3 candidates whose requests to participate meet all the minimum requirements set out in section 4.1.2.3 of the procurement and procedure description, EIT Health will select 3 candidates whose reference projects pursuant to section 4.1.2.3 (8) achieve the highest scoring as stated below which it will request to participate in the negotiated procedure and to submit initial tenders on the basis of the procurement documents.

Objective criteria for the selection of the limited number of candidates:

Each reference project fulfilling the prerequisites will be scored by max. 3 points as follows:

0 points: rarely comparable in terms of scope and content, to the objectives, requirements and expectations set out in sections 1.2 and 2 of the procurement and procedure description;

many discrepancies as to scope and content which don't provide for a reliable affirmation of a sufficient level of the candidate's experience by EIT Health.

1 point: fairly comparable in terms of scope and content, to the objectives, requirements and expectations set out in sections 1.2 and 2 of the procurement and procedure description; some discrepancies as to scope and content which leave some doubt of EIT Health as to the sufficient level of the candidate's experience.

2 points: completely comparable in terms of scope and content, to the objectives, requirements and expectations set out in sections 1.2 and 2 of the procurement and procedure description; only minor discrepancies as to scope and content which don't leave significant doubt of EIT Health as to the sufficient level of the candidate's experience.

Additional 1 point: reference project involved activity in at least 4 EU countries.

Max. points achievable: 5 reference projects max. x 3 points = 15 points.

If, on the basis of this scoring, there are no 3 candidates with more points than the other candidates (e.g. because there are 2 candidates with the same score in 3rd place, i.e. there is no 4th place), the selection of the candidates from this group with the same score is drawn by lot (e.g.: 3 candidates on third place with equal score: the third place will be drawn between these 3 candidates).

EIT Health will engage in a comparative assessment of the reference projects of each candidate for this purpose.

II.2.10. Information about variants

Variants will be accepted: no

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: Horizon 2020

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

The following documents (self-declarations, information, certificates and/or other supporting documents) proving the absence of grounds for exclusion and the fulfillment of the selection criteria must be submitted with the request to participate:

- 1) Self-declaration (pursuant to section 123 (1) to (3) GWB) that no person whose conduct is attributable to the candidate or a member of the group of economic operators has been convicted, or a fine has been legally established against the economic operator, pursuant to section 30 OWiG, for an offense against the codes as set out in the procurement and procedure description, section 4.1.2.3 (1);
- 2) Self-declaration that the candidate has fulfilled its obligation to pay taxes, duties and social security contributions (§ 123 (4) GWB);
- 3) Self-declaration (on facultative exclusion grounds pursuant to § 124 GWB) that:

- neither the candidate's company nor any person whose conduct is attributable to the candidate has failed to fulfill its obligations under environmental, social or labor law when executing public contracts,
- the candidate's company is not insolvent, insolvency proceedings or similar proceedings have not been instituted or opened for the assets of the candidate's company, the opening of such proceedings has not been refused for lack of assets and the company is not in liquidation or has ceased its activity,
- neither the candidate's company nor any person whose conduct is attributable to the company has been guilty of grave professional misconduct that calls into question the integrity of the company,
- neither the company nor any person whose conduct is attributable to the company has entered into agreements with other undertakings which have the effect of preventing, restricting or distorting competition,
- the entity has not materially or consistently fulfilled a material breach in the execution of a previous public procurement or procurement contract, resulting in termination, damages or similar legal consequences.

4) Self-declaration (pursuant to § 21 Schwarzarbeitsbekämpfungsgesetz — SchwarzArbG) that during the last 3 years neither the candidate nor its legal representatives have committed an offense against:

- § 8 (1) No 2, §§ 10 to 11,
- § 404 (1) or (2) No 3 Book 3 of the Social Code (SGB III),
- §§ 15, 15a, 16 (1) No 1, 1c, 1d, 1f or 2 of the Temporary Employment Act (AÜG), or
- § 266a (1) to (4) of the Criminal Code.

That led or might lead to an imprisonment sentence of more than 3 months or a fine of more than 90 days' pay or at least 2 500 EUR.

5) Self-declaration regarding the enrolment/registration number of the economic operator's undertaking in professional or trade registers (if applicable),

III.1.2. Economic and financial standing

List and brief description of selection criteria:

6) Self-declaration of the total yearly turnover of the economic operator and the turnover of the economic operator in the area of services that are comparable to the services as set out in sections 1.2 and 2, based on the last 3 fiscal years (2016 to 2018);

7) Either:

- proof (e.g. copy of insurance policy) of professional risk indemnity insurance of the economic operator (group of economic operators: each member) with the following minimum coverage per claim, or
- self-declaration of the economic operator to obtain the respective insurance with this coverage in case of award of the contract.

Minimum coverage per claim

- personal injury 5 000 000 EUR,
- property 1 000 000 EUR,
- pecuniary damage 500 000 EUR.

With 2-times annual aggregate of the above mentioned sums insured.

Minimum level(s) of standards possibly required:

Re (6): minimum turnover of 600 000 EUR excl. of VAT in each of the last 3 fiscal years (2016 to 2018) concerning services that are comparable in the aforementioned way is required.

Re (7): proof or self-declaration for risk indemnity insurance with minimum coverage and maximization as set out.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

8) Self-declarations (according to the following requirements) of a sufficient level of experience demonstrated by at least 3 (and max. 5) reference projects of services of similar in nature and scope as set out in sections 1.2 and 2 and rendered in the past 3 fiscal years (2016 to 2018) in the EU (minimum requirement), stating name, address and email address of a contact person of the contracting body of the reference project and a project name and description of the services provided by the candidate. EIT Health reserves the right to verify the candidate's details. In case the candidate submits more than 5 reference projects, only the first 5 projects are considered in the given order.

Further minimum requirements are:

At least 3 reference projects of a pan-EU nature that involved activity in at least 4 EU countries need to be stated.

In the case of groups of economic operators the reference projects need to be assigned to the respective member. The reference projects of the members fulfilling the minimum requirements are attributed to the group of economic operators.

Minimum level(s) of standards possibly required:

Re (8): Minimum requirements as set out above.

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

Framework agreement with a single operator

IV.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

IV.1.5. Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 27/12/2019 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 02/12/2019

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

The following entities are entitled to issue call-off orders under this framework agreement — besides EIT Health e.V. :

- EIT Health Belgium-Netherlands, Stationsplein 45, 3013 AK Rotterdam, The Netherlands,
- EIT Health France, 4 Place Jussieu, Tower 34, 2nd Floor, 75005 Paris, France,
- EIT Health Germany, Sandhofer Straße 116, 68305 Mannheim Germany,
- EIT Health Scandinavia, Karolinska Institutet, Science Park, Tomtebodavägen 23a, 171 65 Solna, Sweden,
- EIT Health Spain, Parc Científic de Barcelona, Baldiri Reixac 4-8 Torre R, 08028 Barcelona, Spain,
- EIT Health UK and Ireland 2 Eastbourne Terrace, London W2 6LG, United Kingdom,
- EIT Health InnoStars 1117 Budapest, Neumann Janos u. 1/E, Hungary, Bekanntmachungs-ID: CXP4Y9PDHUF

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

23/11/2019