

**Luxembourg-Luxembourg: Provision of Services in the Field of Marketing Consultancy and Content Production to the European Investment Fund (EIF)**

OJ S 179/2023 18/09/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Investment Fund

Postal address: 37B, avenue J.F. Kennedy

Town: Luxembourg

NUTS code: LU00 Luxembourg

Postal code: L-2968

Country: Luxembourg

Contact person: SPA-Procurement

E-mail: [EIF-procurement@EIF.org](mailto:EIF-procurement@EIF.org)**Internet address(es):**Main address: <https://www.eif.org/>Address of the buyer profile: [https://www.eif.org/who\\_we\\_are/governance/procurement/index.htm](https://www.eif.org/who_we_are/governance/procurement/index.htm)**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=15552>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=15552>

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

European institution/agency or international organisation

**I.5. Main activity**

Economic and financial affairs

**Section II: Object**

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

Provision of Services in the Field of Marketing Consultancy and Content Production to the European Investment Fund (EIF)

Reference number: 2023-MRKTG-INTCOMM-011

**II.1.2. Main CPV code**

79342000 Marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

The EIF aims at contracting service providers that shall contribute to the creation and delivery of audience-specific campaigns and events from conceptualisation, strategy development, content creation, production, and post-production and reporting. Deliverables should always reflect the EIF's values and help promote in the best way the work the EIF and the EU do in making financing available to SMEs in Europe.

### **II.1.5. Estimated total value**

Value excluding VAT: 9 767 500,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

## **II.2. Description**

### **II.2.1. Title**

Film Production and Photography in Luxembourg

Lot No: 1

### **II.2.2. Additional CPV code(s)**

92100000 Motion picture and video services

### **II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: All filming and recording will be carried out within the territory of Luxembourg, where pre- and post-production deliverables may be carried out at the premises of the service provider.

### **II.2.4. Description of the procurement**

Film production and photography in Luxembourg.

### **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**

Value excluding VAT: 629 500,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The contract will be signed for an initial period of 2 years with the possibility to be extended thereafter for two consecutive 1-year periods, upon the EIF's discretion (2 + 1 + 1).

### **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:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Film Production outside of Luxembourg  
Lot No: 2

##### **II.2.2. Additional CPV code(s)**

92100000 Motion picture and video services

##### **II.2.3. Place of performance**

NUTS code: AT Österreich  
NUTS code: BE Belgique / België  
NUTS code: BG България / Bulgaria  
NUTS code: CY Κύπρος / Kýpros  
NUTS code: CZ Česko  
NUTS code: DE Deutschland  
NUTS code: DK Danmark  
NUTS code: EE Eesti  
NUTS code: EL Ελλάδα / Elláda  
NUTS code: ES España  
NUTS code: FI Suomi / Finland  
NUTS code: FR France  
NUTS code: HR Hrvatska  
NUTS code: HU Magyarország  
NUTS code: IE Éire / Ireland  
NUTS code: IT Italia  
NUTS code: LT Lietuva  
NUTS code: LV Latvija  
NUTS code: MT Malta  
NUTS code: NL Nederland  
NUTS code: PL Polska  
NUTS code: PT Portugal  
NUTS code: RO România  
NUTS code: SE Sverige  
NUTS code: SI Slovenija  
NUTS code: SK Slovensko

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

##### **II.2.4. Description of the procurement**

Film production outside of Luxembourg.

##### **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**

Value excluding VAT: 1 600 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The contract will be signed for an initial period of 2 years with the possibility to be extended thereafter for two consecutive 1-year periods, upon the EIF's discretion (2 + 1 + 1).

### **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:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Creative Consultancy Services, Graphic and Motion Design Services

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79822500 Graphic design services, 79413000 Marketing management consultancy services

##### **II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

##### **II.2.4. Description of the procurement**

Creative consultancy services, graphic and motion design services.

##### **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**

Value excluding VAT: 2 225 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The contract will be signed for an initial period of 2 years with the possibility to be extended thereafter for two consecutive 1-year periods, upon the EIF's discretion (2 + 1 + 1).

##### **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:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

External Event Management in Luxembourg  
Lot No: 4

##### **II.2.2. Additional CPV code(s)**

79952000 Event services

##### **II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: All events should take place in the territory of Luxembourg.

##### **II.2.4. Description of the procurement**

External event management in Luxembourg.

##### **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**

Value excluding VAT: 4 100 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The contract will be signed for an initial period of 2 years with the possibility to be extended thereafter for two consecutive 1-year periods, upon the EIF's discretion (2 + 1 + 1).

### **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:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

**II.2.1. Title**

Digital Asset Development Services  
Lot No: 5

**II.2.2. Additional CPV code(s)**

79342000 Marketing services

**II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

**II.2.4. Description of the procurement**

Digital asset development services.

**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**

Value excluding VAT: 600 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The contract will be signed for an initial period of 2 years with the possibility to be extended thereafter for two consecutive 1-year periods, upon the EIF's discretion (2 + 1 + 1).

**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:  
no

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Abstract and Landscape Photography  
Lot No: 6

**II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79961000 Photographic services

**II.2.3. Place of performance**

NUTS code: LU Luxembourg

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

**II.2.4. Description of the procurement**

Abstract and landscape photography.

**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**

Value excluding VAT: 195 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The contract will be signed for an initial period of 2 years with the possibility to be extended thereafter for two consecutive 1-year periods, upon the EIF's discretion (2 + 1 + 1).

**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:  
no

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Portrait Photography outside of Luxembourg  
Lot No: 7

**II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79961000 Photographic services

**II.2.3. Place of performance**

NUTS code: AT Österreich

NUTS code: BE Belgique / België

NUTS code: BG България / Bulgaria

NUTS code: CY Κύπρος / Kýpros

NUTS code: CZ Česko

NUTS code: DE Deutschland

NUTS code: DK Danmark

NUTS code: EE Eesti

NUTS code: EL Ελλάδα / Elláda

NUTS code: ES España

NUTS code: FI Suomi / Finland

NUTS code: FR France  
NUTS code: HR Hrvatska  
NUTS code: HU Magyarország  
NUTS code: IE Éire / Ireland  
NUTS code: IT Italia  
NUTS code: LT Lietuva  
NUTS code: LV Latvija  
NUTS code: MT Malta  
NUTS code: NL Nederland  
NUTS code: PL Polska  
NUTS code: PT Portugal  
NUTS code: RO România  
NUTS code: SE Sverige  
NUTS code: SI Slovenija  
NUTS code: SK Slovensko

Main site or place of performance: As a general rule, the place of performance of the services shall be located in one of the countries specified in Section 4.9. of Annex 4 (Terms of Reference).

#### **II.2.4. Description of the procurement**

Portrait photography outside of Luxembourg.

#### **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**

Value excluding VAT: 418 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The contract will be signed for an initial period of 2 years with the possibility to be extended thereafter for two consecutive 1-year periods, upon the EIF's discretion (2 + 1 + 1).

#### **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:  
no

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **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:

As stated in the procurement documents.

### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **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 several operators

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

Date: 02/11/2023 Local time: 23:59

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

#### **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: 6 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 03/11/2023 Local time: 14:00

Place:

Electronically, via e-Submission.

Information about authorised persons and opening procedure: The opening session will be held privately. Upon request, a copy of the opening record can be provided to concerned economic operators.

## **Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

In case of unavailability or disruptions in the functioning of the electronic means of communication provided in Section I.3) in the last 5 calendar days before the time limit for receipt indicated in Section IV.2.2), the contracting authority reserves the right to extend this time limit and publish the extension at the internet address provided in Section I.3), without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in Section I.3) in order to get notified when new information or documents are published.

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

Official name: General Court of the European Union

Postal address: Rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

Telephone: +352 43031

Fax: +352 4303-2100

Internet address: <https://curia.europa.eu>

**VI.5. Date of dispatch of this notice**

11/09/2023