

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

OJ S 186/2023 27/09/2023

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-Straße 1C

Town: München

NUTS code: DE21H München, Landkreis

Postal code: 80807

Country: Germany

E-mail: vergabe@eithealth.eu**Internet address(es):**Main address: www.eithealth.eu**I.4. Type of the contracting authority**

Other type: Association registered in Germany (eingetragener Verein, e.V.)

I.5. Main activity

Other activity: Innovation in Health

Section II: Object

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

2023-EITH-PubRelAgency

Reference number: 2023-EITH-PubRelAgency

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

Media Relations and drive Thought Leadership positioning for the organisation.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 360 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
79410000 Business and management consultancy services, 79400000 Business and management consultancy and related services

II.2.3. Place of performance

NUTS code: DE21H München, Landkreis

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: EIT Health e.V. Mies-van-der-Rohe-Straße 1C 80807 München

II.2.4. Description of the procurement

The purpose of this Request for Proposals (RFP) is to procure a highly qualified and experienced Public Relations Agency to provide two main services for EIT Health: Media Relations and drive Thought Leadership positioning for the organisation. The selected agency will collaborate closely with our external communications team (and to a lesser extent, public affairs team) to develop and execute strategic communication plans that raise the profile of EIT Health, its portfolio and programmes, and its partners, while positioning EIT Health as a thought leader within the healthcare innovation ecosystem. The agency will be responsible for securing high-quality media coverage, developing compelling thought leadership content, and leveraging various communication channels to engage our target audiences and stakeholders effectively. By procuring these services, EIT Health aims to strengthen and reinforce its corporate brand, expand its reach, and demonstrate its commitment to driving innovation in the European healthcare sector.

II.2.5. Award criteria

Quality criterion - Name: Cover letter/brief introduction; Language/overall quality of offer; Granularity of activities described; Suitability of suggested work plan; Deliverables; Hero Campaign: Clarity and coherence of the campaign narrative, Target audience identification and understanding, Integration of EIT Health's mission, vision, and values, Multi-channel approach and utilisation of various formats. Creativity and innovation in campaign execution, Engagement and call-to-action strategies, Measurement and evaluation plan Adaptability and scalability of the campaign; Experience with EU Projects; Experience in the thematic field; Experience of team members / Weighting: 0.4
Price - Weighting: 0.6

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

The maximum net (VAT is not included) budgeted amount for the provision of the sum of all services under the Framework Agreement is EUR 360,000.00. The budget includes both fees and related expenses to be paid to the service provider for the full provision of the services. Both Price (0.6 weight) and Quality (0.4 weight) were used in the selection criteria.

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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 129-410637](#)

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: 2023-EITH-PubRelAgency

Title:

2023-EITH-PubRelAgency

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

14/09/2023

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

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

V.2.3. Name and address of the contractor

Official name: Hume Brophy Communications Limited (trading as Penta)

National registration number: 405654

Postal address: 14 Herbert Street

Town: Dublin 2

NUTS code: IE061 Dublin

Postal code: D02 KD76

Country: Ireland

E-mail: brussels.sea@pentagroup.co

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 360 000,00 EUR

Total value of the contract/lot: 360 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXP4YNW6WN6

VI.4. Procedures for review

VI.4.1. Review body

Official name: EIT Health e.V.

Postal address: Mies-van-der-Rohe-Straße 1C

Town: München

Postal code: 80807

Country: Germany

E-mail: vergabe@eithealth.eu

Internet address: www.eithealth.eu

VI.5. Date of dispatch of this notice

22/09/2023