

**Belgium-Brussels: Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns**

OJ S 234/2021 02/12/2021

Contract award notice

Services

**Legal Basis:**

Regulation (EU, Euratom) No 2018/1046

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Commission, Directorate-General for Communication (COMM),  
COMM.B.2 - Interinstitutional Relations, Corporate Contracts and EDCC

Postal address: Rue de la Loi 56 (L-56), Wetstraat 56

Town: Brussels

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

Postal code: 1049

Country: Belgium

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)

**Internet address(es):**

Main address: [https://ec.europa.eu/info/departments/communication\\_en](https://ec.europa.eu/info/departments/communication_en)

**I.1. Name and addresses**

Official name: European Parliament

Postal address: Rue Wiertz/Wiertzstraat 60

Town: Brussels

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

Postal code: 1047

Country: Belgium

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)

**Internet address(es):**

Main address: [https://ec.europa.eu/info/departments/communication\\_en](https://ec.europa.eu/info/departments/communication_en)

**I.1. Name and addresses**

Official name: European Central Bank

Postal address: Sonnemannstrasse 20

Town: Frankfurt

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Postal code: 60314

Country: Germany

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)

**Internet address(es):**

Main address: [https://ec.europa.eu/info/departments/communication\\_en](https://ec.europa.eu/info/departments/communication_en)

**I.1. Name and addresses**

Official name: European External Action Service (EEAS)

Postal address: EEAS Building, Rond Point Schuman 9A

Town: Brussels

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

Postal code: 1046

Country: Belgium

E-mail: [COMM-TENDERS@ec.europa.eu](mailto:COMM-TENDERS@ec.europa.eu)

**Internet address(es):**

Main address: [https://ec.europa.eu/info/departments/communication\\_en](https://ec.europa.eu/info/departments/communication_en)

**I.2. Information about joint procurement**

The contract involves joint procurement

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

European institution/agency or international organisation

**I.5. Main activity**

General public services

**Section II: Object**

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

**II.1.1. Title**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

Reference number: COMM/2021/OP/0037

**II.1.2. Main CPV code**

79416100 Public relations management services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The contract is aimed at the provision of a range of services linked to the organisation of information and communication campaigns (design, implementation, follow-up and evaluation).

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 200 000 000,00 EUR

**II.2. Description**

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

79416100 Public relations management services, 32322000 Multimedia equipment, 79411000 General management consultancy services, 79950000 Exhibition, fair and congress organisation services, 79952000 Event services, 79960000 Photographic and ancillary services, 79970000 Publishing services, 79990000 Miscellaneous business-related services, 22120000 Publications

**II.2.3. Place of performance**

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

Main site or place of performance: Rue de la Loi 56 (L-56), Wetstraat 56, 1049 Brussels, BELGIUM.

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

Multiple framework contract for the provision of services linked to the organisation of information and communication campaigns.

**II.2.5. Award criteria**

Quality criterion - Name: 70 / 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: See internet address provided in Section I.3).

**II.2.14. Additional information**

See internet address provided in Section I.3).

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**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: yes

**IV.2. Administrative information**

**IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 073-184960](#)

**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**

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**Section V: Award of contract**

**Title:**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

A contract/lot is awarded: yes

**V.2. Award of contract**

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

26/10/2021

**V.2.2.**

**Information about tenders**

Number of tenders received: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: Pomilio Blumm SRL (leader)

Postal address: Via Venezia 4

Town: Pescara

NUTS code: ITI31 Pesaro e Urbino

Postal code: 65121

Country: Italy

The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Propager

Postal address: 70 boulevard de Reuilly

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Hopscotch Groupe

Postal address: 23-25 rue Notre Dame des Victoires

Town: Paris

NUTS code: FR101 Paris

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 200 000 000,00 EUR

Total value of the contract/lot: 200 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 3 %

**Section V: Award of contract**

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**Title:**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

A contract/lot is awarded: yes

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

27/10/2021

**V.2.2.**

**Information about tenders**

Number of tenders received: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: ICF Next S.A. (leader)

Postal address: Avenue Marnix 17

Town: Brussels

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

Postal code: 1000

Country: Belgium

The contractor is an SME: no

**V.2.3. Name and address of the contractor**

Official name: Mediabrands NV

Postal address: I. Vandammestraat 5-7 D

Town: Hoeilaart

NUTS code: BE2 Vlaams Gewest

Postal code: 1560

Country: Belgium

The contractor is an SME: no

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

Total value of the contract/lot: 200 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 40 %

**Section V: Award of contract**

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**Title:**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

A contract/lot is awarded: yes

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

28/10/2021

**V.2.2. Information about tenders**

Number of tenders received: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: Gopa Com (leader)

Postal address: Boulevard de la Woluwe 2

Town: Brussels

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

Postal code: 1150  
Country: Belgium  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Becoming  
Postal address: 34 boulevard Carnot  
Town: Lille  
NUTS code: FRE11 Nord  
Postal code: 59000  
Country: France  
The contractor is an SME: yes

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

Total value of the contract/lot: 200 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 19 % Short description of the part of the contract to be subcontracted: The proportion of the services estimated to be subcontracted is 19.5 %

**Section V: Award of contract**

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**Title:**

Multiple Framework Contract for the Provision of Services Linked to the Organisation of Information and Communication Campaigns

A contract/lot is awarded: yes

**V.2. Award of contract**

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

27/10/2021

**V.2.2. Information about tenders**

Number of tenders received: 8  
Number of tenders received by electronic means: 8  
The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: Scholz & Friends Berlin GmbH (leader)  
Postal address: Litfass Platz 1  
Town: Berlin  
NUTS code: DE300 Berlin  
Postal code: 10178  
Country: Germany  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Ogilvy Social Lab  
Postal address: Cantersteen 47  
Town: Brussels  
NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000  
Country: Belgium  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: GroupM  
Postal address: Rue Jules Cockx 8-10  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1060  
Country: Belgium  
The contractor is an SME: no

**V.2.3. Name and address of the contractor**

Official name: Wunderman Thompson Brussels  
Postal address: Dolezlaan 108 bus 1  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1180  
Country: Belgium  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Hill and Knowlton Poland Sp. z o.o  
Postal address: Branickiego 17  
Town: Warszawa  
NUTS code: PL91 Warszawski stołeczny  
Postal code: 02-972  
Country: Poland  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Kantar Belgium  
Postal address: Rue du Marais 49-53/3  
Town: Brussels  
NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest  
Postal code: 1000  
Country: Belgium  
The contractor is an SME: yes

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

Total value of the contract/lot: 200 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 5 % Short description of the part of the contract to be subcontracted: Event Services

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**Section VI: Complementary information**

**VI.3. Additional information**

See internet address provided in Section I.3).

#### **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

E-mail: [GC.Registry@curia.europa.eu](mailto:GC.Registry@curia.europa.eu)

Telephone: +352 4303-1

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

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

See internet address provided in Section I.3).

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

25/11/2021