

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

OJ S 251/2020 24/12/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: EIT RawMaterials GmbH

Postal address: Europa Center, Tauentzienstraße 11

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10789

Country: Germany

E-mail: tender@eitrawmaterials.eu

Internet address(es):

Main address: <https://www.eitrawmaterials.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/CXP4Y9PD73W/documents>

Tenders or requests to participate must be submitted electronically via: <https://www.dtv.de/Satellite/notice/CXP4Y9PD73W>

Additional information can be obtained from another address:

Official name: LUTZ | ABEL Rechtsanwalts PartG mbB

Town: Berlin

NUTS code: DE300 Berlin

Country: Germany

E-mail: roebke@lutzabel.com

Internet address(es):

Main address: <https://www.lutzabel.com>

I.4. Type of the contracting authority

Other type: Legal entity under private law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing and Communications Support of Horizon Europe Education Initiative

Reference number: EITRM-HEEI

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

Marketing and communications support of Horizon Europe Education Initiative.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing services, 79341000 Advertising services, 79341400 Advertising campaign services, 79416000 Public relations services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: DE Deutschland

II.2.4. Description of the procurement

EIT RawMaterials, one of eight Knowledge and Innovation Community (KIC) of EIT, initiated and funded by the EIT (European Institute of Innovation and Technology), a body of the European Union, is the largest consortium in the raw materials sector worldwide. Its vision is to develop raw materials into a major strength for Europe. Its mission is to enable sustainable competitiveness of the European minerals, metals and materials sector along the value chain by driving innovation, education and entrepreneurship.

Under Horizon Europe and specifically illustrated in the Strategic Innovation Agenda 2021-2027, the European Commission expects the EIT and the KICs to raise the bar in higher education and create systemic impact by:

- (i) transforming HEIs at institutional level:
- (ii) enlarging the reach to partner and non-partner HEIs:
- (iii) strengthening the role of HEIs in their innovation ecosystems.

This EIT HEI Capacity Building Initiative will achieve this ambition and position EIT Education as the go-to instrument in the European landscape systematically supporting HEIs to transition to an entrepreneurial university.

As the coordinating KIC of the EIT HEI Capacity Building Initiative, EIT RawMaterials is seeking a professional partner organisation to:

- position the HEI Capacity Building Initiative as the go-to instrument for capacity building in the EU higher education and innovation landscape;
- develop and support the branding and communications aspects of the Initiative.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Tender Concept / Weighting: 100

Cost criterion - Name: The most economical tender will be determined only on the basis of the quality of the tender concept to be submitted by the tenderers / Weighting: 0

II.2.6. Estimated value

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

Start: 01/03/2021 End: 31/12/2021

This contract is subject to renewal: yes

Description of renewals:

The client has the unilateral right to extend the contract twice for 12 months each (extension option).

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: Funding by European Institute of Innovation and Technology.

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:

In order to prove their qualification and authorisation to pursue the professional activity, candidates must declare whether they are registered in the commercial register, under which number and with which court, if applicable, using form 'Declaration on Eligibility'. If there is no obligation to be registered in the commercial register (e.g. due to the legal form of the candidate), a corresponding declaration must be submitted.

For the Member States of the European Union, the respective professional or trade registers are set out in Annex 11 to Directive 2014/24/EU.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

1) Total turnover: annual turnover in EUR (net), based on the last 3 financial years before the end of the deadline for tenders (2019, 2018, 2017);

2) Specific turnover: annual turnover in relation to the scope of the contract (marketing and communications services) in EUR (net) in relation to the last three financial years before the end of the deadline for tenders (2019, 2018, 2017).

Declarations must be made by using the form 'Declaration on Eligibility'.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

1) Suitable references for previously executed contracts in the form of a list of the main services provided in the last 3 years before the end of the deadline for tenders, including the following information:

— description of the services provided, their nature, extent and difficulty, including an indication of the number of staff employed;

— performance period;

— contact data of the client;

2) Declaration showing the candidate's average annual number of employees over the last 3 completed fiscal years before the deadline for tenders (2019, 2018, 2017);

3) Subcontracting: an indication of which parts of the contract the candidate intends to subcontract.

Declarations must be made by using the form 'Declaration on Eligibility'. Supplementary descriptions of referenced contracts should not exceed two A4 pages each.

Minimum level(s) of standards possibly required:

1) References must be provided for services which are comparable in type, scope and difficulty to the services of the contract to be awarded here. The nature, scope and difficulty of a reference shall be comparable to that of the services covered by the contract to be awarded in this procurement procedure if each of the criteria set out below is met at least twice:

— the tenderer must have experience in the implementation of EU-wide communication and marketing campaigns, preferably related to higher education;

— the tenderer must demonstrate experience in project work in a multilingual environment;

— the tenderer must demonstrate experience in the implementation of campaigns with a political dimension.

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

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: yes

IV.2. Administrative information

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

Date: 25/01/2021 Local time: 12:00

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

German, English

IV.2.7. Conditions for opening of tenders

Date: 25/01/2021 Local time: 12:05

Section VI: Complementary information

VI.1.

Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

1) Candidates must declare the absence of the exclusion grounds stated in § 123 and seq. of the Act against Restraints of Competition (ARC). For this purpose the form 'Declaration on Eligibility' must be used.

2) Candidates may rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. Every third party whose capacities the candidate refers to must complete the form 'Declaration on third parties capacities' and submit it with the request to participate. In addition, that third party must prove its economic and financial standing, its technical and professional ability in accordance with the requirements of the contract notice and the forms provided to the extent that the candidate so relies on it. The third party to whose capacities the candidate refers to must also be able to prove individually and completely its suitability to pursue the professional activity and the absence of the grounds for exclusion specified in § 123 and seq. ARC in accordance with the contract notice and the forms provided. A candidate may only use the capacities of third parties to provide the required proof of technical and professional ability if those third parties provide the service for which those capacities are needed. The contracting authority will examine if the third party whose capacities the candidate refers to meets the relevant selection criteria and if there are grounds for exclusion. If the third party does not fully meet the appropriate selection criteria or if there is an mandatory grounds for exclusion (§ 123 ARC), the candidate must replace this third party. The contracting authority has the right to request the replacement of the third party if there is an optional ground for exclusion (§ 124 ARC). The candidate will be granted a reasonable deadline to meet with the demand for replacement.

3) It is admissible to participate as a consortium. A consortium is treated legally like a single candidate. Insofar as candidates are mentioned in this contract notice or in the procurement documents, this means both individual candidates and consortiums. In the tender, the members of a consortium have to appoint an authorized representative for the conclusion and the implementation of the contract. The authorized representative will serve as single point of contact for the consortium in this procurement procedure. The suitability to pursue the professional activity and the absence of exclusion grounds stated in §§ 123 and seq. ARC must be proven individually for each member of a consortium by completing the relevant sections and submitting the form 'Declaration on Eligibility'. The other selection criteria must be met by the consortium as a whole. Therefore each member must complete the form 'Declaration on Eligibility' only to the extent that it applies to this member. Insofar as the capacities of a third party are used, the form 'Declaration on third parties capacities' must also be completed and submitted with the tender. The selection criteria will be examined taking into account all the documents submitted by the consortium.

4) Pursuant to § 58 (2) sentence 3 (Procurement Ordinance — Vergabeverordnung), the most economical tender is determined only according to the quality of the tender concept to be submitted by the tenderers. The entry 'cost criterion' with a weighting: '0' under II.2.5) was made only because Standard Form 2 does not permit an entry according to which the most economical tender is determined only according to the best tender quality.

5) All procurement documents are available in English and German language. The procurement procedure and the contract concluded as a result of the procurement procedure are subject to German law only.

Notices-ID: CXP4Y9PD73W

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Berlin — Senatsverwaltung für Wirtschaft, Technologie und Forschung

Postal address: Martin-Luther-Straße 105

Town: Berlin

Postal code: 10825

Country: Germany

E-mail: poststelle@senwtf.berlin.de

Telephone: +49 3090138316

Fax: +49 3090137613

Internet address: <http://www.berlin.de/>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

According to § 160 (3) sentence 1 No 4 GWB a review procedure is inadmissible, if more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to redress the objection.

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

Official name: Vergabekammer Berlin — Senatsverwaltung für Wirtschaft, Technologie und Forschung

Postal address: Martin-Luther-Straße 105

Town: Berlin

Postal code: 10825

Country: Germany

E-mail: poststelle@senwtf.berlin.de

Telephone: +49 3090138316

Fax: +49 3090137613

Internet address: <http://www.berlin.de/>

VI.5. Date of dispatch of this notice

22/12/2020