

Germany-Munich: Public relations consultancy services

OJ S 250/2021 24/12/2021

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: München
NUTS code: DE212 München, Kreisfreie Stadt
Postal code: 80807
Country: Germany
E-mail: sameena.conning@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/CXP4Y9PRK6R/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/CXP4Y9PRK6R>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Health

Section II: Object

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

EIT Health PARS
Reference number: EIT Health Public Affairs and Stakeholder Relations

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Public Affairs and Stakeholder Relations services

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: Public Affairs and Stakeholder Relations (PASR) sits within the function of Corporate Affairs, alongside Internal and External Communications, Marketing and the EIT Health Alumni. The PASR function encompasses 4 main areas: - PUBLIC AFFAIRS - public policy; relationships with policymakers - THINK TANK - thought leadership forum to initiate dialogue/generate debate & evidence > to fuel public affairs - STRATEGIC ALLIANCES DEVELOPMENT - connections with 3rd party organisations for the achievement of common objectives and the creation of new, mutually beneficial value - FUNDING - horizon scanning for identification of instruments which can ultimately contribute to EITH sustainability; NB writing grants and participating in projects NOT within this function PASR is a core and fundamental strategic driver for EIT Health that supports the organisation's growing profile as the Health Innovation Platform in the EU. PASR activity therefore must be fully aligned and integrated accordin...

II.2.4. Description of the procurement

The service provider shall provide

- Horizon scanning and environmental analysis/intelligence gathering with respect to EIT Health and the work it undertakes
 - o Ongoing assessment of the changing external environment: identifying risks, impediments and opportunities for the EIT Health Portfolio and its network
- Monitoring of relevant policy developments at European level (as well as health, could also include education, regional and budget policy) - please note: EIT Health already has Dods Political Monitoring Services, so this tool already exists
- Through these efforts identify/"push" content relevant to be explored into EIT Health Think Tank
- Ongoing augmentation and supplementation of existing PASR activities that helps us exploit potential opportunities for collaboration and partnership with EU level actors/Institutions and organisations to support the organisation and its ambitions
 - o A long-term vision for the EIT Health Central Office (pan-European, EU focussed) to increase influence, organisational positioning, and enhancement of our (relevant) stakeholder engagement capability
- consideration to be given to full integration with the EIT Health Think Tank and strong alignment with the EIT Health External Communications function
- consideration to be given to appropriate support and guidance to our seven Regional Innovation Hubs to undertake Member State and regional level public affairs and stakeholder relations activity
- Develop an evolving "evidence base/proof points" that support the generation of relevant materials and argumentation such as slide sets, newsletters, briefing documents and policy statements and positions
 - o Ongoing stakeholder analysis to determine shared priorities, goals and motivations, "points of connection" including updating the stakeholder mapping document
 - o Policy relevant messaging -as stand-alone documents, or to be included in organisational briefing documents, infographics, ppt, presentations etc

- o Development of slides and other relevant materials to support all policy and political engagement efforts
- o Keeping the policy/public affairs/stakeholder meetings tracker/calendar regularly updated
 - Assistance in developing and executing of a full annual tactical plan beginning 2022 which outlines what needs to be implemented to meet strategic objectives. e.g.,
- o A stakeholder engagement programme, (individuals, other institutions, and other relevant 3rd party organisations) regarding concrete topics for awareness raising, discussion, agreement, partnership and collaboration (e.g., engagement programme for actors involved in the relevant European Partnerships relevant to health - IHI, Healthcare System Transformation)
 - could be 1:1 or group meetings/briefings
 - events
 - other relevant activities
- o identification of other relevant fora for interaction and engagement - e.g., meetings and congresses as well as thought on content
 - consideration to be given relevant media outlets and their engagement when required - alignment and coordination with the EIT Health Communications Agencies will be necessary
 - Support and integration with the EIT Health Think Tank more broadly. E.g.,
- o develop and implement a relevant pan-EU PASR action plan following assessment of the outputs of the Roundtable Series meetings
- o providing the policy/political context for the topics, subjects explored in the Think Tank
- o identifying experts, influencers and decision makers that can be mobilised in differing ways under the Think Tank umbrella (e.g., to author a commentary piece)
- o develop content and recommending other channels for dissemination of all Think Tank related content
 - Assessment and development of strategies related to other life science focused activity
 - Provide ongoing strategic counsel/insights/recommendations to EIT Health Leadership and Management, e.g. via email or TC
 - Planning, Preparation and participation in all relevant public affairs related meetings and events, e.g., twice yearly SAB meetings
 - E.g., invitations, agenda and ppt. presentation development, proceedings generation
 - Material development (e.g., ppt. presentations) for other relevant meetings that take place as part of the EIT Health business cycle and as part of our ongoing alignment with EIT. An example here is the annual Member State Representative meeting with the EIT Community
 - Support to the Head of Public Affairs and Stakeholder Relations, Corporate Affairs Director and CEO
- o Background materials/briefings
- o Recommendation//development of content, messages, positions, presentations, etc
 - Ad hoc support for unplanned/unexpected Brussels level events, milestones and other relevant activities, issues
 - Representation of EIT Health in Brussels at the EIT Health institutions, in particular when no other EIT Health representatives are available; logistical support to EIT Health staff when present in Brussels
 - Project/account management - provide clear Scopes of Work (ie project briefings), specifications, KPIs, budgets and timelines
 - Support with end of year EIT reporting process
 - Other than the above work already stated, the contracted agency will, on an ad hoc basis, be required to provide associated Communications activity that supports an agreed Public Affairs /policy project or activity (ie, inter alia, related communications planning, copy development, media engagement, social media, website content, relevant, message development etc).

Project/activity dependant, this may require working independently from the other agencies that EIT Health works with, or in collaboration with them. All/any associated communications activity will ultimately be aimed to support our position and profile as an entity within the EU's Research and Innovation programmes and as an additional healthcare focused instrument operating across Europe

The service provider shall measure and evaluate all services and provide regular reports.

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: 48

This contract is subject to renewal: yes

Description of renewals:

- Duration: 36 months from award date, which will include a 12 month probationary period; in the last weeks of the 12 month period, a review meeting will take place to evaluate outputs, deliverables and working relationships. EIT Health is entitled to terminate the contract up to one week before and effective with the end of this probationary period by written notice at its sole discretion. In case of termination of the contract the service provider receives fees for services provided until the effective date of the termination. Further compensation or reimbursement is excluded.

- After completion of the initial period of 36 months EIT Health is entitled to unilaterally renew the agreement once and for a maximum further period 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.2.10. 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: EIT Health Grant Agreement

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:

(1) Self-declaration (pursuant to Section 123 (1) to (3) GWB) that no person whose conduct is attributable to the tenderer 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:

- Section 129 of the Criminal Code (Formation of Criminal Associations), Section 129a of the Criminal Code (Formation of Terrorist Associations) or Section 129b of the Criminal Code (Criminals and Terrorist Associations Abroad),
 - Section 89c of the Criminal Code (Terrorist Financing) or the participation in such an act or the provision or collection of financial resources, having regard to the fact that these funds are used or intended to be used in whole or in part to commit an offense against Article 89a (2) (2) of the Criminal Code,
 - Section 261 of the Criminal Code (money laundering, concealment of unlawfully acquired assets),
 - Section 263 of the Criminal Code (Fraud), in so far as the offense is directed against the budget of the European Union or against households managed by or on behalf of the European Union,
 - Article 264 of the Criminal Code (subsidy fraud), in so far as the offense is directed against the budget of the European Union or against households managed by or on behalf of the European Union,
 - Section 299 of the Criminal Code (corruption and bribery in business dealings),
 - Section 108e of the Criminal Code (corruption and bribery of mandate holders),
 - Sections 333 and 334 of the Criminal Code (Granting Benefit and bribery) also in connection with § 335a of the Criminal Code (Foreign and International Staff),
 - Article 2 (2) of the Law on Combating International Bribery (Bribery of Foreign Members in International Business Transactions) or
 - Sections 232, 232a paragraphs 1 to 5, Sections 232b to 233a of the Criminal Code (trafficking in human beings, forced prostitution, forced labor, exploitation of labor, exploitation using a deprivation of liberty),
- or the respective Codes of the country of incorporation of the tenderer or the members of the group of economic operators.

(2) Self-declaration that the tenderer 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 tenderer's company nor any person whose conduct is attributable to the tenderer has failed to fulfill its obligations under environmental, social or labor law when executing public contracts,
- the tenderer's company is not insolvent, insolvency proceedings or similar proceedings have not been instituted or opened for the assets of the tenderer'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 tenderer'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.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

(1) Either

- proof (e. g. copy of insurance policy) of professional risk indemnity insurance of the economic operator 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 2 000 000 EUR, plus

- Property EUR 2 000 000, plus

- Pecuniary damage EUR 500 000;

the maximization of the indemnification must be at least twice the respective coverage per calendar year.

(2) 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 the procurement documents, based on the last three fiscal years (2018 to 2020).

Note: A minimum turnover of 500,000.00 EUR in each of the last three fiscal years (2018 to 2020) concerning services that are comparable in the aforementioned way is required.

Minimum level(s) of standards possibly required:

see above

III.1.3. Technical and professional ability

List and brief description of selection criteria:

(1) Self-declarations of a sufficient level of experience demonstrated by at least 5 reference projects of health care related public affairs services of similar in nature and scope as set out in including key EU instruments and actors and rendered in the past 3 fiscal years (2018 to 2020) (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, including the respective net contract value. EIT Health reserves the right to verify the candidate's details.

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:

see 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

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 a single operator

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: 21/01/2022 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

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)

IV.2.7. Conditions for opening of tenders

Date: 21/01/2022 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

VI.3. Additional information

Bekanntmachungs-ID: CXP4Y9PRK6R

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 as set out in section VI.4.1 is inadmissible pursuant to § 160 (3) GWB if

1. the applicant 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 ten 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 or the submission of tenders,
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 or the submission of tenders,
4. more than 15 calendar days have elapsed after receipt of the notification by EIT Health to not remedy a complaint of the tenderer.

VI.5. Date of dispatch of this notice

21/12/2021