

Germany-Munich: IT services: consulting, software development, Internet and support
OJ S 250/2022 28/12/2022
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-Str. 1 C
Town: Munich
NUTS code: DE212 München, Kreisfreie Stadt
Postal code: 80807
Country: Germany
E-mail: iana.burgess@eithealth.eu
Internet address(es):
Main address: www.eithealth.eu

I.4. Type of the contracting authority

Other type: e. V.

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

EIT Health digital platforms and related strategy services
Reference number: EIT Health digital platforms - final tender

II.1.2. Main CPV code

72000000 IT services: consulting, software development, Internet and support

II.1.3. Type of contract

Services

II.1.4. Short description

Communication is the driving and overarching strategy which is properly connected to all elements of EIT Health. EIT Health wants to maintain and continue to develop its website to improve EIT Health's positioning, visibility, and reputation.

The subject of the services is to provide development support to maintain the proper function of the website (<https://eithealth.eu/>) and to improve its performance, primarily through search engine optimisation (SEO) and user experience (UX) work.

In connection with these website-related services, the service provider shall also provide strategic consulting services related to brand strategy and messaging.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE212 München, Kreisfreie Stadt

Main site or place of performance: Areas of Operation of EIT Health within the EU

II.2.4. Description of the procurement

Services comprise:

- Ad-hoc support as required to develop brand strategy and to write or refine core brand messaging, based on briefs from EIT Health detailing any changes to our strategic direction or activities.
- Ongoing SEO - to audit the technical SEO performance of the website and to create and implement a technical SEO strategy which will improve site speed, SEO visibility and ultimately drive more relevant organic traffic to the site to engage with our content. To feed into the content strategy created and executed by the External Communications Manager from an SEO perspective, including interpreting the impact of the latest algorithm updates.
- Ongoing content engagement - conduct of continual reviews of website content and advise on high performing and low performing content in terms of engagement and SEO performance. Make recommendations for optimisation which the External Communications Manager can implement.
- User experience - to continually monitor and identify areas of the site where user experience could be improved, developing, and executing a clear user experience strategy that can be tried and tested to ensure our audiences can quickly and easily navigate the content that is available, and to ensure the desired onwards journey onsite. The user experience should have the strategic objectives and the target audiences clearly in mind and represent the latest in UX design.
- Ongoing design - provide creative concepts in the form of wireframes for any new pages which EIT Health wants to be created, in line with branding guidelines, and execute the design and layout of all new pages.
- Ongoing development - continually utilise the latest and most appropriate technology to ensure that EIT Health can leverage a range of content formats and demonstrate innovation with the presentation of our organisation. Manage and implement the technical development (programming) and launch of any website restructure work or new content as identified by the ongoing user experience work.
- Ongoing analytics and reporting - maintain the set-up of Google Analytics, including adding goal tracking when required for specific projects. Feed into quarterly reports by reporting on key metrics and provide ongoing monitoring and recommendations for improvement where there are any dips in performance. Use a data-led approach to continually improve performance.
- Ongoing project management - provide clear proposals, specifications, KPIs, budgets and timelines to the EIT Health team and manage the feedback process with various stakeholders for any new website projects, as requested. To make use of project management software such as Trello to promote effective communication on projects.
- Ongoing development and maintenance - provide a clear proposal for a service package that will continually ensure the healthy functionality of the website including a proactive approach to

implementing any necessary updates to avoid the malfunctioning of the website (i.e., browser updates), and regular checks of existing functionality (i.e., site speed, working links, imagery, and multi-media content function). Provide a clear process for rectifying any issues quickly and efficiently to mitigate any damage to the reputation of EIT Health.

- Paid advertising - provide strategy and execution, as needed, for ad-hoc paid advertising campaigns such as Google AdWords.

- Branding and corporate materials updates - to update logo design files as requested and undertake design work to update corporate materials such as banners, posters, brochures, PowerPoint slide decks and videos.

II.2.5. Award criteria

Quality criterion - Name: quality according to procurement documents / Weighting: 7

Price - Weighting: 3

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: Horizon Europe

II.2.14. Additional information

The following entities are entitled to issue call-off orders and agree statements of work under this framework agreement - besides EIT Health e. V. -:

EIT Health Austria Kundmangasse 21

1030 Vienna

Austria

EIT Health Belgium-Netherlands Stationsplein 45

3013 AK Rotterdam

The Netherlands

EIT Health France 187, rue du Chevaleret

75013 Paris

France

EIT Health Germany Sandhofer Straße 116

68305 Mannheim

Germany

EIT Health Scandinavia Torsgatan 11

111 23 Stockholm

Sweden

EIT Health Spain Parc Científic de Barcelona

Baldiri Reixac 4-8 Torre R

08028 Barcelona

Spain

EIT Health Ireland-UK Galway Technology Centre

Mervue Business Park

Galway, H91 XN5E

Ireland

EIT Health InnoStars 1117 Budapest,

Neumann Janos u. 1/E

Hungary

and
Łódź, Muszynskiego 2
Centre of Innovation and Technology Transfer of Medical University of Łódź
Poland

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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: [2022/S 102-284542](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/11/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: iCrossing UK

Postal address: 13 Black Lion Street

Town: Brighton

NUTS code: UKJ21 Brighton and Hove

Postal code: BN1 1ND

Country: United Kingdom

E-mail: martina.lacey@icrossing.co.uk

Telephone: +44 2078212295

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1,00 EUR

Total value of the contract/lot: 1,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXP4Y9P6CNW

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 is inadmissible pursuant to § 160 (3) GWB if

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

VI.5. Date of dispatch of this notice

23/12/2022