

Germany – Market research services – 2024-10-EITH-FA-Marketing_CA

OJ S 246/2024 18/12/2024

Contract or concession award notice – standard regime**Services****1. Buyer**

1.1. Buyer

Official name: EIT Health e.V.

Email: vergabe@eithealth.eu

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: 2024-10-EITH-FA-Marketing_CA

Description: Qualitative and quantitative research on consumer behaviour, brand perception, pricing strategies, and market trends. Refer to procurement documents.

Procedure identifier: 41ba5faa-8448-4542-94a2-ee9c57e82e1b

Internal identifier: 2024-10-EITH-FA-Marketing_CA

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Refer to procurement documents.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79315000 Social research services, 79320000

Public-opinion polling services, 79330000 Statistical services, 79342310

Customer survey services

2.1.2. Place of performance

Anywhere in the European Economic Area

Additional information: The contractor is expected to execute the necessary research actions using methods they deem appropriate to achieve the required results, with flexibility regarding the geographic location of activities. Most studies requested will encompass the entire European region, so the contractor must ensure that interviews and research include participants from diverse countries across Europe, providing comprehensive regional insights. While the execution of the research can be carried out remotely or on-site, as needed, the final reports must reflect the breadth of the region-specific data we require. All presentations of reports can be delivered virtually, ensuring cost-effectiveness and efficiency. However, should the contractor believe it necessary for certain key milestones, in-person meetings can be arranged on an occasional basis by mutual agreement.

2.1.3. Value

Estimated value excluding VAT: 1 850 000,00 EUR

Maximum value of the framework agreement: 1 850 000,00 EUR

2.1.4. General information

Additional information: Bekanntmachungs-ID: CXP4YNW5H3Q

Legal basis:

Directive 2014/24/EU

vgv -

5. Lot

5.1. Lot: LOT-0001

Title: 2024-10-EITH-FA-Marketing_CA

Description: Refer to procurement documents.

Internal identifier: 2024-10-EITH-FA-Marketing_CA

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79315000 Social research services, 79320000

Public-opinion polling services, 79330000 Statistical services, 79342310

Customer survey services

Options:

Description of the options: Refer to procurement documents.

5.1.2. Place of performance

Anywhere in the European Economic Area

Additional information: The contractor is expected to execute the necessary research actions using methods they deem appropriate to achieve the required results, with flexibility regarding the geographic location of activities. Most studies requested will encompass the entire European region, so the contractor must ensure that interviews and research include participants from diverse countries across Europe, providing comprehensive regional insights. While the execution of the research can be carried out remotely or on-site, as needed, the final reports must reflect the breadth of the region-specific data we require. All presentations of reports can be delivered virtually, ensuring cost-effectiveness and efficiency. However, should the contractor believe it necessary for certain key milestones, in-person meetings can be arranged on an occasional basis by mutual agreement.

5.1.3. Estimated duration

Duration: 36 Months

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: Refer to procurement documents.

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Quality

Description: Refer to procurement documents

Weight (percentage, exact): 40

Criterion:

Type: Price

Name: Price

Description: Refer to procurement documents

Weight (percentage, exact): 60

5.1.12. Terms of procurement

Information about review deadlines: Refer to procurement documents.

5.1.15. Techniques

Framework agreement: Framework agreement, without reopening of competition

Information about the dynamic purchasing system: No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Regierung von Oberbayern - Vergabekammer Südbayern

Organisation providing additional information about the procurement procedure: EIT Health e. V.

TED eSender: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

6. Results

6.1. Result lot Identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Leader of tendering party: concertare GmbH

Official name: concertare GmbH

Tender:

Tender identifier: Best value for money offer.

Identifier of lot or group of lots: LOT-0001

Concession value:

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 202412171057

Title: 2024-10-EITH-FA-Marketing

Date on which the winner was chosen: 26/11/2024

Date of the conclusion of the contract: 16/12/2024

6.1.4. Statistical information:

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 1

8. Organisations

8.1. **ORG-0001**

Official name: EIT Health e.V.

Registration number: DE308993820

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

Town: München

Postcode: 80807

Country subdivision (NUTS): München, Kreisfreie Stadt (DE212)

Country: Germany

Email: vergabe@eithealth.eu

Telephone: 089215474820

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. **ORG-0003**

Official name: Regierung von Oberbayern - Vergabekammer Südbayern

Registration number: 09-0318006-60

Postal address: Maximilianstraße 39

Town: München

Postcode: 80534

Country subdivision (NUTS): München, Kreisfreie Stadt (DE212)

Country: Germany

Email: vergabekammer.suedbayern@reg-ob.bayern.de

Telephone: 089 2176-2411

Roles of this organisation:

Review organisation

8.1. **ORG-0004**

Official name: concertare GmbH

Size of the economic operator: Micro

Registration number: DE196086870

Postal address: Industriestraße 50

Town: Burscheid

Postcode: 51399

Country subdivision (NUTS): Rhein-Sieg-Kreis (DEA2C)

Country: Germany

Email: anfrage@concertare.de

Telephone: 0217479080

Roles of this organisation:

Tenderer

Group leader

Beneficial owner:

Nationality of the owner: Germany

Winner of these lots: LOT-0001

8.1. **ORG-0005**

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registration number: 0204:994-DOEVD-83

Town: Bonn

Postcode: 53119

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Email: noreply.esender_hub@bescha.bund.de

Telephone: +49228996100

Roles of this organisation:

TED eSender

11. Notice information

11.1. Notice information

Notice identifier/version: feefc786-e319-4318-976f-310a0269d265 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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Languages in which this notice is officially available: English

11.2. Publication information

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OJ S issue number: 246/2024

Publication date: 18/12/2024