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**DK-Copenhagen: framework contract(s) for the provision of communication services to the European Environment Agency (EEA) — 10 lots**

**2010/S 157-242023**

**Contract notice**

**Section I: Contracting authority**

**I.1) Name, addresses and contact point(s):**

European Environment Agency (EEA), attention: Mr Olivier Cornu, Kongens Nytorv 6, 1050 Copenhagen K, DENMARK. Tel. +45 33367246. Fax +45 33367273. E-mail: [Procurement@eea.europa.eu](mailto:Procurement@eea.europa.eu)

**Internet address(es):**

General address of the contracting authority: <http://www.eea.europa.eu>

Address of the buyer profile: <http://www.eea.europa.eu/about-us/tenders>

**Further information can be obtained at:**

As in abovementioned contact point(s).

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained at:**

As in abovementioned contact point(s).

**Tenders or requests to participate must be sent to:**

As in abovementioned contact point(s).

**I.2) Type of the contracting authority and main activity or activities:**

European institution/agency or international organisation.

Environment.

The contracting authority is purchasing on behalf of other contracting authorities: no.

**Section II: Object of the contract**

**II.1) Description**

**II.1.1) Title attributed to the contract by the contracting authority:**

Framework contract(s) for the provision of communication services to the European Environment Agency (EEA) — 10 lots.

**II.1.2) Type of contract and location of works, place of delivery or of performance:**

Services.

Service category: No 27.

Main place of performance: contractor's premises and occasionally at the EEA premises in Copenhagen, or other venues depending on the tasks to be carried out.

**II.1.3) The notice involves:**

The establishment of a framework agreement.

**II.1.4) Information on framework agreement:**

Framework agreement with a single operator.

Duration of the framework agreement:

duration in month(s): 48.

Estimated total value of purchases for the entire duration of the framework agreement:  
estimated value excluding VAT: 5 050 000 EUR.

II.1.5) **Short description of the contract or purchase(s):**

The framework contract aims at assisting the EEA with all tasks relating to a large range of communication activities such as strategic communication planning; layout and web design; video and other audiovisuals; editing; events and exhibitions; social media; media monitoring; dissemination, and internal communication.

II.1.6) **Common procurement vocabulary (CPV):**

79900000.

II.1.7) **Contract covered by the Government Procurement Agreement (GPA):**

No.

II.1.8) **Division into lots:**

Yes.

Tenders should be submitted for: 1 or more lots.

II.1.9) **Variants will be accepted:**

No.

II.2) **Quantity or scope of the contract**

II.2.1) **Total quantity or scope:**

The total estimated value of the framework contract(s) over a maximum 48 months period is 5 050 000 EUR distributed as follows (the figures below are merely indicative):

lot 1 — strategic communication planning — 300 000 EUR;

lot 2 — media monitoring — 100 000 EUR;

lot 3 — communication through social media — 500 000 EUR;

lot 4 — editing — 300 000 EUR;

lot 5 — creative film production — 1 000 000 EUR;

lot 6 — corporate branding and layout — 600 000 EUR;

lot 7 — corporate video production — 600 000 EUR;

lot 8 — multimedia productions, web design and graphic support services (audio visual production) — 400 000 EUR;

lot 9 — events and exhibitions services — 1 000 000 EUR; and

lot 10 — dissemination — 250 000 EUR.

II.2.2) **Options:**

No.

**Information about lots**

Lot No 1

Title: Strategic communication planning

1) **Short description:**

In 2007 the EEA produced an organisational communication strategy. Since early 2009, there has been an increasing use of 'strategic communications' as a guiding principle for EEA communications planning for specific projects and themes. The contractor will be requested to provide advice to help the EEA further develop its effectiveness in using strategic communications, with a focus on the following elements: target audiences; products and activities; pre-testing; evaluation; networks; and staff.

2) **Common procurement vocabulary (CPV):**

79900000.

3) **Quantity or scope:**

The total estimated value of this lot over a maximum 48 month period is 300 000 EUR.  
Estimated value excluding VAT: 300 000 EUR.

Lot No 2

Title: Monitoring of media coverage

1) **Short description:**

The lot covers monitoring of media mentions of the EEA in, as a minimum, web media as well as on the websites of all the major written and audiovisual media in each EEA country. Monitoring of the content of printed media as well as radio and TV in each country would be desirable. Ideally, EEA would like to contract a service provider to undertake comprehensive monitoring of media coverage of the EEA, including citations in scientific journals, in all EEA member and collaborating countries, as well as the USA, Canada and Australia. Coverage of additional countries would be an advantage.

2) **Common procurement vocabulary (CPV):**

79900000.

3) **Quantity or scope:**

The total estimated value of the lot over a maximum 48 month period is 100 000 EUR.  
Estimated value excluding VAT: 100 000 EUR.

Lot No 3

Title: Communication through social media

1) **Short description:**

The lot seeks to establish a contract with a service provider specialising in the area of social media that can cover the following (non-exhaustive) list of activities:

- assist the EEA in exploring its communication potential through the use of social media as well as ways in which social media can be used to communicate EEA messages to wider audiences,
- research, analysis and evaluation of social media as a strategic means to communicate EEA's messages and products tailored to specific target groups,
- perform the analysis of target audiences and the definition of their needs and expectations,
- assist in the identification and framing of the messages to be transmitted to the selected audiences considering the channels and communication tools identified,
- development of creative social media communication channels, maintenance of their continuity and ongoing interest, including integration of and connections to other relevant tools,
- carry out viral marketing activities to drive traffic to EEA platforms and products,
- assist the EEA in internal communications centered around social media, and assess social media's potential for the improvement of EEA's internal communications,
- evaluate the success rate and effectiveness of social media communications based on the criteria established at the outset of each project.

2) **Common procurement vocabulary (CPV):**

79900000.

3) **Quantity or scope:**

The total estimated value of the lot over a maximum 48 month period is 500 000 EUR.  
Estimated value excluding VAT: 500 000 EUR.

Lot No 4

Title: Editing

- 1) **Short description:**  
The lot seeks to establish a contract with a service provider in the areas of English language proofreading and editing in order to ensure that the Communications programme can manage the fluctuating workload in this area, while maintaining high quality outputs.
- 2) **Common procurement vocabulary (CPV):**  
79900000.
- 3) **Quantity or scope:**  
The total estimated value for the lot over a maximum 48 month period is 300 000 EUR.  
Estimated value excluding VAT: 300 000 EUR.

Lot No 5

Title: Creative film production

- 1) **Short description:**  
Documentary 'storytelling' is becoming more and more an integrated part of EEA's communication activities with its stakeholders and the general public. Several recent EEA products are built around such stories – a narrative format which requires particular creative skills. A large part of the filming and interviewing will be done on location, mainly in the EEA member countries but occasionally outside of this area. The list below covers the main tasks but is not exhaustive. The tasks will be detailed in each specific contract:
  - filming on location to portray environmental issues,
  - interviews with persons in the involved communities,
  - editing of the filmed material,
  - reproduction as required by the EEA (DVDs, multimedia),
  - writing and editing of the written stories that support the documentaries,
  - delivery of high quality stills photographs,
  - provision of distribution services (access to film distributors, TV-networks etc.).
- 2) **Common procurement vocabulary (CPV):**  
79900000.
- 3) **Quantity or scope:**  
The total estimated value of the lot over a maximum 48 month period is 1 000 000 EUR.  
Estimated value excluding VAT: 1 000 000 EUR.

Lot No 6

Title: Corporate branding and layout

- 1) **Short description:**  
The non-exhaustive list of activities includes:
  - adapting and further developing EEA corporate design elements, e.g. developing new graphic design elements such as logos and branding graphics for use in the EEA's communication activities,
  - advising on graphic design issues in connection with planned communication campaigns and other activities,
  - developing, designing and layout in co-operation with EEA staff of a range of communication products, including publications, flyers, posters, DVD, packaging and other printed material, merchandise, advertisements etc. Many of these products will also appear on the EEA website and layout, design and graphics may have to comply with both print and web guidelines.
- 2) **Common procurement vocabulary (CPV):**

79900000.

3) **Quantity or scope:**

The total estimated value of the lot over a maximum 48 month period is 600 000 EUR.  
Estimated value excluding VAT: 600 000 EUR.

Lot No 7

Title: Corporate video production

1) **Short description:**

The services included in the corporate video lot cover all aspects of regular video production, such as planning meetings and discussions with the EEA, drafting of content proposals, scripting, casting, location scouting, shooting, editing and post-production, encoding, converting and compressing and delivery of end product in various media formats suitable for online distribution as well as on physical carrying mediums such as USB sticks, DVD and Blu-Ray discs.

2) **Common procurement vocabulary (CPV):**

79900000.

3) **Quantity or scope:**

The total estimated value of the lot over a maximum 48 month period is 600 000 EUR.  
Estimated value excluding VAT: 600 000 EUR.

Lot No 8

Title: Multimedia productions, web design and graphic support services (audiovisual production)

1) **Short description:**

In order to ensure a high quality of its activities the EEA wishes to establish a framework contract with a service provider concerning multimedia productions and graphic support services. The non-exhaustive list of these activities includes:

- assess the communication potential and design of the EEA website, including suggestions to improve it,
- advise on web communication strategy, web re-launching,
- provide web design support, taking into account the specificities of the EEA's website (Plone),
- provide visual elements, mock-ups, prototypes and final implementation. Carry out functional testing and user testing,
- development of animations, graphic mock-ups of web pages based on EEA's requirements, including the supply of banners, .gifs and jpegs for web activities, in addition to animated/interactive maps, mobile apps design, charts, tables, images and flash presentations. The service provider would be expected to source imagery from appropriate image libraries when necessary,
- on an ad hoc basis, the service provider could be expected to advise on and help develop, if required, EEA's Web 2.0 presence. This could include blogs, wikis, podcasts, e-newsletters and new developments as and when the EEA decides to make use of them,
- production of CD-ROM and DVD masters and their reproduction, including graphic design and production of CD or DVD covers and cases.

2) **Common procurement vocabulary (CPV):**

79900000.

3) **Quantity or scope:**

The total estimated value of the lot over a maximum 48 month period is 400 000 EUR.  
Estimated value excluding VAT: 400 000 EUR.

Lot No 9

Title: Events and exhibitions

1) **Short description:**

The Agency has on several occasions made successful use of events to highlight a new product or service, or to draw attention to a particular issue. The contractor will normally be involved in planning meetings for upcoming events, give creative input and advice and propose alternative technical/logistical solutions, if needed accompanied with cost and time estimates.

The Agency also actively uses environmentally related exhibitions as a means of reaching multipliers and key clients. The contractor may be requested to take part in planning meetings for future exhibitions, give creative input, advice and propose alternative technical/logistical solutions, if needed accompanied with cost and time estimates. The preparatory tasks of the contractor will include preparing creative proposals, design and preparation of displays, transport to the venue and mounting there; likewise, to dismantle displays and organise return transport of material after the exhibition. Preparations for exhibitions will also include contact with the technical organisers, booking of exhibitions space, rental of furniture, computer and audiovisual equipment, electricity, catering, insurance and other services as needed.

2) **Common procurement vocabulary (CPV):**

79900000.

3) **Quantity or scope:**

The total estimated value of the lot over a maximum 48 month period is 1 000 000 EUR.

Estimated value excluding VAT: 1 000 000 EUR.

Lot No 10

Title: Dissemination

1) **Short description:**

Under this lot, the EEA seeks to establish a framework contract giving it access to new and existing address databases for selected target groups as well as to research capacities for compiling new address lists for special purposes. All the services mentioned need to support the timely and targeted dissemination of EEA products (in all EEA member countries and among international organisations) so as to maximise the impact of EEA's work among the defined target audience. Therefore the contractor should also be able to follow-up of this dissemination with surveys and various statistical tools in order to evaluate the various dissemination projects, their effectiveness, timeliness and impact.

2) **Common procurement vocabulary (CPV):**

79900000.

3) **Quantity or scope:**

The total estimated value of the lot over a maximum 48 month period is 250 000 EUR.

Estimated value excluding VAT: 250 000 EUR.

**Section III: Legal, economic, financial and technical information**

III.1) **Conditions relating to the contract**

III.1.1) **Deposits and guarantees required:**

As stated in the draft framework contract attached as Annex 4 to the tender specifications.

III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:**

As stated in the draft framework contract attached as Annex 4 to the tender specifications.

- III.1.3) Legal form to be taken by the grouping of economic operators to whom the contract is to be awarded:**  
Tenders may be submitted by consortia of economic operators. If a consortium is awarded a contract, it may be required to adopt a legal form of incorporation enabling it to contract as a single entity if such change is necessary for the proper performance of the contract. Consortia must identify 1 of their members as coordinator who will interface with the EEA. Each consortium member must fulfil the conditions for participation mentioned in section III.2 below.
- III.1.4) Other particular conditions to which the performance of the contract is subject:**  
No.
- III.2) Conditions for participation**
- III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:**  
Information and formalities necessary for evaluating if requirements are met:  
Exclusion criteria — to be eligible for participation in this contract award procedure, tenderers must not be in any of the exclusion situations referred to in Articles 93 and 94 of Council Regulation (EC, Euratom) No 1605/2002 of 25.6.2002, OJ L 248 of 16.9.2002 as last modified by Council Regulation (EC, Euratom) No 1575/2007 of 17.12.2007, OJ L 343/9 of 27.12.2007. To that effect, tenderers are requested to submit a declaration of honour (see Annex 1 to the tender specifications) in accordance with Article 134 of Commission Regulation (EC, Euratom) No 2342/2002 of 23.12.2002, OJ L 357/1 of 31.12.2002 as last modified by Commission Regulation (EC, Euratom) No 478/2007 of 23.4.2007, OJ L 111/13 of 28.4.2007. Under the same provisions, the tenderer to whom the contract is to be awarded will be required to produce evidence confirming the prior declaration unless this obligation is waived by the EEA.  
Legal capacity — tenderers are required to prove that they are authorised to perform the contract under national law, as evidenced by inclusion in a trade or professional register and/or entry in the VAT register. To that effect, tenderers are required to submit an identification sheet (see Annex 2 to the tender specifications) duly filled out and signed accompanied by a copy of inscription in a trade or professional register and/or in the VAT register, where applicable.
- III.2.2) Economic and financial capacity:**  
Information and formalities necessary for evaluating if requirements are met:  
Proof of economic and financial capacity must be furnished by (one or more of) the following documents:  
(a) appropriate statements from bank or evidence of professional risk indemnity insurance;  
(b) the presentation of balance sheets or extracts from balance sheets for at least the last 2 years for which accounts have been closed, where publication of the balance sheet is required under the company law of the country in which the economic operator is established;  
(c) a statement of overall turnover and turnover concerning the services covered by the contract during the last 3 financial years.  
If for some exceptional reason, which the EEA considers justified, tenderers are unable to provide the references requested by the EEA, they may prove their economic and financial capacity by any other means which the EEA considers appropriate.  
An economic operator may, where applicable and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. It must in that case prove to the EEA that it will have at its disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of those entities to place those resources at its disposal.
- III.2.3) Technical capacity:**  
Information and formalities necessary for evaluating if requirements are met:

tenderers should show their degree of technical and professional capacity to carry out the requested tasks by providing information on the 2 criteria described below. If several service providers/subcontractors are involved in the bid, each of them must have and show that they have the professional and technical capacity to perform the tasks assigned to them.

Selection criterion 1 — previous expertise and experience in carrying out the requested services:

Tenderers must provide the following documents:

(a) a list and description of the main clients and services provided during the last 3 years indicating the value, date and recipients of the services (public or private) relevant to the lot;

(b) CVs of the staff designated to perform the work including knowledge of language skills and indicating the required professional experience as follows:

(1) senior consultants: minimum 3 CVs documenting a minimum of 5 years' experience as senior consultant relevant to the lot, including written skills in English;

(2) junior consultants: minimum 3 CVs documenting a minimum of 2 years' experience as junior consultant relevant to the lot, including written skills in English;

(3) technical assistant/secretarial support staff: minimum 1 CV documenting a minimum of 1 year experience relevant to the lot;

(c) a description of the tenderer's capacity to deliver services and products in English.

Selection criterion 2 — technical skills necessary to deliver the requested services or products:

Tenderers must provide the following documents:

(a) a list of the technical equipment and material available to meet the requirements of the relevant lot;

(b) if subcontracting of certain services/products is envisaged:

— description of the services to be provided by the tenderer directly and those which may be subcontracted,

— description of the measures to ensure quality control of the services/products provided by the subcontractor(s),

— description of subcontractors already selected by the tenderer which may be used for certain types of work.

III.2.4) **Reserved contracts:**

No.

III.3) **Conditions specific to services contracts**

III.3.1) **Execution of the service is reserved to a particular profession:**

No.

III.3.2) **Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service:**

No.

**Section IV: Procedure**

IV.1) **Type of procedure**

IV.1.1) **Type of procedure:**

Open.

IV.2) **Award criteria**

IV.2.1) **Award criteria:**

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document.

IV.2.2) **An electronic auction will be used:**

No.



IV.3) **Administrative information**

IV.3.1) **File reference number attributed by the contracting authority:**

EEA/COM/10/001.

IV.3.2) **Previous publication(s) concerning the same contract:**

Yes.

Prior information notice.

Notice number in OJ: [2010/S 70-104295](#) of 10.4.2010.

IV.3.4) **Time limit for receipt of tenders or requests to participate:**

30.9.2010 (16:00).

IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up:**

Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish.

IV.3.7) **Minimum time frame during which the tenderer must maintain the tender:**

Duration in months: 6 (from the date stated for receipt of tender).

IV.3.8) **Conditions for opening tenders:**

7.10.2010 (11:00).

Place: EEA's premises.

Persons authorised to be present at the opening of tenders: yes.

Representatives of tenderers (1 per tenderer) are allowed to participate in the opening session.

They are requested to inform at least 24 hours in advance EEA's procurement services by e-mail at [procurement@eea.europa.eu](mailto:procurement@eea.europa.eu) or by fax at number +45 33367273.

**Section VI: Complementary information**

VI.1) **This is a recurrent procurement:**

No.

VI.2) **Contract related to a project and/or programme financed by EU funds:**

No.

VI.3) **Additional information:**

All tender documents and any additional information are available for download on the EEA's external web site at the following address: <http://www.eea.europa.eu/about-us/tenders>

VI.4) **Procedures for appeal**

VI.4.1) **Body responsible for appeal procedures:**

General Court, rue du Fort Niedergrünwald, 2925 Luxembourg, LUXEMBOURG. Tel. +352 4303-1. Fax +352 4303-2100. E-mail: [CFI.Registry@curia.europa.eu](mailto:CFI.Registry@curia.europa.eu) Internet: <http://curia.europa.eu>

VI.4.2) **Lodging of appeals:**

Precise information on deadline(s) for lodging appeals:

within 2 months of the notification to the plaintiff (date of receipt), or, in the absence thereof, the day on which the person concerned had knowledge of the relevant information, an appeal may be lodged with the General Court; a complaint to the European Ombudsman has no impact on the above deadline for lodging an appeal.

VI.4.3) **Service from which information about lodging of appeals may be obtained:**

General Court, rue du Fort Niedergrünwald, 2925 Luxembourg, LUXEMBOURG. Tel. +352 4303-1. Fax +352 4303-2100. E-mail: [CFI.Registry@curia.europa.eu](mailto:CFI.Registry@curia.europa.eu) Internet: <http://curia.europa.eu>

VI.5) **Date of dispatch of this notice:**

3.8.2010.

