ESENDER_LOGIN:	ENOTICES
CUSTOMER_LOGIN:	ECAS_rogacan
NO_DOC_EXT:	2021-099871
SOFTWARE VERSION:	11.3.1
ORGANISATION:	ENOTICES
COUNTRY:	EU
PHONE:	/
E_MAIL:	Andrei.ROGAC@ec.europa.eu

LANGUAGE:	EN
CATEGORY:	ORIG
FORM:	F02
VERSION:	R2.0.9.S04
DATE_EXPECTED_PUBLICATION:	/

Contract notice

Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1) **Name and addresses**
Official name: European Commission, COMM — Communication, COMM.B.2 — Interinstitutional Relations, Corporate Contracts and EDCC
Postal address: Rue de la Loi 56 (L-56), Wetstraat 56
Town: Brussels
NUTS code: BE100 Arr. de Bruxelles-Capitale / Arr. Brussel-Hoofdstad
Postal code: B-1049
Country: Belgium
E-mail: COMM-TENDERS@ec.europa.eu
Internet address(es):
Main address: https://ec.europa.eu/info/departments/communication_en

I.3) **Communication**
The procurement documents are available for unrestricted and full direct access, free of charge, at: https://platform.negometrix.com/PublishedTenders.aspx?tenderId=181610&companyId=91232
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: https://platform.negometrix.com/PublishedTenders.aspx?tenderId=181610&companyId=91232

I.4) **Type of the contracting authority**
European institution/agency or international organisation

I.5) **Main activity**
General public services

Section II: Object

II.1) **Scope of the procurement**

II.1.1) **Title:**
Dynamic Purchasing System for communication services
Reference number: COMM/B2/DPS/2021/0001

II.1.2) **Main CPV code**
79413000 Marketing management consultancy services

II.1.3) **Type of contract**
Services

II.1.4) **Short description:**

This Dynamic Purchasing System (DPS) is for the procurement of communication and associated services. The procedure is divided in seven separate and independent DPSs as follows:
Category 1 Media planning and buying
Category 2 Media planning consultancy and benchmarking
Category 3 Creative services and products
Category 4 Editorial services and products and translation/linguistic adaptation
Category 5 Events and conferences
Category 6 Gadgets
Category 7 Strategy and research

II.1.5) **Estimated total value**
Value excluding VAT: 38 500 000.00 EUR

II.1.6) **Information about lots**
This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2) **Description**

II.2.1) **Title:**
Category 1 Media planning and buying
Lot No: 1

II.2.2) **Additional CPV code(s)**
79341000 Advertising services
79341100 Advertising consultancy services
79341200 Advertising management services
79413000 Marketing management consultancy services
79341400 Advertising campaign services

II.2.3) **Place of performance**
NUTS code: BE100 Arr. de Bruxelles-Capitale / Arr. Brussel-Hoofdstad
Main site or place of performance:
See section 1.8 from the DPS Specifications

II.2.4) **Description of the procurement:**
See section 1.4 from the DPS Specifications

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**
Value excluding VAT: 25 000 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in months: 48
This contract is subject to renewal: no

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: no

II.2.14) **Additional information**

II.2) **Description**

II.2.1) **Title:**
Category 2 Media planning consultancy and benchmarking
Lot No: 2

II.2.2) **Additional CPV code(s)**
79340000 Advertising and marketing services
79413000 Marketing management consultancy services
79341400 Advertising campaign services

II.2.3) **Place of performance**
NUTS code: BE10 Région de Bruxelles-Capitale / Brussels Hoofdstedelijk Gewest
Main site or place of performance:
See section 1.8 from the DPS Specifications

II.2.4) **Description of the procurement:**
See section 1.4 from the DPS Specifications

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**
Value excluding VAT: 1 000 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in months: 48
This contract is subject to renewal: no

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: no

II.2.14) **Additional information**

II.2) **Description**

II.2.1) **Title:**
Category 3 Creative services and products
Lot No: 3

II.2.2) **Additional CPV code(s)**
79415200 Design consultancy services
79416000 Public relations services
79416100 Public relations management services
79416200 Public relations consultancy services
79341000 Advertising services

II.2.3) **Place of performance**
NUTS code: BE Belgique / België
NUTS code: BE100 Arr. de Bruxelles-Capitale / Arr. Brussel-Hoofdstad
Main site or place of performance:
See section 1.8 from the DPS specifications

II.2.4) **Description of the procurement:**
See section 1.4 from the DPS Specifications

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**
Value excluding VAT: 3 000 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in months: 48
This contract is subject to renewal: no

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: no

II.2.14) **Additional information**

II.2) **Description**

II.2.1) **Title:**
Category 4 Editorial services and products and translation/linguistic adaptation
Lot No: 4

II.2.2) **Additional CPV code(s)**
79530000 Translation services
79540000 Interpretation services
79970000 Publishing services
79550000 Typing, word-processing and desktop publishing services

II.2.3) **Place of performance**
NUTS code: BE100 Arr. de Bruxelles-Capitale / Arr. Brussel-Hoofdstad
Main site or place of performance:
See section 1.8 from the DPS specifications

II.2.4) **Description of the procurement:**
See section 1.4 from the DPS Specifications

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**
Value excluding VAT: 3 000 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in days: 48
This contract is subject to renewal: no

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: no

II.2.14) **Additional information**

II.2) **Description**

II.2.1) **Title:**
Category 5 Events and conferences
Lot No: 5

II.2.2) **Additional CPV code(s)**
79950000 Exhibition, fair and congress organisation services

II.2.3) **Place of performance**
NUTS code: BE100 Arr. de Bruxelles-Capitale / Arr. Brussel-Hoofdstad
Main site or place of performance:
See section 1.8 from the DPS specifications

II.2.4) **Description of the procurement:**
See section 1.4 from the DPS Specifications

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**
Value excluding VAT: 5 000 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in months: 48
This contract is subject to renewal: no

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: no

II.2.14) **Additional information**

II.2) **Description**

II.2.1) **Title:**
Category 6 Gadgets
Lot No: 6

II.2.2) **Additional CPV code(s)**
79342200 Promotional services

II.2.3) **Place of performance**
NUTS code: BE100 Arr. de Bruxelles-Capitale / Arr. Brussel-Hoofdstad
Main site or place of performance:
See section 1.8 from the DPS specifications

II.2.4) **Description of the procurement:**
See section 1.4 from the DPS Specifications

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**
Value excluding VAT: 500 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in months: 48
This contract is subject to renewal: no

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: no

II.2.14) **Additional information**

II.2) **Description**

II.2.1) **Title:**
Category 7 Strategy and research
Lot No: 7

II.2.2) **Additional CPV code(s)**
79300000 Market and economic research; polling and statistics
79310000 Market research services
79340000 Advertising and marketing services
79413000 Marketing management consultancy services
79341400 Advertising campaign services

II.2.3) **Place of performance**
NUTS code: BE100 Arr. de Bruxelles-Capitale / Arr. Brussel-Hoofdstad
Main site or place of performance:
See section 1.8 from the DPS specifications

II.2.4) **Description of the procurement:**
See section 1.4 from the DPS Specifications

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**
Value excluding VAT: 1 000 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in months: 48
This contract is subject to renewal: no

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: no

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:
See section 2.1 from the DPS specifications

III.1.2) **Economic and financial standing**
Selection criteria as stated in the procurement documents

III.1.3) **Technical and professional ability**
Selection criteria as stated in the procurement documents

III.2) **Conditions related to the contract**

III.2.2) **Contract performance conditions:**
See DPS specifications

Section IV: Procedure

IV.1) **Description**

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

IV.1.3) **Information about a framework agreement or a dynamic purchasing system**
The procurement involves the setting up of 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: 31/07/2025
Local time: 00:00

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

IV.2.6) **Minimum time frame during which the tenderer must maintain the tender**
Duration in months: 6 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1) **Information about recurrence**
This is a recurrent procurement: no

VI.3) **Additional information:**

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: General Court of the European Union
Postal address: rue du Fort Niedergrünewald
Town: Luxembourg
Postal code: 2925
Country: Luxembourg
E-mail: GC.Registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: http://curia.europa.eu

VI.4.3) **Review procedure**

Precise information on deadline(s) for review procedures:
See internet address provided in Section I.3) of this Contract Notice

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

22/07/2021