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**France-Valenciennes: ERA 2016 06 OP Communication services
2016/S 070-121409**

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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

European Railway Agency
120 rue Marc Lefrancq
For the attention of: Procurement
59300 Valenciennes
France
Telephone: +33 327096500
E-mail: procurement@era.europa.eu

Internet address(es):

General address of the contracting authority: <http://www.era.europa.eu/The-Agency/Procurement/Pages/Procedures-over-60000.aspx>

Further information can be obtained from: The above mentioned contact point(s)

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from: The above mentioned contact point(s)

Tenders or requests to participate must be sent to: The above mentioned contact point(s)

I.2) Type of the contracting authority

European institution/agency or international organisation

I.3) Main activity

Other: Railways.

I.4) Contract award on behalf of other contracting authorities

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:

ERA 2016 06 OP Communication services.

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

Services

Service category No 27: Other services

Main site or location of works, place of delivery or of performance: At the Agency, at the contractor's premises, elsewhere at specified locations.

NUTS code

II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)

The notice involves the establishment of a framework agreement

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

Framework agreement with several operators

maximum number of participants to the framework agreement envisaged: 3

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT: 800 000 EUR

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

2 lots; the following types of services are requested:

Grouped in lot 1:

1) photography;

2) provision of audiovisual production and multimedia services; and

3) live video streaming services.

Grouped in lot 2:

a) provision of graphic design and desktop publishing;

b) printing service;

c) provision of consultancy services and strategic advice; and

d) editorial support.

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

79341400

II.1.7) **Information about Government Procurement Agreement (GPA)**

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

II.1.8) **Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9) **Information about variants**

Variants will be accepted: no

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

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

Lot 1: 400 000 EUR.

Lot 2: 400 000 EUR;

for the entire duration of the FWC = 4 years.

Implementation via reopening of competition between the FWC contractors of the lot.

Estimated value excluding VAT: 800 000 EUR

II.2.2) **Information about options**

Options: no

II.2.3) **Information about renewals**

This contract is subject to renewal: no

II.3) **Duration of the contract or time limit for completion**

Duration in months: 48 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: 1

- 1) **Short description**
 - 1) Photography.
 - 2) Provision of audiovisual production and multimedia services inclusive of:
 - i. scriptwriting and creative input;
 - ii. shooting support;
 - iii. animations;
 - iv. access to stock library of footage, music, images and graphics;
 - v. talent management, other resources and equipment;
 - vi. use of third-party material; and
 - vii. reporting and measurement.
 - 3) Live video streaming services.
- 2) **Common procurement vocabulary (CPV)**
79341400
- 3) **Quantity or scope**
Estimated value excluding VAT: 400 000 EUR
- 4) **Indication about different date for duration of contract or starting/completion**
- 5) **Additional information about lots**

Lot No: 2

Lot title: 2

- 1) **Short description**
 - a) Provision of graphic design and desktop publishing: design and layout of a full range of electronic and printed materials:
 - a. development of templates;
 - b. creating layouts;
 - c. language versions;
 - d. development and implementation of visuals.
 - b) Printing service: services of suppliers of printing services to support the delivery of its communications activities. The tenderer should be in a position to provide comprehensive print services ranging from prepress, lithographic, digital and screen print.
 - c) Provision of consultancy services and strategic advice:
 1. strategic advice on and development of communications campaigns;
 2. strategic advice on media relations;
 3. surveys and stakeholder research;
 4. outcome and impact evaluation.
 - d) Editorial support in order to transfer messages in an accurate, up-to-date, attractive and innovative manner:
 - for various print, electronic and online publications, and for
 - video production/scripting.
- 2) **Common procurement vocabulary (CPV)**
79341400
- 3) **Quantity or scope**
400 000 EUR for 4 years.
- 4) **Indication about different date for duration of contract or starting/completion**
- 5) **Additional information about lots**

Section III: Legal, economic, financial and technical information

III.1) Conditions relating to the contract

III.1.1) Deposits and guarantees required:

No.

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

See tender.

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:

See tender.

III.1.4) Other particular conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: See tender.

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 the requirements are met: See tender.

III.2.2) Economic and financial ability

Information and formalities necessary for evaluating if the requirements are met: See tender.

III.2.3) Technical capacity

Information and formalities necessary for evaluating if the requirements are met:

See tender.

III.2.4) Information about reserved contracts

III.3) Conditions specific to services contracts

III.3.1) Information about a particular profession

III.3.2) Staff responsible for the execution of the service

Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service: yes

Section IV: Procedure

IV.1) Type of procedure

IV.1.1) Type of procedure

Open

IV.1.2) Limitations on the number of operators who will be invited to tender or to participate

IV.1.3) Reduction of the number of operators during the negotiation or dialogue

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) Information about electronic auction

An electronic auction will be used: no

IV.3) Administrative information

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

ERA 2016 06 OP.

- IV.3.2) **Previous publication(s) concerning the same contract**
no
- IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document**
Payable documents: no
- IV.3.4) **Time limit for receipt of tenders or requests to participate**
9.5.2016 - 12:30
- IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates**
- IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up**
Any EU official language
- IV.3.7) **Minimum time frame during which the tenderer must maintain the tender**
in days: 180 (from the date stated for receipt of tender)
- IV.3.8) **Conditions for opening of tenders**
Date: 17.5.2016 - 10:00
Place:
At ERA in Valenciennes HQ.
Persons authorised to be present at the opening of tenders: yes
Additional information about authorised persons and opening procedure: 1 representative per tenderer.

Section VI: Complementary information

- VI.1) **Information about recurrence**
This is a recurrent procurement: no
- VI.2) **Information about European Union funds**
The contract is related to a project and/or programme financed by European Union funds: no
- VI.3) **Additional information**
- VI.4) **Procedures for appeal**
- VI.4.1) **Body responsible for appeal procedures**
General Court
rue du Fort Niedergrünwald
2925 Luxembourg
Luxembourg
E-mail: generalcourt.registry@curia.europa.eu
Internet address: <http://curia.europa.eu/>
Body responsible for mediation procedures
See above
- VI.4.2) **Lodging of appeals**
- VI.4.3) **Service from which information about the lodging of appeals may be obtained**
- VI.5) **Date of dispatch of this notice:**
30.3.2016