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 2, rue Mercier, L-2985 Luxembourg  
 Fax: (+352) 29 29 44 619, (+352) 29 29 44 623, (+352) 29 29 42 670  
 E-mail: mp-ojs@opoce.cec.eu.int On-line notification: <http://simap.eu.int>

### CONTRACT NOTICE

Works   
 Supplies   
 Services

Reserved for the Publication Office  
 Date of receipt of the notice:  
 Identifier:

Is this contract covered by the Government Procurement Agreement (GPA)? NO  YES

### SECTION I: CONTRACTING AUTHORITY

#### I.1) OFFICIAL NAME AND ADDRESS OF THE CONTRACTING AUTHORITY

Organisation European Commission, DG Enlargement	For the attention of Mr. Alain Servantie, Head of Unit ELARG B.3 Information, Communication & Interinstitutionnel Relations
Address CHAR 5/236	Postal code B-1049
Town Brussels	Country Belgium
Telephone (+32) 2 299 89 33	Fax (32-2) 2 299 17 77
Electronic mail (email) E-mail: <a href="mailto:enlargement@cec.eu.int">enlargement@cec.eu.int</a>	Internet address (URL) URL: <a href="http://europa.eu.int/comm/enlargement/">http://europa.eu.int/comm/enlargement/</a>

#### I.2) ADDRESS FROM WHICH FURTHER INFORMATION CAN BE OBTAINED

As in I.1  *If different, see Annex A*

#### I.3) ADDRESS FROM WHICH DOCUMENTATION MAY BE OBTAINED

As in I.1  *If different, see Annex A*

#### I.4) ADDRESS TO WHICH TENDERS/REQUESTS TO PARTICIPATE MUST BE SENT

As in I.1  *If different, see Annex A*

#### I.5) TYPE OF CONTRACTING AUTHORITY\*

Central level  EU institution  Other   
 Regional/local level  Body governed by public law

## SECTION II: OBJECT OF THE CONTRACT

### II.1) DESCRIPTION

#### II.1.1) Type of works contract *(in case of works contract)*

Execution  Design and execution  Execution, by whatever means of work,   
corresponding to the requirements specified  
by the contracting authority

#### II.1.2) Type of supplies contract *(in case of supplies contract)*

Purchase  Rent  Lease   
Hirepurchase  A combination of these

#### II.1.3) Type of service contract *(in case of service contract)*

Service category 11

#### II.1.4) Is it a framework agreement? \* NO YES

#### II.1.5) Title attributed to the contract by the contracting authority \*

Assistance with information and communication activities in the field of enlargement.

#### II.1.6) Description/object of the contract

The main objective to provide support to the implementation of the information and communication strategy on enlargement. The restricted tender in view of concluding framework agreements will be launched for 2 lots, i.e. information and communication actions mainly related to publications, materials and events (Lot 1), and a second lot focusing on audio-visual productions and related activities (Lot 2).

Each lot will be subject to 1 or 2 framework contracts. Applicants can act as a consortium or single applicant and there will be 1 or 2 contractors for each lot. Specific contracts will be awarded following the "CASCADE system", i.e. the framework contractor ranked first will be requested first to submit an offer. Design of the specific contracts: Maximum amount 600.000 EUR for individual contracts in Lot 1 and 500.000 EUR for individual contracts in lot 2. Subcontracting (in both lots) is permitted, but limited to max 50 % of the value of each specific contract. Individual specific contracts will be executed by the end of 2007 at the latest.

The interested service providers have the possibility to submit an offer for one or both lots. Each lot has to be presented separately.

The services to be covered by the tender will be grouped into the following 2 lots:

Lot 1:  Information and communication actions

##### (1) Advice and counselling

- Advising and counselling DG Enlargement Assistance to implement the communication strategy of DG Enlargement (on central and decentralised actions) in the EU public relations market;
- Continuous assessment of the information trends and needs in the Member States;
- Monitoring of the development and implementation of the adopted information and communication strategies and programmes on enlargement.

##### (2) Communication activities

- Events
- Organisation, promoting and running of seminars, one off events, conferences or other information actions;
- Support to involvement of information multipliers and civil society organisations;

- Provision of logistical assistance and travels organisation;
- Production and distribution of information tools;
- Promotion, preparation and running of specific media actions on enlargement.

- Design, lay out and production of publications and information products, including Internet
- Development and production of informative publications, specialised information or advertisement, background material and fact sheets, and Internet, including regular newsletters;
- Dissemination, mailing and distribution of publications and information products to targeted audiences, including information centres and relays in both current and future member states;
- Training and provision of support material and tools, including guides and manuals;
- Support to the development of on-line information services;
- Planning, updating, development of the Enlargement mail address lists or databases

(3)  Evaluation and impact assessment

- Evaluations and impact assessment of information and communication activities
- Preparation and implementation of surveys, studies and fieldworks.

Lot 2:  Audiovisual production and media relations

- Advice and planning tools for a communication strategy and coverage of enlargement by national, regional and pan-European broadcasters;
- Production, broadcasting and dissemination of audiovisual material (television, multimedia, etc) and 'packages' related to acceding countries (Romania, Bulgaria), candidate countries (Turkey, Croatia) and potential candidate countries (Serbia-Montenegro, Bosnia-Herzegovina, Albania, the former Yugoslav Republic of Macedonia); including coverage of media events;
- Development of audiovisual material (photo, video and audio) and dissemination including through co-operation with European television networks, and where appropriate with TV channels of the candidate countries;
- Support to the promotion of audiovisual material produced, through translation, broadcasting, or organisation of specific events, incl. preparation of programmes between various TV channels and broadcasters in Europe;
- Support of TV programmes , including projects prepared in partnership between several TV companies and/or TV networks;
  
- Evaluation of each audiovisual production (see qualitative and quantitative impact assessment under Lot1) coming from broadcasters.

**II.1.7) Site or location of works, place of delivery or performance**

The contract will concentrate on assistance and carry out activities within EU member states, but will cover the whole enlargement and pre-accession process, thus all countries which fall under the responsibility of DG ELARG, i.e. acceding countries, candidate countries and potential candidate countries (Western Balkans). The contractor (s) might thus also involve co-operation with organisations and local projects in these countries. Contractors will be required to have an office in Brussels. NUTS code \*

**II.1.8) Nomenclature**

**II.1.8.1) Common Procurement Vocabulary (CPV) \***

	Main vocabulary	Supplementary vocabulary ( <i>when applicable</i> )
Main object	<b>36641000</b>	--
Additional objects	<b>72220000</b>	--
	<b>74130000</b>	--
	<b>74140000</b>	--

\* Field not indispensable for publication

	74420000	--
	74860000	--

**II.1.8.2) Other relevant nomenclature (CPA/NACE/CPC)****II.1.9) Division into lots** *(for details about lots use Annex B as many times as needed)*NO  YES Tenders may be submitted for: one lot  several lots  all lots **II.1.10) Will variants be accepted?** *(where applicable)*NO  YES **II.2) QUANTITY OR SCOPE OF THE CONTRACT****II.2.1) Total quantity or scope** *(including all lots and options, if applicable)*

The contract's duration will be one year, renewable 3 times for one year through a written amendment.

- Lot 1: Information and communication actions: EUR 3,000,000 euro/year, over 4 years.

- Lot 2: Audiovisual productions as well as multilingual broadcasting : EUR 2,000,000 euro/year, over 4 years.

**II.2.2) Options** *(if applicable)*. **Description and time when they may be exercised** *(if possible)***II.3) DURATION OF THE CONTRACT OR TIME LIMIT FOR COMPLETION***Either: Period in month/s 12 and/or days --- (from the award of the contract)**or Starting // and/or ending // (dd/mm/yyyy)*

**SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION**

**III.1) CONDITIONS RELATING TO THE CONTRACT**

**III.1.1) Deposits and guarantees required** *(if applicable)*

A performance guarantee of 10 % of the contract amount will be required from the contractor. If in the case of specific assignments pre-financing (generally 30%) is higher than 150.000 EUR, a pre-financing guarantee will (also) be required.

**III.1.2) Main terms of financing and payment and/or reference to the relevant provisions** *(if applicable)*

**III.1.3) Legal form to be taken by the grouping of suppliers, contractors or service providers to whom the contract is awarded** *(if applicable)*

**III.2) CONDITIONS FOR PARTICIPATION**

**III.2.1) Information concerning the personal situation of the contractor, supplier or service provider and information and formalities necessary for the evaluation of the minimum economic, financial and technical capacity required**

Requests to participate should be made by letter before end of deadline as under point IV.3.3. Requests via fax or electronic mail need to be confirmed by letter before the end of the deadline. All requested documents should be attached.

Applicants are excluded from participation in this contract if:

- a)  they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b)  they have been convicted of an offence concerning professional conduct by a judgment which has the force of res judicata;
- c)  if they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- d)  they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- e)  they have been the subject of a judgement which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;
- f)  following another procurement procedure or grant award procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

Tenderers are also excluded from the award procedure if they:

- g)  are subject to a conflict of interests;
- h)  have been guilty of false declaration in providing the information required for participation in this procedure or have not provided this information.

Tenderers must certify that they are not in one of the situations listed above.

Evidence

The following documents will be accepted as evidence:

- i)  for (a), (b) and (e), the production of a recent extract from the judicial record or, failing this, an equivalent recent document issued by a competent judicial or administrative authority in the country of origin or provenance, showing that these requirements have been met;
- ii)  in the case mentioned in (d), a recent certificate delivered by the competent authority of the country concerned.

Where the country concerned does not issue such documents or certificates, they may be replaced by a declaration on oath made by the person concerned before a judicial or administrative authority, a notary or a competent professional or trade body, in the country of origin or provenance.

- iii)  in the case mentioned in (c), (f) and (g), bidders must include in their tender a respective signed declaration.

In the case of a consortium, the documents listed above must be provided by the lead applicant and by each partner.

### III.2.1.1) Legal position - means of proof required

Full name of the organisation, legal status, VAT status and registration number and, where appropriate, objective proof of exemption from VAT, the country in which the tenderers have their headquarters or domicile, proof of enrolment in the relevant professional or trade register, as prescribed in the bidder's country of establishment, address, telephone and fax numbers, as well as the name (and communications details) of the person responsible for the tender and of the person authorised to sign on behalf of the organisation, the legal entity form ([http://europa.eu.int/comm/budget/execution/legal\\_entities\\_fr.htm](http://europa.eu.int/comm/budget/execution/legal_entities_fr.htm) ).as well as a financial identification form, filled in and signed (form available at the address [http://europa.eu.int/comm/budget/execution/ftiers\\_fr.htm](http://europa.eu.int/comm/budget/execution/ftiers_fr.htm) ).

### III.2.1.2) Economic and financial capacity - means of proof required

The selection criteria "Economic and financial capacity and technical and professional capacity" will be applied to candidates. In the case of a consortium, the selection criteria will be applied to the consortium as a whole, unless specified otherwise:

Economic and financial capacity

The single or lead applicant must show a positive net cash over the last two years.

The total annual turnover of the candidate must be at least equal to the maximum budget allocated to the concerned lot (on average) over the last three years.

Evidence:

- Appropriate statements (bank);
- balance sheets or extracts from balance sheets for at least the last two 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;
- a statement of overall turnover and the turnover for the services to which the request relates for the previous three financial years.
- A company audit for the lead partner established in 2004 or 2005 by an internationally recognized auditor.

### III.2.1.3) Technical capacity - means of proof required

Technical and professional capacity common to both lots:

The applicant will need to demonstrate in a convincing manner that he possesses:

- an in-depth knowledge of EU policies, particularly of enlargement policies and programmes;
- at least 10 persons working for the candidate are currently working in the fields related to this contract, while 4 persons have been working during the last 4 years in this area.
- at least 20 % of all staff working for the candidate in fields related to this contract are currently permanent employees.
- at least one of the projects managed by the candidate is of a value of the maximum budget allocated to one specific contract (600.000 EUR and 500.000 EUR),
- a pan-european structure, including multilingual and multinational management and production teams, i.e. as a strong network of partners or subcontractors in at least 3 different Member States (including one of the new Member States) and fluence in at least in 3 languages (incl. English and French) of the main project leaders/managers and partners. English will be the main language of implementation of the contracts,
- at least 2 projects listed were implemented on pan-european level.

Technical and professional capacity for lot 1:

- excellent knowledge of the EU public relations market, as well as a portfolio of active contacts in the field covered by this contract;
- at least one project listed covers each of the different areas of services, i.e. advice, events, promotional materials, design, research/study/networks, production, internet and evaluation (see II.1.6).

Technical and professional capacity for lot 2:

- an excellent knowledge of the EU production and broadcasting market, as well as a full portfolio of active contacts in the field covered by this contract,
- at least one project listed covers each of the different areas of services, i.e. advice, production, broadcasting, audio-visual materials, cooperation with TV networks and evaluation (see II.1.6).
- a track record of at least 2 completed projects with broadcasters of different countries and language areas,
- the capacity to work in cooperation with TV teams of the enlargement countries.

Evidence:

- statement of the average annual workforce of the service provider over the last three years.
- a list of the main related services provided during the last three years, indicating the amount, date and recipient, whether public or private, of these services. If these services were performed in part by subcontractors, applicant must clearly indicate their own role and contribution.
- Statement of the language abilities of the staff of the candidates, implementation of contract (e.g. reporting) will be in English.

If more than 10 eligible candidate per lot meet the above selection criteria (see section VI.4 below), the relative strengths and weaknesses of the applications of these candidates must be re-examined to identify the 10 best application of the tender procedure. The factors to be taken into considerations during this re-examination are (in decreasing order of verification):

- 1) Number of projects covering the areas of services required (see II.1.6) and carried out during the last 3 years.
- 2) Number of projects carried out in the pan-european context during the last 2 years.

### **III.3) CONDITIONS SPECIFIC TO SERVICES CONTRACTS**

#### **III.3.1) Is provision of the service reserved to a specific profession?**

NO  YES

*If yes, reference of the relevant law, regulation or administrative provision*

#### **III.3.2) Will legal entities be required to state the names and professional qualifications of the personnel responsible for execution of the contract?**

NO  YES

**SECTION IV: PROCEDURE****IV.1) TYPE OF PROCEDURE**

Open  Accelerated restricted   
 Restricted  Accelerated negotiated   
 Negotiated

**IV.1.1) Have candidates already been selected?** *(for negotiated procedure only and if applicable)*

NO  YES

*If yes, provide details under Other information (section VI)*

**IV.1.2) Justification for the choice of accelerated procedure** *(if applicable)***IV.1.3) Previous publication concerning the same contract** *(if applicable)***IV.1.3.1) Prior information notice concerning the same contract** *(if applicable)*

Notice number in OJ content list \_\_\_\_ /S \_\_\_\_ - \_\_\_\_ of / / (dd/mm/yyyy)

**IV.1.3.2) Other previous publications**

Notice number in OJ content list \_\_\_\_ /S \_\_\_\_ - \_\_\_\_ of / / (dd/mm/yyyy)

**IV.1.4) Envisaged number of suppliers which will be invited to tender** *(if applicable)*

Number or: \_\_ or or: minimum 5 maximum 10

**IV.2) AWARD CRITERIA**

A) Lowest price

or

B) The most economically advantageous tender in terms of:

B1) criteria as stated below *(in descending order of priority where possible)*

1	technical quality/price offer 50/50, price offer simulation	4		7	
2		5		8	
3		6		9	

In descending order of priority: NO  YES

or

B2) criteria as stated in contract documents

**IV.3) ADMINISTRATIVE INFORMATION****IV.3.1) Reference number attributed to the file by the contracting authority \***

ELARG B3 FWC 2006

**IV.3.2) Conditions for obtaining contractual documents and additional documents**

Obtainable until / / (dd/mm/yyyy)

Price *(where applicable)* \_\_\_\_\_ Currency \_\_\_\_

Terms and method of payment

**IV.3.3) Timelimit for receipt of tenders or requests to participate** *(depending whether it is an open, restricted or negotiated procedure)*

/ / (dd/mm/yyyy) or 37 days from dispatch of notice

Time *(where applicable)* \_\_\_\_\_

**IV.3.4) Dispatch of invitations to tender to selected candidates** *(In restricted and negotiated procedure)*

Estimated date 17 / 02 / 2006 (dd/mm/yyyy)

**IV.3.5) Language or languages in which tenders or requests to participate can be drawn up**

ES DA DE EL EN FR IT NL PT FI SV Other(s) - third country

**IV.3.6) Minimum time frame during which the tenderer must maintain its tender** *(in case of an open procedure)*

Until / / (dd/mm/yyyy) or 9 months and/or \_\_\_ days from the deadline  
stated for receipt of tenders

**IV.3.7) Conditions for opening tenders**

**IV 3.7.1) Persons authorised to be present at the opening of tenders** *(where applicable)*

**IV.3.7.2) Date, time and place**

Date: / / (dd/mm/yyyy) Time \_\_\_\_\_

Place: Brussels, see I.1

**SECTION VI: OTHER INFORMATION**

**VI.1) IS THIS NOTICE A NON-MANDATORY ONE?**

NO  YES

**VI.2) IF APPLICABLE, INDICATE WHETHER THIS PROCUREMENT IS A RECURRENT ONE AND THE ESTIMATED TIMING FOR FURTHER NOTICES TO BE PUBLISHED**

**VI.3) DOES THE CONTRACT RELATE TO A PROJECT/PROGRAMME FINANCED BY EU FUNDS?\***

NO  YES

*If yes, indicate the project/programme and any useful reference*

Information and communication activities (see website under I.1)

**VI.4) ADDITIONAL INFORMATION** *(if applicable)*

The objective of this contract notice is to inform about selection of candidates who will receive the tender dossier and will be invited to submit their applications. At least 5 and not more than 10 candidates for each lot will be invited to tender.

Interested participants should strictly respect the conditions laid down under III. Applications with letter which arrive after the deadline will be excluded as well as any incomplete dossiers.

**VI.5) DATE OF DISPATCH OF THIS NOTICE**

12 / 12 / 2005 *(dd/mm/yyyy)*

## ANNEX A

**1.2) ADDRESS FROM WHICH FURTHER INFORMATION CAN BE OBTAINED**

Organisation	For the attention of
Address	Postal code
Town	Country
Telephone	Fax
Electronic mail (email)	Internet address (URL)

**1.3) ADDRESS FROM WHICH DOCUMENTATION MAY BE OBTAINED**

Organisation	For the attention of
Address	Postal code
Town	Country
Telephone	Fax
Electronic mail (email)	Internet address (URL)

**1.4) ADDRESS TO WHICH TENDERS/REQUESTS TO PARTICIPATE MUST BE SENT**

Organisation European Commission - Courier Central	For the attention of Mr Alain Servantie, Head of Unit, DG ELARG - B.3
Address Rue de Genève 1	Postal code B-1140
Town Brussels - Evère	Country Belgium
Telephone	Fax 0032-2-2991777
Electronic mail (email)	Internet address (URL)