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**Denmark-Copenhagen: Provision of Strategic Communication Services for the European Environment Agency
2018/S 232-529211**

Contract award notice

Results of the procurement procedure

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) **Name and addresses**

European Environment Agency
Kongens Nytorv 6
Copenhagen K
1050
Denmark

Contact person: Corina Samson

E-mail: procurement@eea.europa.eu

Fax: +45 33367199

NUTS code: DK011

Internet address(es):

Main address: <http://www.eea.europa.eu>

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

I.2) **Information about joint procurement**

I.4) **Type of the contracting authority**

European institution/agency or international organisation

I.5) **Main activity**

Environment

Section II: Object

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

II.1.1) **Title:**

Provision of Strategic Communication Services for the European Environment Agency
Reference number: EEA/COM/18/003

II.1.2) **Main CPV code**

79000000

II.1.3) **Type of contract**

Services

II.1.4) **Short description:**

The EEA seeks to establish a framework service contract with a service provider that will provide support to the EEA in the area of strategic communications, with a view to reaching the objectives formulated in the communication framework.

II.1.6) Information about lots

This contract is divided into lots: no

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: 600 000.00 EUR

II.2) Description

II.2.1) Title:

II.2.2) Additional CPV code(s)

79410000

79416200

II.2.3) Place of performance

NUTS code: 00

NUTS code: DK011

Main site or place of performance:

Services will be performed primarily at the Contractor's premises (extramural services) and if needed, services may alternatively be performed at the EEA premises in Copenhagen (intra-mural services).

II.2.4) Description of the procurement:

The Contractor is expected to provide support in the areas below:

- planning: on the basis of the objectives formulated in the PD, annual management and work plans, the communication framework as well as those arising from the rolling policy agenda, analyse and provide advice on the planning of the EEA's communication activities, including selection and prioritisation of communication opportunities, facilitation of planning workshops and training in communication planning approaches,
- storytelling and messaging: on the basis of activities and outputs planned, in preparation or already available, analyse and provide advice on storytelling, message development and usage of such content,
- stakeholder engagement: advice on stakeholder engagement activities; identify and prepare profiles of different existing and potential stakeholders and target audiences; advice on how to best match their information needs and preferences,
- products and activities: evaluate and provide advice on development and use of content for existing and potential communication channels, products and activities, with a focus on new and emerging tools,
- pre-testing: identify the most effective tools/methods that the EEA could use to pre-test communication products and activities. Carry out such pre-testing on samples of relevant audiences,
- evaluation: identify effective tools for evaluating the impact and success of communication activities once a project or campaign has been carried out, as well as carrying out such evaluation exercises,
- analysis: where relevant, provide analysis and assessments on communication science, covering a broad range of topics from communication theory, including approaches, behavioural elements, policy and implementation,
- network management: analyse how the EEA may improve its communication impact through Eionet and other existing EEA networks and how it might link in with new networks, as well as providing assistance with such networking through for instance seminars and workshops, information-sharing tools, participatory activities, etc.,

— internal communication: analyse in-house communication routines, tools and organisational setup and provide advice on possible improvements; help the Agency develop and implement a strategic approach to internal communication.

It has to be noted that the list above is non-exhaustive and that the future contractor may be asked by the EEA to provide support in other areas falling within the scope of strategic communications activities.

II.2.5) Award criteria

Quality criterion - Name: Appreciation and understanding of the needs of the Agency, i.e. the context and objectives of the contract and of the tasks to be undertaken / Weighting: 20

Quality criterion - Name: Composition of the team and relevance of the allocation of work to the members of the team (i.e. the multi-discipline range and complementarities of team proposed) / Weighting: 20

Quality criterion - Name: Quality control and customer service policy / Weighting: 20

Price - Weighting: 30

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 IV: Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.6) Information about electronic auction

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 119-269874](#)

IV.2.8) Information about termination of dynamic purchasing system

IV.2.9) Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: EEA/COM/18/003

Title:

Provision of Strategic Communication Services for the European Environment Agency

A contract/lot is awarded: yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract:

07/11/2018

V.2.2) Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: yes

V.2.3) **Name and address of the contractor**

Marco DE Comunicacion SL
C/ Caleruega, 81 4º
Madrid
28033
Spain
NUTS code: ES300
The contractor is an SME: no

V.2.3) **Name and address of the contractor**

Ipsos Iberia SA
Avda. Llano Castellano, 13-3ª
Madrid
28034
Spain
NUTS code: ES300
The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 600 000.00 EUR
Total value of the contract/lot: 600 000.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **Additional information:**

VI.4) **Procedures for review**

VI.4.1) **Review body**

General Court
rue du Fort Niedergrünwald
Luxembourg
2925
Luxembourg
Telephone: +352 4303-1
E-mail: generalcourt.registry@curia.europa.eu
Fax: +352 4303-2100
Internet address: <http://curia.europa.eu>

VI.4.2) **Body responsible for mediation procedures**

European Ombudsman
1 avenue du Président Robert Schuman
Strasbourg
67001
France
Telephone: +33 388172313
E-mail: eo@ombudsman.europa.eu
Fax: +33 388179062
Internet address: <http://www.ombudsman.europa.eu>

VI.4.3) **Review procedure**

Precise information on deadline(s) for review procedures:

Within 2 months of the notification to the plaintiff (date of receipt), or, in the absence thereof, of 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.4.4) **Service from which information about the review procedure may be obtained**

General Court
rue du Fort Niedergrünewald
Luxembourg
2925
Luxembourg
Telephone: +352 4303-1
E-mail: generalcourt.registry@curia.europa.eu
Fax: +352 4303-2100
Internet address: <http://curia.europa.eu>

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

21/11/2018