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**HU-Budapest: provision of digital communications services
2012/S 84-137072**

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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

European Institute of Innovation and Technology
Neumann Janos utca 1/E
Contact point(s): Budget and Procurement Team
For the attention of: Francesca Lombardo
1117 Budapest
HUNGARY
Telephone: +36 14819300
E-mail: eit-procurement@eit.europa.eu

Internet address(es):

General address of the contracting authority: <http://eit.europa.eu/>
Address of the buyer profile: <http://eit.europa.eu/about/overview.html>
Electronic access to information: <http://eit.europa.eu/about-us/procurement/open-procurement-procedures/>

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: Innovation and technology

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:

Provision of digital communications services.

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

Services

Service category No 27: Other services

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 a single operator

Duration of the framework agreement

Duration in months: 48

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

Estimated value excluding VAT:

Range: between 275 000 and 350 000 EUR

Frequency and value of the contracts to be awarded: Every 4 years.

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

Provision of EIT's new website or Web portal; maintenance of the website, upgrades and hosting; digital marketing and social media developments.

II.1.6) Common procurement vocabulary (CPV)

72413000, 72415000

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

The contract is covered by the Government Procurement Agreement (GPA): yes

II.1.8) Lots

This contract is divided into lots: no

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:

Estimated value excluding VAT:

Range: between 275 000 and 350 000 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)

Section III: Legal, economic, financial and technical information

III.1) Conditions relating to the contract

III.1.1) Deposits and guarantees required:

See tender documents.

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

See tender documents.

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

See tender documents.

III.1.4) Other particular conditions

The performance of the contract is subject to particular conditions: 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 the requirements are met: 1) to be eligible to take part in this contract award procedure, tenderers must not be in any of the exclusion situations listed 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 amended by Council Regulation (EC, Euratom) No 1995/2006 of 13.12.2006 (OJ L 390 of 30.12.2006, p. 1). Tenderers must also provide the documents stipulated in Article 134(1) of Commission Regulation (EC, Euratom) No 2342/2002 of 23.12.2002 (OJ L 357, p. 1), as amended by Commission Regulation (EC, Euratom) No 1261/2005 of 20.7.2005 (OJ L 201 of 2.8.2005), Commission Regulation (EC, Euratom) No 1248/2006 of 7.8.2006 (OJ L 227 of 19.8.2006) and Commission Regulation (EC, Euratom) No 478/2007 of 23.4.2007 (OJ L 111 of 28.4.2007) (see specifications). To ensure application of the aforementioned standards, the tenderer must submit a solemn declaration proving that he is not in any of the situations figuring in Articles 93 and 94 of the Financial Regulation (tender documents: declaration on honour). Should a contract be awarded, the contractor will need to produce the supporting documents required in Article 134(3) of said Regulation.

III.2.2) Economic and financial ability

Information and formalities necessary for evaluating if the requirements are met: a) the tenderer must demonstrate sufficient economic and financial resources to be able to execute the tasks within the time schedule specified in the terms of reference in Annex 1 and according to the payment schedule specified in the draft contract in Annex 2. To this end the tenderer shall present:

- i) the balance sheets including the profit and loss accounts for the last 3 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; and
- ii) a statement of the average annual turnover of the last 3 financial years related to the services covered by the contract.

Minimum level(s) of standards possibly required: With reference to letter (a), the tenderer must have an average annual turnover of at least 300 000 EUR in the last 3 financial years. In case of consortia, the lead company must provide proof of annual turnover of at least 60 % of the above figure.

III.2.3) Technical capacity

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

- b) the tenderer shall have at its disposal the following profiles: Web project manager; Web designer; usability expert; Web developer/programmer; content integrator; social media expert. The tenderer shall submit CVs of the experts to prove the educational and professional qualifications. At least 3 experts shall be part of the tenderer's staff (no freelancers or subcontractors) forming the team providing the services of the present contract;
- c) the tenderer shall have the ability to offer all deliverables in regards to requested services as outlined in the terms of reference 'Scope of work'. To this end a list (summary) of the principal services provided in the past 3 years, with the volume of the project (in euros), dates when the services/projects have been rendered and recipients, being public or private entities shall be submitted;
- d) the tenderer shall be equipped with required technical facilities, to this end a description of the technical equipment (software, hosting facilities) shall be provided;
- e) the tenderer shall have an excellent command of written and spoken UK English, at least for the key direct contacts (account/project manager(s), support contacts). A statement about the English level (mother tongue or fluency) in the CVs or a diploma stating the English level is required;

f) the tenderer must be authorised to perform the contract under national law. Evidence of inclusion in a trade or professional register, or a sworn declaration or certificate, membership of a specific organisation, express authorisation shall be provided.

Minimum level(s) of standards possibly required:

With reference to letter (b) the tenderer shall meet the following minimum requirements:

- Web project manager: having minimum professional experience of 3 years in Web project management (excluding internships) and familiar with international and multicultural work (proven experience).
- Web designer: having minimum of 4 years' professional experience of graphical design of which a minimum of 3 years in graphical Web design.

The Web designer shall:

- 1) be proficient with Adobe Creative Suite, especially Photoshop, Illustrator, InDesign and Flash or their equivalent open source;
 - 2) be proficient in HTML and CSS 5;
 - 3) know browser compatibility and Web design standards;
 - 4) know mobile adaptations (CSS stylesheets).
- Usability expert: professional experience of minimum 2 years in Web usability field.
 - Web developer/programmer: professional experience of minimum 3 years in Web development. In addition (s)he shall be proficient with PHP/MySQL/Javascript/ActionScript/XML/CSS/HTML and proficient with usability and accessibility considerations in Web development, W3C.
 - Content integrator: professional experience of minimum 2 years of use of Web content management system and HTML editing.
 - Social media expert: professional experience of minimum 2 years in social media marketing; high level of expertise on social media platforms such as Twitter, Facebook, YouTube, blogs.

With reference to letter (c) the tenderer shall meet the following minimum requirements:

- at least 5 website redesigns or developments (URLs or screenshots shall be included) for projects with 10 000 visitors per month at least or minimum 25 000 EUR budget, including at least 2 developments using the CMS TYPO3,
- at least 2 social media campaigns or products on most visited social media platforms (URLs or screenshots shall be included),
- at least 1 hosting service for a website with a minimum of 10 000 visitors per month (proof or declaration of the service provided shall be submitted),
- at least 2 examples of audit/recommendation for a website makeover. Criteria: 20 000 visitors per month or audit for an institution/administration/public body or innovation institution (a description of the client, the budget and a summary of the tasks shall be included).

With reference to letter (d) the tenderer shall be equipped with Adobe Suite or equivalent as long as it is able to provide EIT with standard source files (.PSD, INDD, EPS, etc.), contract with hosting company or in-house hosting facilities.

III.2.4) **Information about reserved contracts**

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

III.3.1) **Information about a particular profession**

Execution of the service is reserved to a particular profession: no

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:

OC/004/2012/EITPROC.

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

no

IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document

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

22.6.2012 - 23:59

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

Duration in months: 9 (from the date stated for receipt of tender)

IV.3.8) Conditions for opening tenders

Date: 4.7.2012 - 14:30

Place:

EIT — premises indicated under point I.1.

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

Additional information about authorised persons and opening procedure: Members of the internal committee and 1 authorised representative per company may attend (subject to prior confirmation by e-mail to procurement@eit.europa.eu by 3.7.2012).

Section VI: Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: Every 4 years.

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

The specifications are available on the contracting authority's website: <http://eit.europa.eu/about-us/procurement/open-procurement-procedures/>

The specifications can be downloaded directly from this site by clicking on the files under this tender procedure OC/004/2012/EITPROC 'Provision of digital communications services'. Access to the document is free and open. Please take note that any supplementary information (e.g. replies from the EIT to questions received) will be available exclusively on this site, which will be regularly updated (with the exception of the official closing period of the EIT). It is the tenderer's responsibility to regularly check during the procedure for any additional information and updates regarding this tender procedure.

Pursuant to Article 126(3) of Commission Regulation (EC, Euratom) No 2342/2002 of 23.12.2002 laying down detailed rules for the implementation of Council Regulation (EC, Euratom) No 1605/2002 and subsequent amendments, the EIT reserves the right to use a negotiated procedure in the cases stated in Article 126(1)(f) of this same Regulation ('Contracting authorities may use the negotiated procedure without prior publication of a contract notice, whatever the estimated value of the contract, for new services or works consisting of the repetition of similar services or works entrusted to the economic operator awarded the initial contract by the same contracting authority, provided that these services or works conform to the basic project and that this project was the subject of an initial contract awarded under the open or restricted procedure, subject to the conditions set out in paragraph 3').

The EIT will send written notification to each candidate regarding the result of his tender.

VI.4) **Procedures for appeal**

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

General Court of the European Union
boulevard Konrad Adenauer
2925 Luxembourg
LUXEMBOURG
E-mail: cfi.registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu>

VI.4.2) **Lodging of appeals**

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

General Court of the European Union
boulevard Konrad Adenauer
2925 Luxembourg
LUXEMBOURG
E-mail: cfi.registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu>

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

20.4.2012