

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:463960-2016:TEXT:EN:HTML>

**Hungary-Budapest: Provision of digital communication services
2016/S 252-463960**

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

Infopark, Building E, Neumann Janos utca 1.

For the attention of: EIT Procurement

1117 Budapest

Hungary

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/collaborate/procurement>

Electronic access to information: <http://eit.europa.eu/collaborate/procurement>

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 enhance activities by way of awarding EU grants.

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 communication services.

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

Services

Service category No 5: Telecommunications services

Main site or location of works, place of delivery or of performance: Budapest, Hungary.

NUTS code HU101

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 years: 4

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

Estimated value excluding VAT: 1 000 000 EUR

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

The purpose of this framework contract is to engage a company specialising in digital communications to cover all the EIT's needs in terms of digital media services with the following responsibilities:

- technical maintenance,
- Web hosting (server management),
- statistical reports,
- assistance with migration to next provider,
- risk management,
- training,
- audit of the current website (taking into account the existence of a network of EIT-related websites),
- Web project management,
- Web architecture/navigation,
- Web design,
- Web development/programming,
- content integration/integration of data,
- testing,
- launch of new website,
- evolution and continuous improvements based on user needs and emerging digital trends,
- social media audit, consulting and training,
- knowledge sharing on development of new features and campaigns for EIT/KIC social media,
- purchase of social media services,
- social media programming,
- EIT newsletter,
- search engine optimisation (SEO),
- event design,
- data visualisation,
- other specific developments,
- domain purchase,
- mobile website development,
- purchase of additional tools,
- reports or audits.

II.1.6) Common procurement vocabulary (CPV)

72413000

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: 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:

The value of the contract for the 2-year period should not exceed 500 000 EUR, excluding VAT. The maximum value of the framework contract for the total duration of 4 years is 1 000 000 EUR, excluding VAT.

The duration of the execution of the tasks shall not exceed 24 months. The framework contract shall be renewed automatically up to 2 times, each time for a period of provision of services of 12 months. Therefore, the total duration of the framework contract is 48 months.

Estimated value excluding VAT: 1 000 000 EUR

II.2.2) Information about options

Options: no

II.2.3) Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:
in months: 12 (from the award of the contract)

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:

Not applicable.

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

See point 3.5 of the tender specifications.

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

Not applicable.

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: Not applicable.

III.2.2) Economic and financial ability

Information and formalities necessary for evaluating if the requirements are met: Proof of its economic and financial capacity shall be furnished by the tenderer by the presentation of balance sheets or extracts from balance sheets and profit and loss accounts for at least the last 2 years for which accounts have been closed, where publication of the balance sheet is required under the law of the country in which the tenderer is established.

Minimum level(s) of standards possibly required: The minimum annual average turnover in the last 2 financial years is equal to or above 250 000 EUR.

III.2.3) Technical capacity

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

1. Evidence of the technical and professional capacity of tenderers shall be furnished on the basis of the following documents:

Evidence concerning criterion 1:

1.1. list of services provided or projects participated in during the last 3 years. Each project should be of a minimum value of 20 000 EUR. Tenderers shall provide the following:

- Web architecture and navigation (technical specifications — page 18) to be demonstrated by original and revised versions of site maps for 3 redeveloped websites,
- data visualisation (technical specifications — page 24) to be demonstrated by design for and URLs to at least 1 interactive infographic and 2 data visualisation projects,
- mobile website development (technical specifications — page 26) to be demonstrated by design for and URLs to 3 mobile website development projects.

Evidence concerning criterion 2:

2.1–2.3. curriculum vitae of each of the project manager and the team members, preferably in Europass format. Summaries will not be accepted. CVs should include information on work experience, qualifications and language ability of team members;

2.1–2.3. a summary table of main expertise of the persons responsible for providing the services.

1 table for all team members.

Minimum level(s) of standards possibly required:

1.1. The tenderer shall have at least 3 years of experience in the field of digital communications providing the services outlined in the technical specification (page 7), particularly in the following areas:

- Web architecture and navigation,
- data visualisation,
- mobile website development.

The tenderer shall have the capacity to put together a team which shall meet the following requirements and shall have:

2.1. a project manager with at least 5 years of relevant professional experience in providing the services outlined in the technical specification (page 7) and who will:

- provide effective leadership for the project team, ensuring that team members are and stay motivated,
- conduct the project: proposals for project strategies, planning, definition of tasks and deliverables, organise meetings, review of project deliverables, quality control, risk analysis and management, status reports, problem reporting and management systems, follow up and organisation,
- guide subcontractors in charge of project activities and review their deliverables,
- estimate costs, timescales and resource requirements for the successful completion of each project to agreed terms of reference.

2.2. In addition to the project manager, the team should consist of the following members, each of whom should have at least 3 years' experience of relevant professional activities in the fields listed below. It is not necessary that each of these profiles correspond to a single individual. 1 expert may have the skills and experience required to cover more than 1 role (example: 1 post for Web development and integration).

1. Web designer:

Tasks:

- organisation and design of the layout of Web products (e.g. pages, templates, etc.),
- use Adobe Creative Suite, particularly Photoshop, Illustrator, InDesign and their equivalent open source,
- use and create HTML and CSS 5,
- deal with browser compatibility and Web design standards,
- mobile adaptations (CSS stylesheets),

— add the favicon currently used on the EIT's intranet site to all pages of the website.

2. Website architect/usability expert:

Tasks:

- planning and performing usability tests,
- conceptual design of Web interfaces,
- proposing best practice on Web usability,
- ensuring compliance with Web standards (e.g. W3C),
- best practice in dealing with multilingual websites.

3. Web developer/programmer:

Tasks:

- translate requirements (use-cases) into detailed and accurate solution design specifications, adequate for Web development or customisation of standard Web products,
- definition of the logical and physical structure of websites and web pages,
- definition and integration of the various required technological components,
- development of Web-enabled applications, from front-end to back-end systems,
- creating/maintaining applications for Web environments,
- produce the relevant documentation and documentation for the support team.

4. Content integrator:

Tasks:

- uploads or transfers contents into a content management system,
- manages the editing of the content,
- proficient with HTML/Web standards.

5. Social media expert:

Tasks:

- manages marketing campaigns on platforms such as Twitter, Facebook, YouTube, blogs, etc.,
- shares their knowledge (via training).

2.3. All of the above team members shall have proven working knowledge of English.

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:

19/2016/OP/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

2.2.2017 - 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: 6 (from the date stated for receipt of tender)

IV.3.8) Conditions for opening of tenders

Date: 10.2.2017 - 10:00

Place:

EIT premises, Budapest.

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

Additional information about authorised persons and opening procedure: A representative of each tenderer may attend the opening of the tenders. In this case, the interested tenderers are kindly requested to register beforehand by e-mail. At the opening, the representative of the tenderer may be asked to present its credentials/ power of attorney to be checked by the EIT.

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 of the European Union

rue du Fort Niedergrünwald

2925 Luxembourg

Luxembourg

E-mail: generalcourt.registry@curia.europa.eu

Telephone: +352 4303-1

Internet address: <http://curia.europa.eu/>

Fax: +352 4303-2100

VI.4.2) **Lodging of appeals**

Precise information on deadline(s) for lodging appeals: See point VI.4.3.

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

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

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

20.12.2016