

SERVICE CONTRACT NOTICE

EU IN SERBIA COMMUNICATION NETWORK (EUINFONET) Location - Serbia

1. Publication reference

EuropeAid/136280/DH/SER/RS

2. Procedure

Restricted

3. Programme

IPA 2014 Information and Communication Programme

4. Financing

Budget line

5. Contracting Authority

European Union, represented by the Delegation of the European Union to the Republic of Serbia on behalf of and for the account of the beneficiary country, Republic of Serbia

CONTRACT SPECIFICATION

6. Nature of contract

Fee-based

7. Contract description

The overall objective of the contract is providing technical assistance to the EU Delegation in Serbia in its information and communication activities aimed in increasing public knowledge and understanding of the EU during the accession negotiation process as well as the functioning of the EU and its institutions, its policies, values, as well as raising visibility of EU funded projects implemented in Serbia among other, under the guidance and supervision of the Contracting Authority.

The contract envisages full financial and administrative management of the EU Information Centre (EUIC) in the Serbian capital Belgrade and EU Information points (EUIPs) in Novi Sad and Nis, including a range of communication activities and services throughout Serbia. This contract will be the focal point for information on the EU to the Serbian citizens. The contract envisages (but should not be limited to) consultancy functions, creation and implementation of strategies and campaigns, organisation of public events, competitions, debates, media activities, promotional material, editing and production and dissemination of publications (printed and web based), information products, production of audio-visual material, full editorial content as well as update and technical maintenance of EU Delegation website (www.europa.rs) and EUIC/EUIP website (www.euinfo.rs), implementation of social media activities (EUIC You Tube, Facebook, Twitter), management of Team Europe network in Serbia and other networking activities, contact and other databases, other communication activities.

Required field of expertise (with regards to Article 21.3):



1. supervision and management of large scale EU information and communication and/or public diplomacy campaigns in Member States and/or enlargement countries;
2. communication strategy and implementation.

8. Number and titles of lots

One lot

9. Maximum budget

1,200,000 EUR

10. Scope for additional services

The Contracting Authority may, at its own discretion, extend the project in duration and/or scope subject to the availability of funding up to a maximum not exceeding the length and value of the initial contract. Any extension of the contract would be subject to satisfactory performance by the Contractor.

CONDITIONS OF PARTICIPATION

11. Eligibility

Participation is open to all natural persons who are nationals of and legal persons participating either individually or in a grouping (consortium) of tenderers which are effectively established in a Member State of the European Union or in an eligible country or territory as defined under the Regulation (EU) N°236/2014 establishing common rules and procedures for the implementation of the Union's instruments for external action (CIR) for the applicable Instrument under which the contract is financed (see also heading 29 below). Participation is also open to international organisations. All supplies under this contract must originate in one or more of these countries. However, they may originate from any country when the amount of the supplies to be purchased is below 100,000 euros per purchase.

12. Candidature

All eligible natural and legal persons (as per item 11 above) or groupings of such persons (consortia) may apply.

A consortium may be a permanent, legally-established grouping or a grouping which has been constituted informally for a specific tender procedure. All members of a consortium (ie, the leader and all other members) are jointly and severally liable to the Contracting Authority.

The participation of an ineligible natural or legal person (as per item 11) will result in the automatic exclusion of that person. In particular, if that ineligible person belongs to a consortium, the whole consortium will be excluded.

13. Number of applications

No more than one application can be submitted by a natural or legal person whatever the form of participation (as an individual legal entity or as leader or member of a consortium submitting an application). In the event that a natural or legal person submits more than one application, all applications in which that person has participated will be excluded.

14. Shortlist alliances prohibited

Any tenders received from tenderers comprising firms other than those mentioned in the short-listed application forms will be excluded from this restricted tender procedure unless prior

approval from the Contracting Authority has been obtained (see Practical Guide – PRAG - 2.4.3.). Short-listed candidates may not form alliances or subcontract to each other for the contract in question.

15. Grounds for exclusion

As part of the application form, candidates must submit a signed declaration, included in the standard application form, to the effect that they are not in any of the exclusion situations listed in Section 2.3.3 of the PRAG.

16. Sub-contracting

Subcontracting is allowed up to maximum 30%.

17. Number of candidates to be short-listed

On the basis of the applications received, between 4 and 8 candidates will be invited to submit detailed tenders for this contract. If the number of eligible candidates meeting the selection criteria is less than the minimum of 4, the Contracting Authority may invite the candidates who satisfy the criteria to submit a tender.

PROVISIONAL TIMETABLE

18. Provisional date of invitation to tender

March 2015

19. Provisional commencement date of the contract

June 2015

20. Initial period of implementation of tasks

18 months

SELECTION AND AWARD CRITERIA

21. Selection criteria

Same criteria for legal and natural person

The following selection criteria will be applied to candidates. In the case of applications submitted by a consortium, these selection criteria will be applied to the consortium as a whole:

1) Economic and financial capacity of candidate (based on item 3 of the application form). In case of candidate being a public body, equivalent information should be provided.

a) the average annual turnover of the candidate in the last three years (2012, 2013 and 2014) must be at least 800,000 EUR.

2) Professional capacity of candidate (based on items 4 and 5 of the application form)

a) at least 7 permanent staff currently work for the candidate in fields related to this contract.

3) Technical capacity of candidate (based on items 5 and 6 of the application form)

a) The candidate has provided services in the course of the past three years (starting from 1.01.2012 up to deadline for receipt of applications) under at least 2 contracts, with the

candidate's portion equal to or greater than 600,000 EUR for his services in each contract that in combination cover the two fields of expertise described in Article 7.

Previous experience which caused breach of contract and termination by a Contracting Authority shall not be used as reference.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. It must in that case prove to the Contracting Authority that it will have at its disposal the resources necessary for performance of the contract, for example by producing an undertaking on the part of those entities to place those resources at its disposal. Such entities, for instance the parent company of the economic operator, must respect the same rules of eligibility and notably that of nationality, as the economic operator.

If more than 8 eligible candidates meet the above selection criteria, the relative strengths and weaknesses of the applications of these candidates must be reexamined to identify the eight best candidates. The only factors which will be taken into consideration during this re-examination are:

- i. the total number of the reference projects found eligible under 21.3.(a) and, in case of equality of this criterion, then
- ii. the value of the eligible part (the proportion carried out by the candidate) of the reference projects found eligible under criterion 21.3.(a).

22. Award criteria

Best value for money.

APPLICATION

23. Deadline for receipt of applications

15:00 hrs Central European Time (local time) on 30 January 2015

Any application received by the Contracting Authority after this deadline will not be considered.

24. Application format and details to be provided

Applications must be submitted using the standard application form, the format and instructions of which must be strictly observed. The application form is available from the following Internet address: <http://ec.europa.eu/europeaid/prag/annexes.do?group=B>.

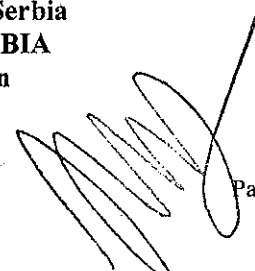
Any additional documentation (brochure, letter, etc) sent with an application will not be taken into consideration.

25. How applications may be submitted

Applications must be submitted in English exclusively to the Contracting Authority in a sealed envelope:

- EITHER by recorded delivery (official postal service) to :

Delegation of the European Union to the Republic of Serbia
Vladimira Popovica 40/V, 11070 New Belgrade, SERBIA
For the attention of: Finance and Contract section
Delegation-serbia-fcs@eeas.europa.eu
Tel. +381.11.3083200



- OR hand delivered (including courier services) directly to the Contracting Authority in return for a signed and dated receipt to:

Delegation of the European Union to the Republic of Serbia
Vladimira Popovica 40/V, 11070 New Belgrade, SERBIA
For the attention of: Finance and Contract section
Delegation-serbia-fcs@eeas.europa.eu
Tel. +381.11.3083200

The Contract title and the Publication reference (see item 1 above) must be clearly marked on the envelope containing the application and must always be mentioned in all subsequent correspondence with the Contracting Authority.

Applications submitted by any other means will not be considered.

26. Alteration or withdrawal of applications

Candidates may alter or withdraw their applications by written notification prior to the deadline for submission of applications. No application may be altered after this deadline.

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with Item 25. The outer envelope (and the relevant inner envelope if used) must be marked 'Alteration' or 'Withdrawal' as appropriate.

27. Operational language

All written communications for this tender procedure and contract must be in English.

28. Date of publication of prior information notice

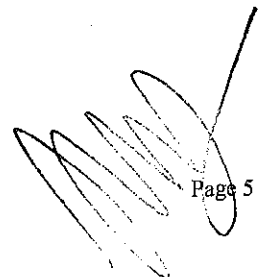
23 September 2014

29. Legal basis

Regulation (EU) No 231/2014 of the European Parliament and of the Council of 11.3.2014 establishing an Instrument for Pre-Accession Assistance (IPA II) and Regulation (EU) N°236/2014 of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external action.

30. Additional information

Opening hours of the contracting authority: 09:30-16:00 (CET).



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