



**SERVICE CONTRACT NOTICE**  
**Communication services - 07 - PRO220CPA-2018**

**1. Reference**

Communication services - 07 - PRO220CPA-2018

**2. Procedure**

Restricted

**3. Programme title**

ENPI - European Neighbourhood and Partnership Instrument

**4. Financing**

Financed through UfMS annual budget<sup>1</sup>.

**5. Contracting Authority**

Secretariat of the Union for the Mediterranean

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**CONTRACT SPECIFICATION**

**6. Nature of contract**

Fee-Based/Unit Prices

**7. Contract description**

The contract will support communication activities and other related services for the UfMS activities. The general aim of the contract is to increase the UfMS' visibility in the region and promote a better understanding of the UfMS as institution. For this purpose, technical services will be commissioned to implement the communication, visibility and information strategy of the UfMS, thereby guaranteeing enhanced recognition and engagement with its key audiences (Government, ministers, senior officials, parliamentarians, civil servants, International organisations, Financial Institutions, Opinion leaders, Non-governmental stakeholders and civil society organisations, Private sector, Influential journalists and media actors, youth and the general public).

The services included within this contract will mainly range from support on media activities and public affairs, to digital communication and design and printing services.

**8. Number and titles of lots**

N/A

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<sup>1</sup> Budget co-financed by EU funds



**9. Maximum budget**

EUR 1,650,000.00 (VAT not included).

**10. Scope for additional services**

No extension foreseen.

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## CONDITIONS OF PARTICIPATION

**11. Eligibility**

Participation in tendering is open on equal terms to natural and legal persons (participating either individually or in a grouping (consortium) of tenderers) which are established in one of the Member States of the Union for the Mediterranean or in a country or territory authorised by the European Neighbourhood and Partnership instrument under which the contract is financed. Participation is also open to international organisations.

**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 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**

Sub-contracting will be allowed. The total value of the sub-contracted part of the services must not exceed 40% of the contract value.

**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.

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**PROVISIONAL TIMETABLE**

**18. Provisional date of invitation to tender**

January 2019

**19. Provisional commencement date of the contract**

June 2019

**20. Initial period of the tasks**

36 months from the commencement date.

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**SELECTION AND AWARD CRITERIA**

**21. Selection criteria**

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) Average Annual turnover for the candidate<sup>2</sup> at least 200,000.00€ in the past two closed years (2016 and 2017).

2) **Professional capacity of candidate** (based on item 4 of the application form)

a) At least 5 staff members of the candidates are permanent staff; and,

b) At least 3 of the permanent staff of the candidate have experience directly related to the services comprised in the contract

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

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<sup>2</sup> In the case of tenders submitted by a consortium, these selection criteria will be applied to the consortium as a whole.



- a) A minimum of 6 successfully completed references in the fields related to this proposed contract in the past three years (24/12/2015 to 24/12/2018)
- b) 3 out of the 6 references requested under criterion 3.a have been carried in Europe.
- c) 3 out of the 6 references requested under criterion 3.a have been carried in Southern Mediterranean.
- d) 3 out of the 6 references requested under criterion 3.a cover media and public affairs services for public entities, including the placement of op-eds in top media, the publication of TV interviews/documentaries, and two of them should have been implemented at least partly in the Southern shore of the Mediterranean

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) Higher number of projects compliant with the requirements of criterion 3.d
- (ii) The higher cumulative value of services carried out by the Candidate under projects compliant with the requirement of 3.d

Note: (i) is applied firstly and then (ii) is applied in the case where two or more candidates have the same number for (i).

## **22. Award criteria**

Best value for money.

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## **APPLICATION**

### **23. Deadline for receipt of applications**

The deadline for receipt of applications is the 23/01/2019.

Any applications received after the referred 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 UfMS.



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 UfMS in a sealed envelope:

- **EITHER** by recorded delivery (official postal service) to:  
The Secretariat of the Union for the Mediterranean  
Procurement Service – 07 - PRO220CPA-2018  
Palacio de Pedralbes - C/ Pere Duran Farell, 11  
08034 Barcelona (Spain)

In this case, the acknowledgment of receipt makes proof of compliance with the time-limit for receipt.

- **OR** hand delivered (including courier services) directly to the UfMS in return for a signed and dated receipt to:  
The Secretariat of the Union for the Mediterranean  
Procurement Service – 07 - PRO220CPA-2018  
Palacio de Pedralbes - C/ Pere Duran Farell, 11  
08034 Barcelona (Spain)

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- **OR** submitted by electronically via: [procurement@ufmsecretariat.org](mailto:procurement@ufmsecretariat.org)

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

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

23/11/2018



Union pour la Méditerranée  
Union for the Mediterranean  
الإتحاد من أجل المتوسط

**29. Legal basis**

European Neighbourhood and Partnership Instrument (Regulation (EC) N° 1638/2006 of the EP and of the Council - OJ L 310/1 of 9.11.2006).

**30. Additional information**

Monday to Friday from 9:00 to 17:00 (Barcelona local time).

This tender will result in the conclusion of a framework service contract. The framework contract will be only implemented by means of “orders” i.e. performance of services shall only take place following the issuance by the Contracting Authority of such orders.

**31. Date of dispatch of this notice**

24/12/2018