



FRAMEWORK SERVICE CONTRACT NOTICE Communication services - 01 - PRO377CPA-2022

Information Notice References:

- Notice date in UfM's website: 17/03/2022 - <https://ufmsecretariat.org/work-with-us/procurement>
- Notice number in the OJ S: 2022/S 070-188027 – [TED - tenders electronic daily](#)

1. Name and address Contracting Authority

Official name: Secretariat of the Union for the Mediterranean (UfM Secretariat)

Postal address: Palau Reial de Pedralbes, Pere Duran Farell 11

Town: Barcelona

Postal Code: 08034

E-mail: procurement@ufmsecretariat.org

Internet address: <https://www.ufmsecretariat.org>

2. General information

a. Title

Communication services - 01 - PRO377CPA-2022

b. Main CPV¹ code

79416000 - Public relations services

c. Type of contract

Services

d. Short description of the contract

The contract will provide support on overall communication services for the UfM activities. The general aim of the contract is to increase the UfM visibility in the region and promote a better understanding of its role. For this purpose, technical services will be commissioned to implement the communication, visibility and information strategy of the UfM Secretariat, thereby guaranteeing enhanced recognition and engagement with its key audiences (Government reps, ministers, senior officials, parliamentarians, International and regional organisations. Financial Institutions and development agencies, 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 relations and public affairs, to digital communication and design and printing services.

¹ The Common Procurement Vocabulary (CPV) is the mandatory reference nomenclature applicable to procurement contracts. The list of CPV codes is available on: <http://simap.ted.europa.eu/en/web/simap/cpv>



e. Total value

The maximum budget is EUR 1,650,000.00 (VAT not included).

f. Type of Procedure

Restricted

g. Nature of contract

Fee-Based/unit prices

h. Information about lots

This contract is divided into lots: no

i. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 months (from the date stated for receipt of tender)

3. Programme title

ENPI - European Neighbourhood and Partnership Instrument

4. Financing

Financed through UfM Secretariat annual budget².

5. Legal basis, eligibility and rules of origin

The legal basis of this procedure is Regulation (EU) N° 2021/947 establishing the Neighbourhood, Development and International Cooperation Instrument – Global Europe (NDICI)³. See [Annex a2a](#) of the practical guide.

For this contract award procedure, financed by UfM Secretariat annual budget.

Participation is open to all natural persons who are nationals of and legal persons which are effectively established in a Member State of the European Union or in an eligible country or territory as defined under Article 24(1) of Regulation (EU) N° 2021/947. Candidates must state their nationality in their applications and provide the usual proof of nationality under their national legislation. Participation is also open to international organisations.

The entities of these countries can only participate in procedures where the country itself is a beneficiary of the action, i.e., countries of the European Union and 15 countries of the Southern and Eastern Mediterranean⁴.

² Budget co-financed by EU funds

³ Regulation (EU) 2021/947 of the European Parliament and of the Council of 9 June 2021 establishing the Neighbourhood, Development and International Cooperation Instrument – Global Europe, amending and repealing Decision No 466/2014/EU and repealing Regulation (EU) 2017/1601 and Council Regulation (EC, Euratom) No 480/2009; OJ L 209, 14.6.2021, p. 1–78.

⁴ <https://ufmsecretariat.org/who-we-are/member-states/>



6. Candidature

All eligible natural and legal persons (as per item 4 above) or groupings of such persons (consortia) may participate or tender.

A consortium may be a permanent, legally established grouping or a grouping which has been constituted informally for a specific procurement procedure. All partners of a consortium (i.e., the leader and all other partners) 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.

7. 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 partner 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.

8. Grounds for exclusion

Candidates must submit a signed declaration, included in application dossier, to the effect that they are not in any of the situations listed in Section 2.6.10.1 of the practical guide (PRAG). Where the candidate intends to rely on capacity providing entities or subcontractor(s), he/she must provide the same declaration signed by this/these entity(ies).

9. Sub-contracting

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

10. Number of candidates to be short-listed

On the basis of the request to participate 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. If the number of eligible candidates meeting the selection criteria is more than the maximum allowed, the contracting authority will rank them using the re-examination criteria stated below.

11. Short-list alliances prohibited

Any tenders received from tenderers having a different composition than the ones mentioned in the short-listed request to participate forms will be excluded from this restricted tender procedure, unless prior approval from the contracting authority has been obtained – see practical guide 2.6.3. Short-listed candidates may not form alliances or subcontract to each other for the contract in question.



12. Provisional date of invitation to tender

June 2022

13. Period of implementation of tasks

36 months from the commencement date.

14. Language of the procedure

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

15. Additional information

Financial data to be provided by the candidate in the application submission and in the financial offer form must be expressed in EUR.

The framework contract will be implemented through Request for Services / Order Forms, to be issued over the period of validity of the Framework Service Contract. The Request for Services / Order Forms shall be placed and executed in accordance with the specifications given in the Terms of Reference.

SELECTION AND AWARD CRITERIA

16. Selection criteria

Capacity-providing entities

An economic operator (i.e., candidate) 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. If the economic operator relies on other entities, it must in that case prove to the contracting authority that it will have at its disposal the resources necessary for the performance of the contract by producing a commitment by 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 relying on them and must comply with the selection criteria for which the economic operator relies on them. Furthermore, the data for this third entity for the relevant selection criterion should be included in a separate document. Proof of the capacity will also have to be provided when requested by the contracting authority.

With regard to technical and professional criteria, an economic operator may only rely on the capacities of other entities where the latter will perform the tasks for which these capacities are required.

With regard to economic and financial criteria, the entities upon whose capacity the economic operator relies, become jointly and severally liable for the performance of the contract.

The following selection criteria will be applied to candidates. In the case of application submitted by a consortium, these selection criteria will be applied to the consortium as a whole if not specified otherwise. The selection criteria will not be applied to natural persons and single-member



companies when they are sub-contractors.

The candidate shall not use previous experience which caused breach of contract and termination by a contracting authority as a reference for selection criteria.

- 1) **Economic and financial capacity** (based on item 3.A of the application form). In case of candidate being a public body, equivalent information should be provided. The reference period which will be taken into account will be the last three years for which accounts have been closed.
 - the average annual turnover of the candidate⁵ must exceed 350,000.00€ in the past three closed years.

- 2) **Professional capacity** (based on item 3.B of the application form). The reference period which will be taken into account will be the last three years preceding the submission deadline.
 - 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** (based on items 3.C of the application form). The reference period which will be taken into account will be the last three years from submission deadline.
 - a) A minimum of 6 and maximum of 10 successfully completed references in the fields related to this proposed contract in the past three years
 - b) 3 out of the 6 references requested under criterion 3.a have been carried in Europe.
 - c) 2 out of the 6 references requested under criterion 3.a have been carried in the MENA region
 - d) at least 3 out of the 6 references requested under criterion 3.a cover media, digital communication or public affairs services for non-private sector organisations - i.e. public institutions (any entity established or controlled by state governments, regional or local governments or municipalities), international organisations and third sector organisations (comprising non-governmental and non-profit-making organizations or associations, including charities, voluntary and community groups, cooperatives, etc.)

Capacity-providing entities

This means that the contract the candidate refers to could have been started at any time during the indicated period but it does not necessarily have to be completed during that period, nor implemented during the entire period. Candidates are allowed to refer either to projects completed within the reference period (although started earlier) or to projects not yet completed. Only the portion satisfactorily completed during the reference period will be taken into consideration. This portion will have to be supported by documentary evidence (statement or certificate from the entity which awarded the contract, proof of payment) also detailing its value. If a candidate has implemented the project in a consortium, the percentage that the candidate has successfully completed must be clear from the documentary evidence, together

⁵ In the case of applications submitted by a consortium, these selection criteria will be applied to the consortium as a whole.



with a description of the nature of the services provided/supplies delivered if the selection criteria relating to the pertinence of the experience have been used.

If more than 8 eligible candidates meet the above selection criteria, the relative strengths and weaknesses of the request to participate of these candidates must be re-examined in order to rank them and identify the 8 best requests to participate for the tender procedure. The only additional comparative criteria that which will be taken into consideration during this re-examination, in the order in which they appear below, are:

- (i) The highest number of projects compliant with the requirements of criterion 3.d
- (ii) The highest number of projects compliant with the requirements of criterion 3.d whose scope of work is related to the implementation of media relations services (i.e., press office service - arrangement of media interviews, dissemination of press releases- implementation of media partnerships and campaigns, or similar)
- (iii) The highest cumulative value of services carried out by the Candidate under projects compliant with the requirement of 3.d

N.B.1: The maximum number of projects/references considered acceptable and valid by the contracting authority under criterion 3.d. will not exceed ten (10). References above this maximum number will be disregarded in the order as they appear on the application form.

N.B.2: additional comparative criteria shall be applied to all the eligible candidates that meet the selection criteria. If, after applying additional comparative criterion No 1, it is not possible to identify the 8 best candidates because two or more candidates are tied for the 8th position, additional comparative criterion No 2 shall be applied only to these tied candidates. If, after applying additional comparative criterion No 2, it is not possible to identify the 8 best candidates because two or more candidates are tied for the 8th position, additional comparative criterion No 3 shall be applied only to these tied candidates.

17. Award criteria

Best price-quality ratio.

PARTICIPATION

18. Application format and details to be provided

Applications must be submitted using the application forms, the format and instructions of which must be strictly observed. The application dossier is available from the following Internet address <https://ufmsecretariat.org/work-with-us/procurement>.

The application must be accompanied by a declaration on honour on exclusion and selection criteria using the template available in the application dossier.

19. How applications may be submitted

Applications must be submitted exclusively via electronic submission to the following address: procurement@ufmsecretariat.org



Applications submitted by any other means will not be considered.

20. Deadline for submission of applications

The time-limit for receipt of applications is at **13:00 hours, Barcelona local time, on 30/05/2022**

An application received after the time-limit for receipt of applications will be rejected.

Candidates must ensure that their submitted applications contain all the information and documents required by the contracting authority at the time of submission as set out in the procurement documents.

21. Clarifications on the contract notice

Any request for clarifications must be made in writing at the following email address procurement@ufmsecretariat.org. This concerns request for clarifications about the contract notice and also request for clarifications about the content of the application dossier. Clarifications can be requested at the latest 21 days before the deadline for submission of applications.

Clarifications will be published on UfM website at the latest 11 days before the deadline for the submission of applications. The website will be updated regularly, and it is the candidates responsibility to check for updates and modifications during the submission period.

22. Outcome of the evaluation

By submitting an application, candidates accept to receive notification of the outcome of the procedure by electronic means. Such notification shall be deemed to have been received on the date upon which the contracting authority sends it to the electronic address referred to in the application submission form.

23. Alteration or withdrawal of applications

After submitting an application, but before the deadline for receipt of applications, a candidate may definitively withdraw its application, or withdraw it and replace it with a new one. A withdrawal receipt will be provided by Procurement Service as proof of withdrawal.

24. Date of dispatch of this notice

28/04/2022