



FRAMEWORK CONTRACT NOTICE Communication services - 03 - PRO636CPA-2025

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

b. Type of contract

Services

c. Short description of the contract

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).

d. Total value

The maximum budget is EUR 1,000,000.00 (VAT not included).

e. Type of Procedure

Open tender procedure

f. Nature of contract

Fee-based

g. Information about lots

This contract is divided into lots: NO

h. 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 budget (Budget co-financed by EU funds).

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)¹. 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. Tenderers must state their nationality in their tenders 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 16 countries of the Southern and Eastern Mediterranean².

6. Candidature

All eligible natural and legal persons (as per item 5 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 members of a consortium (i.e., the leader and all other members) are jointly and severally liable to the contracting authority.

The participation or tender 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 tenders

No more than one tender 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 a tender). In the event that a natural or legal person submits more than one tender, all tenders in

¹ 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.

² <https://ufmsecretariat.org/who-we-are/member-states/>



which that person has participated will be excluded.

8. Grounds for exclusion

Tenderers must submit a signed declaration, included in tender dossier, to the effect that they are not in any of the situations listed in Section 2.4.2.1 of the practical guide (PRAG). Where the tenderer intends to rely on capacity providing entities or subcontractor(s), he/she must provide the

Candidates included in the lists of EU restrictive measures (see Section 2.4. of the PRAG) at the moment of the award decision cannot be awarded the contract³.

9. Subcontracting

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

10. Invited tenderers alliances prohibited

Not applicable

11. Provisional commencement date of the contract

April 2026

12. Period of implementation of tasks

36 months from the commencement date.

13. Language of the procedure

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

14. Additional information

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

A fee-based/technical assistance contract is, by definition, one in which the actual days worked for each category of experts may differ from the number of working days estimated in Annex V. The actual input required for the tasks specified in the terms of reference and organisation and methodology will only be known once the contract starts. The project manager will use the work plan when monitoring the actual number of working days submitted in each invoice to check that the contract is progressing within budget. The contractor may update the estimate during implementation of the project in accordance with article 20 of the general conditions.

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

³ Please note that the EU Official Journal contains the official list of entities subject to restrictive measures and, in case of conflict, it prevails over the list of the [EU Sanctions Map](#).



of Reference.

SELECTION AND AWARD CRITERIA

15. Selection criteria

Capacity-providing entities

An economic operator (i.e., tenderer) 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 fulfil the selection criteria for which the economic operator relies on them. Furthermore, the data for this third entity for the relevant selection criterion should not be included in the tender submission form but 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 tenderers. In the case of tender submitted by a consortium, these selection criteria will be applied to the consortium as a whole, unless specified otherwise. The selection criteria will not be applied to natural persons and single-member companies when they are sub-contractors.

The tenderer 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 tender form). In case of tenderer being a public body, equivalent information should be provided. The reference period which will be taken into account will be the last 3 years for which accounts have been closed⁴.

- the average annual turnover of the tenderer must exceed EUR 100,000.00

2) **Professional capacity** (based on item 3.B of the tender form). The reference period which will be taken into account will be the last 3 years preceding the submission deadline.

⁴ In the case of tenders submitted by a consortium, these selection criteria will be applied to the consortium as a whole.



- At least 2 staff members of the candidates are permanent staff; and,
- At least 2 of the permanent staff of the candidate have experience in the field of communication services (such as communication campaigns, digital communications, public affairs, influencer marketing, branding materials, and communication tools)

3) **Technical capacity** (based on items 3.C of the tender form). The reference period which will be taken into account will be the last 4 years from submission deadline.

- the tenderer has provided services under at least 3 contracts each with a budget of at least EUR 50,000.00 in the field of communication services (such as communication campaigns, digital communications, public affairs, influencer marketing, branding materials, and communication tools) implemented at any moment during the reference period: 4 years prior to the submission deadline. This means that the contract the candidate or tenderer refers to could have been implemented 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 or tenderers are allowed to refer either to projects completed within the reference period (although started earlier) or to projects partially implemented during, but not yet completed within the reference period. Only the part completed during the reference period will be taken into consideration. This part will have to be supported by documentary evidence (approval of report or deliverable, proof of payment, statement or certificate from the entity which awarded the contract) also detailing its value. If a candidate has implemented the project in a consortium, the part that the candidate has successfully completed must be clear from the documentary evidence (such as consortium agreement and bank transfers between consortium members), together with a description of the nature of the services provided/supplies delivered.

16. Award criteria

Best price-quality ratio.

PARTICIPATION

17. Tender format and details to be provided

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

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

18. How tenders may be submitted

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

Technical offers and financial offers must be sent into two separate e-mails: one bearing the words “E-mail A — Technical offer - 03 - PRO636CPA-2025”; and other bearing the words “E-mail B — Financial offer - 03 - PRO636CPA-2025”.



In addition, a 3rd e-mail bearing the words “E-mail C – passwords – 03 - PRO636CPA-2025” with the passwords of the folders sent in e-mails called “E-mail A — Technical offer” and “E-mail B — Financial offer” is required.

Files shall be included in protected folders or at least in compressed folder(s) or through protected IT hyperlinks to file hosting service. Where passwords, encryptions or any other IT means used to protect the confidentiality of the submitted offers, decryption key or equivalent shall be sent by the tenderer.

Tenders submitted by any other means will not be considered.

19. Deadline for submission of tenders

The time-limit for receipt of tenders is at **13:00 hours, Barcelona local time, on the 27th of February 2025.**

A tender received after the time-limit for receipt of tenders will be rejected.

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

20. 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 tender dossier. Clarifications can be requested at the latest 21 days before the deadline for submission of tenders.

Clarifications will be published on UfM website at the latest 8 days before the deadline for the submission of tenders. The website will be updated regularly and it is the tenderers responsibility to check for updates and modifications during the submission period.

21. Outcome of the evaluation

By submitting a tender, tenderers 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 tender submission form.

22. Alteration or withdrawal of tenders

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



23. Date of dispatch of this notice

25/11/2025