

## SERVICE CONTRACT NOTICE

### Information and Communication activities in Bosnia and Herzegovina for 2019-2020

**1. Publication reference**

EuropeAid/139601/DH/SER/BA

**2. Procedure**

Restricted

**3. Programme title**

IPA 2017 Support Measure for Communication on Enlargement 2017-2018 and IPA 2018 Support Measure for Communication about the European Union and the Enlargement Process 2017-2018

**4. Financing**

BGUE-B2018-22.020401-C8-NEAR DELBIH  
BGUE-B2017-22.020401-C1-NEAR DELBIH

**5. Contracting Authority**

European Union, represented by the European Commission on behalf of and for the account of Bosnia and Herzegovina

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#### CONTRACT SPECIFICATION

**6. Nature of contract**

Fee-based

**7. Contract description**

This overall objective of the contract is to provide technical assistance to the Delegation of the European Union to Bosnia and Herzegovina in its information, communication and visibility activities aimed at increasing public awareness and understanding of the European Union (EU), Bosnia and Herzegovina (BiH) accession process and EU assistance to BiH based on well informed and realistic expectation.

The key activities within the project are:

- Design, planning and implementation of communication and information activities, including the development of outreach messaging and strategies and visibility campaigns; providing daily assistance, support and advice to the EU Delegation in line with the contract's objective;
- Outreach activities and stakeholder engagement (organisation or support of events, campaigns, competitions, celebration of 'Europe Day', visits, debates, competitions, etc) throughout BiH to

enhance the visibility of EU policies and EU financial assistance, based on clear messaging about policies and reform areas supported by EU assistance;

- Efficient financial and administrative management of the EU Info Centre (EUIC) in Sarajevo and EU Info Points (EUIP) in Banja Luka, Brcko District and Mostar, providing easy access to EU information to citizens;
- Propose and implement a cultural diplomacy strategy for the EU Delegation to be implemented in partnership with EU Member States/EU National Institutes for Culture (EUNIC) which will increase cultural dialogue between BiH and the EU, supporting the cultural sector in BiH and providing positive visibility to European culture;
- Editing, production and dissemination of publications, information products, promotional material and audio-visual material on all media. This includes the production of the editorial content and the update and technical maintenance of the EU Delegation website ([www.europa.ba](http://www.europa.ba)) and EUIC/EUIP website (<https://info.europa.ba>) and management of social media.

#### **8. Number and titles of lots**

One lot only.

#### **9. Maximum budget**

EUR 1 680 000

#### **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 the estimated amount of EUR 3 360 000. Any extension of the contract would be subject to satisfactory performance by the Contractor.

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### **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.

Please be aware that after the United Kingdom's withdrawal from the EU, the rules of access to EU procurement procedures of economic operators established in third countries will apply to candidates or tenderers from the United Kingdom depending on the outcome of negotiations. In case such access is not provided by legal provisions in force at the time of contract award, candidates or tenderers from the United Kingdom could be rejected from the procurement procedure.

## **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 (i.e., 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

## **17. Number of candidates to be short-listed**

On the basis of the applications received, between 4 -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

September 2018

### 19. Provisional commencement date of the contract

1 January 2019

### 20. Initial period of implementation of tasks

24 months

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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 unless specified otherwise. The selection criteria will not be applied to natural persons and single-member companies when they are sub-contractors.

- 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. 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 candidate during the reference period must be at least of EUR 800 000.

- 2) **Professional capacity of candidate** (based on items 4 and 5 of the application form). The reference period which will be taken into account will be the last five years from submission deadline.

At least 5 staff members working for the candidate during the reference period in the field related to this contract or in similar information and communication activities.

- 3) **Technical capacity of candidate** (based on items 5 and 6 of the application form). The reference period which will be taken into account will be the last five years from submission deadline.

The candidate has provided services under at least one project with a budget of at least EUR 500 000 in the field of this contract or in similar information and communication activities, which was implemented at any moment during the reference period: 03.08.2013 – 03.08.2018.

This means that the project the candidate refers to could have been started or completed at any time during the indicated period but it does not necessarily have to be started and 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. In the first case the project will be considered in its

whole if proper evidence of performance is provided (statement or certificate from the entity which awarded the contract, proof of final payment). In case of projects still on-going only the portion satisfactorily completed during the reference period although started earlier will be taken into consideration. This portion will have to be supported by documentary evidence (similarly to projects completed) 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 with a description of the nature of the services provided. Only the portion implemented by the candidate will be taken into consideration.

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 a commitment 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 - notably that of nationality – and must fulfil the same relevant selection criteria as the economic operator. 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 works or services for which these capacities are required. With regard to economic and financial criteria, the entities upon whose capacity the tenderer relies, become jointly and severally liable for the performance of the contract.

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:

- a. The highest number of projects in criteria 21.3;
- b. In case of competition between two or more candidates at the end of the list having the same number of eligible project references after re-examination according to the first re-examination factor (a), the latter candidates will be ranked in descending order according to the value of the project references (proportion carried out by candidate) satisfying the above technical capacity criterion 21.3.

## **22. Award criteria**

Best price-quality ratio.

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## **APPLICATION**

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

03.08.2018, 14:00 Central European time

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?chapterTitleCode=B>

The application must be accompanied by a declaration of honour on exclusion and selection criteria using the template available from the following Internet address:

<http://ec.europa.eu/europeaid/prag/annexes.do?chapterTitleCode=A>

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 Bosnia and Herzegovina  
Finance, Contract and Audit Section, Procurement Team  
Skenderija 3a, 71000 Sarajevo, Bosnia and Herzegovina**

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

- 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 Bosnia and Herzegovina  
Finance, Contract and Audit Section, Procurement Team  
Skenderija 3a, 71000 Sarajevo, Bosnia and Herzegovina**

**Opening hours: Monday to Thursday 09:30 - 16:30; Friday 09:30-14:00**

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

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.

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.

## 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**

7 April 2018

**29. Legal basis<sup>1</sup>**

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, and Regulation (EU) N°231/2014 of the European Parliament and of the Council of 11 March 2014 establishing an Instrument for Pre-accession assistance (IPA II)

**30. Additional information**

N/A

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<sup>1</sup> Please state any specificity that might have an impact on rules on participation (such as geographic or thematic or long/short term).