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**Hungary-Budapest: Communication services for CEPOL  
2016/S 110-195712**

**Contract notice**

**Services**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

European Police College (CEPOL)

Ó utca 27.

Budapest

1066

Hungary

Telephone: +36 18038087

E-mail: [tenders@cepol.europa.eu](mailto:tenders@cepol.europa.eu)

Fax: +36 18038032

NUTS code: HU101

**Internet address(es):**

Main address: <http://www.cepol.europa.eu/>

**I.2) Joint procurement**

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.cepol.europa.eu/who-we-are/working-with-cepol/procurement>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

**I.4) Type of the contracting authority**

European institution/agency or international organisation

**I.5) Main activity**

Public order and safety

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title:**

Communication services for CEPOL.

Reference number: CEPOL/PR/OP/2016/004

**II.1.2) Main CPV code**

79340000

**II.1.3) Type of contract**

Services

**II.1.4) Short description:**

The objective of the contract is to provide communication service for CEPOL, enabling CEPOL to provide participants in CEPOL events, training activities, visitors, target groups and the general public with information regarding CEPOL and to help raise awareness of CEPOL and reinforce its image.

The contractor may be required to perform services falling under the following groups of tasks:

B.1.3.a.1. communication activities and campaigns;

B.1.3.a.2. communications projects;

B.1.3.a.3. evaluation of communication-related activities.

II.1.5) **Estimated total value**

Value excluding VAT: 250 000.00 EUR

II.1.6) **Information about lots**

This contract is divided into lots: no

II.2) **Description**

II.2.1) **Title:**

II.2.2) **Additional CPV code(s)**

II.2.3) **Place of performance**

NUTS code: HU101

Main site or place of performance:

Budapest, Hungary.

II.2.4) **Description of the procurement:**

The purpose is to support the development and implementation of communication strategies and activities in order to keep pace with new developments and trends in the field of online and offline communication tools and services. In this respect, the contractor will be required to come up with new ideas, creative concepts and approaches to communication in a proactive way.

For all tools and materials developed under each specific contract, the contracting authority must be provided with comprehensive documentation at predetermined regular intervals and upon expiry of the specific contract. Furthermore, the contractor must transfer to the contracting authority all material (source files, non-copyrighted images, programmes, rights, etc.) necessary for the contracting authority to be able to continue developing and using the tools produced by the contractor.

Under this lot the contractor may be required to perform services falling under the following groups of tasks:

B.1.3.a.1. communication activities and campaigns:

— communication advice: advise and contribute to the definition and planning of communication campaigns/ activities, defining clear and measurable communication objectives, mapping stakeholders, identifying target audiences and their needs, key messages and communication channels, defining the approach for online and audiovisual products as well as social media, publications, the adequate media mix and dissemination strategy, including the identification of dissemination networks, partners and communication impact/monitoring tools as part of an integrated strategy,

— conception of media products: present innovative concepts for the design and/or drafting of the requested communication material (online, social media, audiovisual and print) taking into account the target audiences and the intended dissemination strategy,

— advertisement: buy online and offline advertising, in the press, in public places or any other support,

— social media campaigns: provide advice to plan, implement and monitor social media campaigns to promote specific activities. This includes drafting strategy documents, setting-up accounts on social media platforms and animating the selected networks,

— viral marketing campaigns: provide advice on how to organise viral marketing campaigns to promote video clips on the Internet. This includes drafting strategy documents, implementing, monitoring and assessing the impact of such campaigns,

— media monitoring: monitor media coverage of communication activities.

B.1.3.a.2. communications projects:

— rebranding project: provide advice and support to the implementation of CEPOL rebranding project, ensuring its good implementation and success,

— multimedia projects: provide advice for ad hoc projects (such as for example the development of a mobile application, a video or serious educational game) on the conception, the selection of contractor, the creation, the strategy, but also provide advice on information architecture and design, and support to development and to integration in the App Store,

— open day/15th anniversary celebration: prepare a concept, draft a strategy and a timetable, ensure milestones are met, and provide support to the organisation of the event,

— any other communications projects: provide advice and support to the implementation of CEPOL communications projects, ensuring their good implementation and success.

B.1.3.a.3. evaluation of communication-related activities:

The objective of this group of tasks is to support the contracting authority with the evaluation of communication activities.

It comprises 3 types of activities:

— evaluation,

— development and implementation of small-scale evaluation tools relating to communication activities,

— technical and methodological assistance in the organisation and conduct of evaluations of communication activities.

II.2.5) **Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) **Estimated value**

Value excluding VAT: 250 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

The framework contract may be renewed up to 3 times, each time for a 12 months period, thus the maximum possible contract duration is 48 months.

II.2.10) **Information about variants**

Variants will be accepted: no

II.2.11) **Information about options**

Options: yes

Description of options:

CEPOL may at a later stage exercise the option to increase the maximum contract volume via negotiated procedure with the successful tenderer in accordance with Article 134(1)(e) of the rules of application (Regulation (EU, Euratom) 2015/1929 of the European Parliament and of the Council of 28.10.2015 amending Regulation (EU, Euratom) No 966/2012 on the financial rules applicable to the general budget of the Union).

II.2.12) **Information about electronic catalogues**

II.2.13) **Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14) **Additional information**

**Section III: Legal, economic, financial and technical information**

III.1) **Conditions for participation**

III.1.1) **Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Please refer to the tender specifications which can be downloaded at the address of the buyer profile given in point I.1 of this notice.

III.1.2) **Economic and financial standing**

Selection criteria as stated in the procurement documents

III.1.3) **Technical and professional ability**

Selection criteria as stated in the procurement documents

III.1.5) **Information about reserved contracts**

III.2) **Conditions related to the contract**

III.2.1) **Information about a particular profession**

III.2.2) **Contract performance conditions:**

III.2.3) **Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

**Section IV: Procedure**

IV.1) **Description**

IV.1.1) **Type of procedure**

Open procedure

IV.1.3) **Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 5

IV.1.4) **Information about reduction of the number of solutions or tenders during negotiation or dialogue**

IV.1.6) **Information about electronic auction**

IV.1.8) **Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

IV.2) **Administrative information**

IV.2.1) **Previous publication concerning this procedure**

IV.2.2) **Time limit for receipt of tenders or requests to participate**

Date: 26/07/2016

IV.2.3) **Estimated date of dispatch of invitations to tender or to participate to selected candidates**

IV.2.4) **Languages in which tenders or requests to participate may be submitted:**

English

IV.2.6) **Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) **Conditions for opening of tenders**

Date: 03/08/2016

Local time: 10:00

Place:

European Police College (CEPOL), Budapest, Ó utca 27., 1066, HUNGARY.

Information about authorised persons and opening procedure:

1 representative per tenderer is allowed to attend the opening session as an observer. Should a tenderer wish to be present, it shall inform CEPOL of the name of its representative by e-mail ([tenders@cepol.europa.eu](mailto:tenders@cepol.europa.eu)) or by fax (+36 18038032), not later than the date and time indicated in Section B.8 of the tender specifications.

**Section VI: Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: no

**VI.2) Information about electronic workflows**

**VI.3) Additional information:**

**VI.4) Procedures for review**

**VI.4.1) Review body**

General Court

rue du Fort Niedergrünewald

Luxembourg

2925

Luxembourg

Telephone: +352 4303-1

E-mail: [cfi.registry@curia.europa.eu](mailto:cfi.registry@curia.europa.eu)

Fax: +352 4303-2100

Internet address: <http://curia.europa.eu>

**VI.4.2) Body responsible for mediation procedures**

**VI.4.3) Review procedure**

**VI.4.4) Service from which information about the review procedure may be obtained**

**VI.5) Date of dispatch of this notice:**

30/05/2016