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**Belgium-Brussels: SRB/OP/1/2016 Provision of media monitoring and media analysis services
2016/S 043-070149**

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1) Name, addresses and contact point(s)

Single Resolution Board
rue de la Science 27
Contact point(s): SRB Procurement
For the attention of: Procurement Team
1049 Brussels
BELGIUM
Telephone: +32 229-84802
E-mail: SRB-PROCUREMENT@ec.europa.eu

Internet address(es):

General address of the contracting authority: <http://srb.europa.eu/>

Further information can be obtained from: The above mentioned contact point(s)

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from: The above mentioned contact point(s)

Tenders or requests to participate must be sent to: The above mentioned contact point(s)

I.2) Type of the contracting authority

European institution/agency or international organisation

I.3) Main activity

Economic and financial affairs

I.4) Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1) Description

II.1.1) Title attributed to the contract by the contracting authority:

SRB/OP/1/2016 Provision of media monitoring and media analysis services.

II.1.2) Type of contract and location of works, place of delivery or of performance

Services

Service category No 27: Other services

Main site or location of works, place of delivery or of performance: The services are expected to be performed remotely from the contractor's premises. A kick-off meeting will take place at SRB premises in Brussels.

NUTS code BE

II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)

The notice involves a public contract

II.1.4) **Information on framework agreement**

II.1.5) **Short description of the contract or purchase(s)**

The main objective of the service contracts is to provide SRB with media monitoring and media analysis. 3 lots are foreseen to cover all the needs, i.e.:

lot 1: print media, online media and broadcast (TV and radio) monitoring (media review);

lot 2: social media monitoring (Twitter, blogs, forums and other platforms);

lot 3: media analysis and reputation tracking.

II.1.6) **Common procurement vocabulary (CPV)**

92400000, 92312211, 79342200, 72400000, 72000000

II.1.7) **Information about Government Procurement Agreement (GPA)**

The contract is covered by the Government Procurement Agreement (GPA): no

II.1.8) **Lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.1.9) **Information about variants**

Variants will be accepted: no

II.2) **Quantity or scope of the contract**

II.2.1) **Total quantity or scope:**

The maximum estimated budget will be distributed across the lots as follows:

— lot 1: 100 000 EUR,

— lot 2: 200 000 EUR,

— lot 3: 100 000 EUR.

Estimated value excluding VAT: 400 000 EUR

II.2.2) **Information about options**

Options: no

II.2.3) **Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 3

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 12 (from the award of the contract)

II.3) **Duration of the contract or time limit for completion**

Duration in months: 12 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Print media, online media and broadcast (TV and radio) monitoring (media review)

1) **Short description**

a) A comprehensive daily media review (7 days a week) of all relevant online and printed articles, broadcast news.

b) An 'executive summary' presenting the top cover stories of the 5 key countries (Germany, Spain, France, Italy, United Kingdom); final list of key countries to be agreed by the SRB.

c) The services must be delivered on every working day at 7:00 and at 8:30 during weekends, public and bank holidays. This review must be updated at 12:00, 15:00 and 18:00.

d) Monitoring media from the 28 EU member countries, as well as Switzerland, United States and optionally the large Asian countries (China, Japan, India) and Russian, South American (Brazil and Mexico) as well as key Middle Eastern media. The platform must allow the inclusion of articles in any language including Greek and Cyrillic characters.

e) The predefined sample including the newspapers, magazines, blogs, TV and radio programmes shown in Annex 7 shall serve as a basis for the tenderers.

f) It is mandatory that the articles and broadcast news are delivered with a short summary and translated headline in English, in particular for all non-English media, accurately reflecting the key messages of the report. 4 possible types of summaries are foreseen.

2) **Common procurement vocabulary (CPV)**

92400000, 92312211, 79342200, 72400000, 72000000

3) **Quantity or scope**

Estimated value excluding VAT: 100 000 EUR

4) **Indication about different date for duration of contract or starting/completion**

Duration in months: 12 (from the award of the contract)

5) **Additional information about lots**

The duration of the service contract may be extended 3 times, by 12 months each time. For details see the tendering specifications.

Lot No: 2

Lot title: Social media monitoring (Twitter, blogs, forums and other platforms)

1) **Short description**

The tenderer shall provide the SRB with quantitative monitoring of social media, presenting the SRB's mentions in blogs, on Twitter, YouTube, Facebook, LinkedIn, Google+ and other relevant fora.

2) **Common procurement vocabulary (CPV)**

92400000, 92312211, 79342200, 72400000, 72000000

3) **Quantity or scope**

Estimated value excluding VAT: 200 000 EUR

4) **Indication about different date for duration of contract or starting/completion**

Duration in months: 12 (from the award of the contract)

5) **Additional information about lots**

The duration of the service contract may be extended 3 times, by 12 months each time. For details see the tendering specifications.

Lot No: 3

Lot title: Media analysis and reputation tracking

1) **Short description**

The tenderer shall provide regular qualitative analysis of how the SRB is perceived by traditional media and social media as well as by any third party or influencer.

2) **Common procurement vocabulary (CPV)**

92400000, 92312211, 79342200, 72400000, 72000000

3) **Quantity or scope**

Estimated value excluding VAT: 100 000 EUR

4) **Indication about different date for duration of contract or starting/completion**

Duration in months: 12 (from the award of the contract)

5) **Additional information about lots**

The duration of the service contracts may be extended 3 times, by 12 months each time. For details see the tendering specifications.

Section III: Legal, economic, financial and technical information

III.1) **Conditions relating to the contract**

III.1.1) **Deposits and guarantees required:**

Not applicable.

III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:**

Please refer to the tender documents, available on the website at: <http://srb.europa.eu/en/tenders>

III.1.3) **Legal form to be taken by the group of economic operators to whom the contract is to be awarded:**

Please refer to the tender documents, available on the website at: <http://srb.europa.eu/en/tenders>

III.1.4) **Other particular conditions**

The performance of the contract is subject to particular conditions: no

III.2) **Conditions for participation**

III.2.1) **Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers**

Information and formalities necessary for evaluating if the requirements are met: Please refer to the tender documents, available on the website at: <http://srb.europa.eu/en/tenders>

III.2.2) **Economic and financial ability**

Information and formalities necessary for evaluating if the requirements are met: Please refer to the tender documents, available on the website at: <http://srb.europa.eu/en/tenders>

Minimum level(s) of standards possibly required: Please refer to the tender documents, available on the website at: <http://srb.europa.eu/en/tenders>

III.2.3) **Technical capacity**

Information and formalities necessary for evaluating if the requirements are met:

Please refer to the tender documents, available on the website at: <http://srb.europa.eu/en/tenders>

III.2.4) **Information about reserved contracts**

III.3) **Conditions specific to services contracts**

III.3.1) **Information about a particular profession**

Execution of the service is reserved to a particular profession: no

III.3.2) **Staff responsible for the execution of the service**

Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service: yes

Section IV: Procedure

IV.1) **Type of procedure**

IV.1.1) **Type of procedure**

Open

IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate**

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue**

IV.2) **Award criteria**

IV.2.1) **Award criteria**

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document

IV.2.2) Information about electronic auction

An electronic auction will be used: no

IV.3) Administrative information

IV.3.1) File reference number attributed by the contracting authority:

SRB/OP/1/2016.

IV.3.2) Previous publication(s) concerning the same contract

no

IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4) Time limit for receipt of tenders or requests to participate

4.4.2016

IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6) Language(s) in which tenders or requests to participate may be drawn up

Any EU official language

IV.3.7) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 9 (from the date stated for receipt of tender)

IV.3.8) Conditions for opening of tenders

Date: 11.4.2016

Place:

SRB Offices at rue de la Science 27, 1049 Brussels, BELGIUM.

Persons authorised to be present at the opening of tenders: yes

Additional information about authorised persons and opening procedure: Maximum 2 representatives per tenderer may attend the opening session.

Please refer to the invitation to tender.

Section VI: Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: no

VI.2) Information about European Union funds

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

VI.3) Additional information

The specifications and additional documents (including questions and answers) can be downloaded from the following website: <http://srb.europa.eu/>

Tenderers are invited to consult the website regularly. The SRB won't be liable if tenderers do not take notice of the additional information published on the website with regard to the present call for tender.

No paper copy will be issued.

Further information on the conditions relating to the contract, contract durations, contract renewals, conditions for participation, minimum capacity levels requested, estimated total volume of services, information on the specific contracts to be awarded, required information about the staff responsible for the execution of the service, etc. is provided in the tendering specifications available from the website mentioned above.

VI.4) Procedures for appeal

VI.4.1) Body responsible for appeal procedures

General Court
rue du Fort Niedergrünwald
2925 Luxembourg
LUXEMBOURG
E-mail: generalcourt.registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu/>
Fax: +352 4303-2100

VI.4.2) Lodging of appeals

Precise information on deadline(s) for lodging appeals: You may submit any observations concerning the award procedure to the contracting authority indicated under heading I.1.

If you believe that there was maladministration, you may lodge a complaint to the European Ombudsman within 2 years of the date when you became aware of the facts on which the complaint is based (see <http://www.ombudsman.europa.eu>). Such complaint does not have as an effect either to suspend the time limit to launch an appeal or to open a new period for lodging an appeal.

Within 2 months of the notification of the award decision or, in absence thereof, of the day on which it came to your knowledge you may lodge an appeal to the body referred to in VI.4.1.

VI.4.3) Service from which information about the lodging of appeals may be obtained

Single Resolution Board
rue de la Science 27
1049 Brussels
BELGIUM
E-mail: SRB-PROCUREMENT@ec.europa.eu
Telephone: +32 229-84802

VI.5) Date of dispatch of this notice:

19.2.2016