

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:362139-2020:TEXT:EN:HTML>

**Malta-Marsa: Provision of Social Media Outreach Services for EASO  
2020/S 148-362139**

**Contract notice**

**Services**

**Legal Basis:**

Regulation (EU, Euratom) No 2018/1046

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: EASO — European Asylum Support Office

Town: Marsa

NUTS code: MT001 Malta

Postal code: 1917

Country: Malta

E-mail: [contracts@easo.europa.eu](mailto:contracts@easo.europa.eu)

**Internet address(es):**

Main address: <https://www.easo.europa.eu/about-us/procurement>

**I.2) Information about joint procurement**

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=6803>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=6803>

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**

Other activity: Asylum

**Section II: Object**

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

**II.1.1) Title:**

Provision of Social Media Outreach Services for EASO

Reference number: EASO/2020/800

**II.1.2) Main CPV code**

79410000 Business and management consultancy services

**II.1.3) Type of contract**

Services

**II.1.4) Short description:**

EASO is requesting the provision of social media outreach services for its Communications and Public Relations Unit (hereinafter 'CPRU'). The envisaged services shall include several communication activities related to

planning, implementation and management of paid social media campaigns, aimed at reinforcing the visibility of EASO. A consultancy service on these matters can also be required.

II.1.5) **Estimated total value**

Value excluding VAT: 340 000.00 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)**

79416100 Public relations management services

79416200 Public relations consultancy services

II.2.3) **Place of performance**

NUTS code: MT MALTA

NUTS code: 00 Not specified

Main site or place of performance:

As online service it can be physically performed in any country. Some meetings will be held in Malta.

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

Task 1: creation, implementation and monitoring of social media ads/campaigns in various social networks.

Task 2: consultancy on social media advertising (i.e. with the aim of analysing performance, increasing ads performance, advice on effective keywords or provision of social media analytics). See tender documentation for better description.

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: 340 000.00 EUR

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

See internet address provided in section I.3).

II.2.10) **Information about variants**

Variants will be accepted: no

II.2.11) **Information about options**

Options: no

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:

See internet address provided in section I.3).

- 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**

#### **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: 3
- 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: 10/09/2020  
Local time: 15:00
- 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:**  
Bulgarian, Czech, Danish, German, Greek, English, Spanish, Estonian, Finnish, French, Irish, Croatian, Hungarian, Italian, Lithuanian, Latvian, Maltese, Dutch, Polish, Portuguese, Romanian, Slovak, Slovenian, Swedish
- IV.2.6) **Minimum time frame during which the tenderer must maintain the tender**  
Duration in months: 9 (from the date stated for receipt of tender)
- IV.2.7) **Conditions for opening of tenders**  
Date: 11/09/2020  
Local time: 11:00  
Place:  
EASO premises, MTC Block A, Winemakers Wharf, Grand Harbour, Valletta MRS 1917, MALTA.  
Information about authorised persons and opening procedure:

A maximum of two representatives per tender may attend the opening session. For organisational and security reasons, the tenderer should provide the full name, date of birth, nationality and ID or passport number of the representatives notified at least 2 working days in advance to EASO on [contracts@easo.europa.eu](mailto:contracts@easo.europa.eu)

**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**

Official name: General Court

Postal address: rue du Fort Niedergrünewald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

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

Telephone: +352 4303-1

Fax: +352 4303-2100

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

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

**VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures:

See internet address provided in section I.3).

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

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

27/07/2020