



Bio-based Industries
Joint Undertaking

SUBJECT : EX ANTE PUBLICITY - MIDDLE VALUE CONTRACT- ORGANISATION OF A COMMUNICATION EVENT

Description of the contract: The Bio-based industries Joint Undertaking (BBI JU) envisages awarding a service contract for the production of its walking exhibition and related brochure to display a number of bio-based consumer products used to explain the activities of the bio-based industries and to raise awareness to the BBI JU initiative and programme. The contractor will need to agree the concept with BBI JU and provide all related services for the quality production of the walking exhibition in a location to be defined in London, UK on 3 June 2020.

The production encompasses the full process from concept through to post production final delivery, and includes developing and agreeing all (and any) related logistical, procurement and production services. These include a complete event management service including managing third party suppliers for narration, procurement of exhibition items, production and printing of accompanying publicity materials.

More specifically this includes:

- Provision of a native English-speaking narrator for the show including travel and accommodation at the venue
- Procurement of items for the walking exhibition agreed with client
- Design, production and printing of accompanying publicity ad support materials – posters, invitations and walking exhibition brochure
- Provision of all required technical equipment including set up and break down of a suitable stage & catwalk such as an audio set with mixing table for showcase and presenter
- Design, production and installation of a static exhibition area with 5-10 stations showcasing BBI JU projects
- Coordination with exhibitors of the static exhibition area
- Video recording and post production of the event (editing, soundtrack & delivery in short 2-minute universal digital form with subtitles in English within 15 days of the event)
- AV equipment at both venues to allow public diffusion of images to wider audience
- Lights and catwalk showcase light with led controller
- Dressing of catwalk with suitable and relevant products to the exhibition
- Provision, briefing and management of technical staff, their travel and accommodation
- Management and execution of transportation of staff/equipment in/out of the venue
- Printed back wall design for stage set, design as agreed with client, production and installation at the venue
- Procurement and installation/removal of backstage areas



- Logistics of procuring transporting, insuring and returning items used in show
- Subcontracting services of third parties to provide narration, support in procuring items and production of an event brochure
- Development of catwalk concept, organisation, procurement and execution of up to 8 models/actors, their costumes and travel to/from the venue
- Project management services by senior personnel to include site visits and on site presence during the event

This ex-ante publicity is the first stage of a negotiated procurement procedure below €135,000.00 with a minimum of three candidates, through which the BBI JU may award the above-mentioned contract. The purpose of this notice is to support the BBI JU in the selection of the list of candidates to be invited to submit an offer for the contract. Please note that offers submitted in the subsequent negotiated procedure with a value above €135,000.00 will be rejected.

All economic operators¹ interested in providing the services described above should send a declaration of interest by 04/03/2020, 17:00 Brussels time, by e-mail to procurement@bbi.europa.eu with the same subject reference as indicated above. In their declaration of interest (300 words maximum) interested economic operators should demonstrate their ability to provide the relevant services. This information will be assessed in order to select suitable candidates. All interested economic operators will be informed of the decision of the BBI JU. The request for offers and related documents will be provided by e-mail only to the selected candidates.

Please note that BBI JU reserves the right to modify the conditions or to cancel the negotiated procedure. In case of cancellation, all interested economic operators would be informed of this decision. We look forward to receiving your declaration of interest.

Economic operators who do not express their interest before the deadline and to the address above will not be invited to submit an offer. The latter restriction will not apply to the economic operators directly invited by BBI JU.

Indicative date for launching the procedure (sending out the invitations): 6 March 2020

¹ For UK candidates or tenderers: Please be aware that following the entry into force of the EU-UK Withdrawal Agreement* on 1 February 2020 and in particular Articles 127(6), 137 and 138, the references to natural or legal persons residing or established in a Member State of the European Union are to be understood as including natural or legal persons residing or established in the United Kingdom. UK residents and entities are therefore eligible to participate under this call.

* Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community