

EX ANTE PUBLICITY – LOW VALUE CONTRACT

IHI COMMUNICATION STRATEGY

1 Description of the contract

The Communication and Institutional Relations of the Innovative Health Initiative Joint Undertaking (IHI JU) is planning to launch a negotiated procedure for the conclusion of a service contract with a communications' consultant to help with the design of the IHI's communication strategy. This new strategy will be aligned with the consecution of the communications goals of the Single Basic Act establishing IHI as well as the Strategic Research and Innovation Agenda.

1.1 Scope:

This new strategy will focus on the following activities:

- 1. Help the unit set the communication objectives.
- 2. Shape the new key messages of the partnership.
- 3. Branding the new partnership
- 4. Monitor and evaluate marketing activities.

This ex-ante publicity is the first stage of a negotiated procurement procedure below €60,000.00 with a minimum of three candidates, through which the IHI JU may award the above-mentioned contract. The purpose of this notice is to support the IHI 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 €25,000.00 will be rejected.

2 Participation in this call for tenders

Participation in this procurement procedure is open on equal terms to all natural and legal persons coming within the scope of the Treaties. It is also open to all natural and legal persons established in Overseas Countries and Territories (OCT) as listed in the Annex II of the TFEU and to all natural and legal persons established in Iceland, Norway, and Liechtenstein, as per the EEA Agreement.

All economic operators interested in providing the above services should send a declaration of interest by 21 February 2022, 17:00 Brussels time, by e-mail to:

e-mail address: procurement@ihi.europa.eu

Subject: Ex Ante Publicity – Low Value Contract – IHI Communication Strategy.

Length of the declaration of interest: 300 word maximum.

Interested economic operators should demonstrate their ability to provide the relevant services. This information will be assessed to select suitable candidates. All interested economic operators will be informed of the decision of the IHI JU. The request for offers and related documents will be provided by e-mail only to the selected candidates.

Please note that IHI 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 IHI JU.

Indicative date for launching the procedure (sending out the invitations)¹: 21 February 2022.

¹ Those dates are for indicative purposes only and do not constitute any obligation for the contracting authority. The exact deadlines, e.g. the deadline for the submission of tenders will be indicated in the invitation to tender