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Tender

## **DAERA - Northern Ireland Climate Action advertising campaign**

DAERA

Department of Agriculture Environment and Rural Affairs NI

F02: Contract notice

Notice identifier: 2021/S 000-015903

Procurement identifier (OCID): ocds-h6vhtk-02c591

Published 8 July 2021, 2:25pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

DAERA

Dundonald House, Upper Newtownards Rd, Ballymiscaw

BELFAST

BT4 9SB

#### **Email**

[ssdadmin.copd@finance-ni.gov.uk](mailto:ssdadmin.copd@finance-ni.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

### **Internet address(es)**

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

### **I.1) Name and addresses**

Department of Agriculture Environment and Rural Affairs NI

Dundonald House

Belfast

BT4 3SB

### **Email**

[ssdadmin.cpd@finance-ni.gov.uk](mailto:ssdadmin.cpd@finance-ni.gov.uk)

### **Country**

United Kingdom

### **NUTS code**

UK - United Kingdom

### **Internet address(es)**

Main address

<https://etendersni.gov.uk/epps>

Buyer's address

<https://etendersni.gov.uk/epps>

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

The contract involves joint procurement

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://etendersni.gov.uk/epps>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

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

Body governed by public law

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

#### **II.1.1) Title**

DAERA - Northern Ireland Climate Action advertising campaign

#### **II.1.2) Main CPV code**

- 79341000 - Advertising services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Department for Agriculture, Environment and Rural Affairs (DAERA) (the Client) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is to engage audiences with climate change issues and drive awareness of the benefits and opportunities in taking action to tackle climate change, and specifically to engage people with DAERA's Northern Ireland Climate Action (NICA) initiative, which is being promoted primarily through DAERA's public-facing MyNI website and social media channels: MyNI facebook MyNI twitter MyNI Instagram and Farming MyNI facebook group

### **II.1.5) Estimated total value**

Value excluding VAT: £300,000

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

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

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79341200 - Advertising management services

### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

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

The Department for Agriculture, Environment and Rural Affairs (DAERA) (the Client) wishes to appoint a Contractor to deliver advertising and related services for campaign advertising. The overall purpose of this campaign is to engage audiences with climate change issues and drive awareness of the benefits and opportunities in taking action to tackle climate change, and specifically to engage people with DAERA's Northern Ireland Climate Action (NICA) initiative, which is being promoted primarily through DAERA's public-facing MyNI website and social media channels: MyNI facebook MyNI twitter MyNI Instagram and Farming MyNI facebook group

### **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: £300,000

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

Duration in months

6

This contract is subject to renewal

Yes

Description of renewals

The Client may, no later than two Months prior to the Initial Contract Period Expiry Date, give notice in writing to the Contractor to invite the Contractor to agree to extend the Contract for any period up to and including two periods of 12 months commencing from the Initial Contract Period Expiry Date.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **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**

The figure in II.2.6 is an estimated maximum contract value

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

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

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

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

Date

10 August 2021

Local time

3:00pm

#### **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**

Tender must be valid until: 8 November 2021

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

Date

10 August 2021

Local time

3:30pm

Information about authorised persons and opening procedure

Only CPD Procurement Staff with access to the project on eTendersNI.

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### **Section VI. Complementary information**

#### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

#### **VI.3) Additional information**

Contract Monitoring. The successful contractor's performance on the contract will be regularly monitored. Contractors not delivering.. on contract requirements is a serious matter. It means the public purse is not getting what it is paying for. If a contractor fails to reach.. satisfactory levels of contract performance they will be given a specified time to improve. If, after the specified time, they still fail to reach.. satisfactory levels of contract performance, the matter will be escalated to senior management in CPD for further action. If this occurs.. and their performance still does not improve to satisfactory levels within the specified period, it may be regarded as an act of grave.. professional misconduct and they may be issued with a Certificate of Unsatisfactory Performance and the contract may be

terminated... The issue of a Certificate of Unsatisfactory Performance will result in the contractor being excluded from all procurement competitions.. being undertaken by Centres of Procurement Expertise on behalf of bodies covered by the Northern Ireland Procurement Policy for a.. period of twelve months from the date of issue of the certificate.” . . The Authority expressly reserves the rights:. . (I). not to award any.. contract as a result of the procurement process commenced by publication of this notice;. (II). to make whatever changes it may see fit.. to the content and structure of the tendering Competition;. (III). to award (a) contract(s) in respect of any part(s) of the [services] covered.. by this notice; and. (IV). to award contract(s) in stages.. . and in no circumstances will the Authority be liable for any costs incurred by.. candidates

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

The UK does not have any such bodies with responsibility for appeal/mediation procedures.

Belfast

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

CPD will comply with the Public Contracts Regulations 2015 (as ammended) and, where. appropriate, will incorporate a standstill period (i.e. a minimum of 10 calendar days) at the point information on the award of contract is communicated to tenderers. That notification will provide full information on the award decision. This provides time for the unsuccessful tenderers to challenge the award decision before the contract is entered into...