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EBA/2023/MVP/0006

Paris, on 31 March 2023

Ex-ante publicity for negotiated procurement procedure

Communication Consultancy, Multimedia and Audiovisual production

Description of the services needed:

The European Banking Authority (“EBA”) is seeking support in advising on, designing, producing, and disseminating communication products aimed at implementing the EBA communication strategy using the most appropriate and innovative communication tools and formats to reach out to the different target audiences.

The contractor is expected to advise on, support and deliver the following services:

- designing ad hoc communication campaigns for specific projects or topics;
- supporting the creative conceptualisation of campaigns, e.g. overall visual approach and key messages;
- developing messages and scripts and providing advice on storytelling;
- advising on and supporting integrated digital and social media campaigns;
- providing up to date advice on digital communication channels and platforms;
- selecting appropriate ongoing and ad-hoc communications tools and channels;
- advising on innovative communication tools;
- producing and disseminating audio-visual material and animations;
- Producing digital publication with integrated multimedia content;
- designing graphic material such as factsheet and infographics;

This list is indicative and non-exhaustive.

The maximum budget of the contract is EUR 137,000, exclusive of VAT.

The signature of the contract is expected in June 2023 with immediate start of the services.

Description of the negotiated procurement procedure:

In the negotiated procurement procedure, interested economic operators may request to participate. EBA sends the procurement documents to selected economic operators, inviting them to submit a tender. Only those candidates selected and invited by EBA are allowed to submit a tender. EBA has the right to select candidates of its choice and invite these candidates to participate. If you are interested in participating in this negotiated procurement procedure, **please send an email to tenders@eba.europa.eu before midnight on 21 April 2023.**

Please include in your email:

- your name or that of a contact person in your organisation;
- the name of your organisation;
- postal address;
- description of your business; and
- the reference number EBA/2023/MVP/0006.

The information published on this page is indicative and does not constitute any obligation for the EBA to invite to tender any economic operator who expresses interest. Registering your interest to receive the procurement documents in a negotiated procurement procedure of this type does not convey any legal right or create a legitimate expectation on the part of any economic operator.

The indicative date for the dispatch of the procurement documents to the selected candidates is 28 April 2023.

Further information on the EBA can be found at <https://eba.europa.eu/about-us>.