

**Title:** Communications Planning and Training

**Reference:** Negotiated procedure EEA/COM/14/001

The European Environment Agency (EEA) envisages awarding a contract to a service provider to undertake communications planning and strategic communications training

**Type of contract:**

Service contract for duration of approx. 10 months as from the date of its signature

**Estimated value:**

EUR 60,000 excluding VAT

**Place of delivery or of performance:**

Mainly at the contractor's premises as well as workshops at the EEA's premises in Copenhagen

**Description of the services to be procured:**

In the context of a new Corporate Strategy (under development) and the need to plan and execute SOER effectively (for launch and communication throughout 2015), the EEA requires training for staff from an experienced practitioner with pertinent practical experience and an appreciation of the Agency's communications needs to:

- Train staff in developing the necessary skills to effectively plan and coordinate cross-agency communications
- Train staff and build capacity around processes towards effectively identifying, extracting and developing key messages for communication activities
- Develop in-house project management skills around both of the above

**Scheduled starting date of contract (indicative):**

12.05.2014

**Registration of interest:**

Interested candidates shall register their interest by email to [procurement@eea.europa.eu](mailto:procurement@eea.europa.eu) by **01.04.2014** at the latest, quoting the title and reference No of this negotiated procedure in the subject field of the message and providing the following information:

- Name (of individual or organisation/company)
- Address (of individual or organisation/company)
- Contact person
- E-mail
- Description of main area of business / expertise (max. 500 words)

Your personal information above will be processed solely for the purpose of this negotiated procedure in accordance with the rules set in Regulation (EC) No 45/2001 on the protection

of individuals with regard to the processing of personal data by Community institutions and bodies and on the free movement of such data (OJEU L 8/1 of 12.1.2001). For further detailed information please refer to the privacy statement available on the EEA external website at the following address: <http://www.eea.europa.eu/about-us/tenders/privacy-statement>

**Description of the tendering procedure:**

On the basis of the pre-assessment of the information provided, the EEA will draw up a list of the most suitable candidates and will forward to all or some of them (at least three candidates) by e-mail an invitation to submit a tender in accordance with the tender specifications by a set deadline. The tender submitted will be evaluated in accordance with the criteria specified in the tender specifications. During the negotiation phase after the submission of the tenders, selected candidates may be required to adapt their tender to the requirements set in the tender specifications in order to find the solution offering the best value for money.

Candidates shall note that registration of interest to participate in the above-mentioned procedure entails no obligation on the part of the EEA to send an invitation to tenders to candidates or to award them a contract. Please note that no replies will be sent to unselected candidates.