



Bio-based Industries  
Joint Undertaking

## **SUBJECT : EX ANTE PUBLICITY – MIDDLE VALUE CONTRACT – REBRANDING OF BBI JU**

### **Description of the contract**

The Bio-based industries Joint Undertaking (BBI JU) envisages awarding a service contract for its rebranding in line with new relevant policies, such as the European Green Deal.

Rebranding of BBI JU is needed for:

- Putting sustainability and environmental aspects at the heart of the communication;
- Providing a contemporary look and feel to be used as basis for an important communication campaign throughout the next years;
- Supporting the design of BBI JU's website in view of its transition to a more recent platform.

### **The contract will include the following services:**

1. A comprehensive brand strategy to be used over several years.
2. Brand messaging, including a tagline and slogans.
3. Visual identity, including colours, fonts and other elements, as well as the brand guidelines.
4. Related graphic assets for digital and print products.
5. Website design for an already established content and navigation framework.

This ex-ante publicity is the first stage of a negotiated procurement procedure below €35,000.00 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 €35,000.00 will be rejected.

### **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 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 Lichtenstein, as per the EEA Agreement.

#### Notice for tenderers established in the United Kingdom

Please be aware that following the entry into force of the EU-UK Withdrawal Agreement<sup>1</sup> 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 for tenders.

All economic operators interested in providing the above services should **send a declaration of interest by 4 June 2021, 17:00 Brussels time, by e-mail to: [procurement@bbi.europa.eu](mailto:procurement@bbi.europa.eu) with the following subject: EX ANTE PUBLICITY – MIDDLE VALUE CONTRACT – REBRANDING OF BBI JU.**

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 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)<sup>2</sup>: 7 June 2021.**

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<sup>1</sup> Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community

<sup>2</sup> 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