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## **ECB - Communication management services (D-Frankfurt-on-Main)**

**2010/S 99-148225**

### **Contract notice**

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

**I.1) Name, addresses and contact point(s):**

European Central Bank, attention: Ezequiel Gomez, Kaiserstraße 29, 60311 Frankfurt-on-Main, GERMANY. Tel. +49 691344-0. Fax +49 691344-7110. E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)

**Internet address(es):**

General address of the contracting authority: <http://www.ecb.europa.eu>

**Further information can be obtained at:**

As in abovementioned contact point(s).

**Tenders or requests to participate must be sent to:**

As in abovementioned contact point(s).

**I.2) Type of the contracting authority and main activity or activities:**

European institution/agency or international organisation.

The contracting authority is purchasing on behalf of other contracting authorities: no.

#### **Section II: Object of the contract**

**II.1) Description**

**II.1.1) Title attributed to the contract by the contracting authority:**

Communication management services.

**II.1.2) Type of contract and location of works, place of delivery or of performance:**

Services.

Service category: No 13.

Main place of performance: ECB, Frankfurt-on-Main, GERMANY.

Other locations within the EU.

NUTS code: DE712.

**II.1.3) The notice involves:**

The establishment of a framework agreement.

**II.1.4) Information on framework agreement:**

Framework agreement with several operators.

Maximum number of participants to the framework agreement envisaged: up to 5.

Duration of the framework agreement:

Duration in years: 5.

Justification for a framework agreement the duration of which exceeds 4 years:

Some of the related projects to be supported by the agreements will have a life cycle over 4 years.

**II.1.5) Short description of the contract or purchase(s):**

In anticipation of future activities related to communication projects and campaigns, the ECB intends to award several framework agreements for the provision of external professional services in communication

management services. The selected companies and their representatives will contribute to the successful completion of various projects and campaigns at European level.

One of these projects and also the most important one is the development of the 2nd series of euro banknotes by the ECB and the national central banks (NCBs) of the Eurosystem.

The current plan of the euro banknotes and coins project is to introduce the 1st denomination of the 2nd series in the next few years and to inform the public about it via a communication campaign.

Important: For such a project, the ECB must separate clearly the activities related to the conception and project management of a potential ES2 campaign from its implementation (possible scope of activities was highlighted above). In this respect, any company that would be granted a framework contract under this procedure would be 'de facto' involved in such a project and therefore the company would relinquish the right to participate and submit offers for any possible future procurement procedure related to the implementation of the ES2 communication campaign.

II.1.6) **Common procurement vocabulary (CPV):**

79340000, 79416000, 79413000.

II.1.7) **Contract covered by the Government Procurement Agreement (GPA):**

Yes.

II.1.8) **Division into lots:**

No.

II.1.9) **Variants will be accepted:**

No.

II.2) **Quantity or scope of the contract**

II.2.1) **Total quantity or scope**

II.2.2) **Options:**

No.

Number of possible renewals or range: between 1 and 2 amounting to a maximum of 2 years in total.

II.3) **Duration of the contract or time limit for completion:**

Duration in months: 60 with the possibility to extend the agreements for up to 24 additional months (from the award of the contract).

**Section III: Legal, economic, financial and technical information**

III.1) **Conditions relating to the contract**

III.1.1) **Deposits and guarantees required:**

No deposit is required, but where applicable, the successful tenderer (or in the case of a successful consortium bid, each member of the consortium) may be required to provide a parent-company guarantee.

III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:**

Method of payment will be in accordance with the terms and conditions of the contract.

III.1.3) **Legal form to be taken by the grouping of economic operators to whom the contract is to be awarded:**

The establishment of a temporary grouping of companies is allowed. In the application, all the members of the temporary grouping must declare in writing that:

- (i) in case of an order they will provide all services as a temporary grouping; and
- (ii) all the members will have joint and several liability for the performance of the contract;
- (iii) a single legal entity shall represent the whole grouping.

The parts of the supplies and/or services that will be performed by the individual companies shall be specified.

III.1.4) **Other particular conditions to which the performance of the contract is subject:**

No.

III.2) **Conditions for participation**

III.2.1) **Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:**

Information and formalities necessary for evaluating if requirements are met:

Candidates must demonstrate that they are eligible to participate in an ECB procurement procedure by declaring their compliance with the eligibility criteria outlined in Decision ECB/2007/5 of 3.7.2007 laying down the rules on procurement (available under <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>).

In addition, the ECB must separate clearly the activities related to the conception and project management of a potential ES2 campaign from its implementation. In this respect, any company that would be granted a framework contract under this procedure would be 'de facto' involved in such a project and therefore the company would relinquish the right to participate and submit offers for any possible future procurement procedure related to the implementation of the ES2 communication campaign.

III.2.2) **Economic and financial capacity:**

Information and formalities necessary for evaluating if requirements are met:

— registration with Creditreform, if available,

— balance sheets and results for the past 3 financial years for which accounts have been closed; or equivalent documentation,

— bank certificate stating the company's financial situation,

— annual turnover as well as the fraction of the turnover related to the provision of communication services during the last 3 financial years.

III.2.3) **Technical capacity:**

Information and formalities necessary for evaluating if requirements are met:

See tender documentation.

Minimum level(s) of standards possibly required:

Candidates are required to possess:

— European presence through subsidiaries, affiliates or partnerships in at least 5 Member States of the European Union,

— at least 5 client references from the past 3 years in the area of public information campaigns or similar communication projects at European level whereby services were provided in 5 languages: for English-, German- and French-speaking markets plus at least 2 other markets using any other official European languages,

— the above reference projects were delivered to public bodies (national and/or international/supranational organisations),

— reference projects are acceptable as long as they cover the above 5 markets in either of the following forms:

• 5 or more single projects of a European dimension with public bodies which cover at least the 5 above indicated languages, or

• 5 or more projects with public bodies which, when put together, cover at least the above 5 markets.

III.2.4) **Reserved contracts:**

No.

III.3) **Conditions specific to services contracts**

III.3.1) **Execution of the service is reserved to a particular profession:**

No.

III.3.2) **Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service:**

No.

**Section IV: Procedure**

IV.1) **Type of procedure**

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

Open.

IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate**

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue**

IV.2) **Award criteria**

IV.2.1) **Award criteria:**

The most economically advantageous tender in terms of the criteria stated below.

1. Quality. Weighting: 70 %.

2. Price. Weighting: 30 %.

IV.2.2) **An electronic auction will be used:**

No.

IV.3) **Administrative information**

IV.3.1) **File reference number attributed by the contracting authority:**

13364.

IV.3.2) **Previous publication(s) concerning the same contract:**

No.

IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document:**

In order to get access to the full tender documentation, interested suppliers must first sign a confidentiality declaration with the ECB. Such a declaration can be directly downloaded from the following Internet address:

<http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

Once the ECB receives the signed confidentiality declaration from interested tenderers, the full tender documentation will be submitted to them by e-mail. Instructions about how to deal with such a confidentiality declaration are included in the document itself to be found under the aforementioned Internet address. The time limit for interested companies to submit to the ECB the signed confidentiality declaration is set for 25.6.2010.

Time limit for receipt of requests for documents or for accessing documents:

25.6.2010 (12:00).

Payable documents: no.

IV.3.4) **Time limit for receipt of tenders or requests to participate:**

2.7.2010 (12:00).

IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates**

IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up:**

English.

IV.3.7) **Minimum time frame during which the tenderer must maintain the tender:**

Duration in months: 6 (from the date stated for receipt of tender).

IV.3.8) **Conditions for opening tenders:**

Place: ECB. Tenders shall be opened shortly after the deadline for receipt of tenders has expired, at the address in I.1.

Persons authorised to be present at the opening of tenders: no.  
Members of staff of the ECB only.

**Section VI: Complementary information**

VI.1) **This is a recurrent procurement:**

No.

VI.2) **Contract related to a project and/or programme financed by Community funds:**

No.

VI.3) **Additional information:**

The contract shall be governed by and interpreted under German civil law.

All communications, discussions and meetings will be conducted in English and no interpretation facilities will be provided. Tenderers are also informed that presentations, interviews, and/or site visits may be required to confirm information contained in their offers.

VI.4) **Procedures for appeal**

VI.4.1) **Body responsible for appeal procedures:**

Procurement Review Body, c/o Legal Advice Team, Kaiserstraße 29, 60311 Frankfurt-on-Main, GERMANY. Tel. +49 691344-0. Fax +49 691344-6886. E-mail: [legaladviceteam@ecb.int](mailto:legaladviceteam@ecb.int) Internet: <http://www.ecb.int>

**Body responsible for mediation procedures:**

European Ombudsman, 1 avenue du Président Robert Schuman, CS 30403, 67001 Strasbourg Cedex, FRANCE.

VI.4.2) **Lodging of appeals:**

Precise information on deadline(s) for lodging appeals:

See tender documentation.

VI.4.3) **Service from which information about the lodging of appeals may be obtained:**

See above.

VI.5) **Date of dispatch of this notice:**

11.5.2010.