This notice in TED website: https://ted.europa.eu/udl?uri=TED:NOTICE:393671-2018:TEXT:EN:HTML

Germany-Frankfurt am Main: ECB - Provision of Media Training and Crisis Communication Services 2018/S 174-393671

Contract award notice

Results of the procurement procedure

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

European Central Bank Sonnemannstrasse 22 Frankfurt am Main

60314 Germany

Contact person: Spyros Panagopoulos E-mail: procurement@ecb.europa.eu

Fax: +49 69/13447110 NUTS code: DE712 Internet address(es):

Main address: http://www.ecb.europa.eu

1.2) Information about joint procurement

1.4) Type of the contracting authority

European institution/agency or international organisation

1.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Provision of Media Training and Crisis Communication Services

Reference number: PRO-002689

II.1.2) Main CPV code

79416100

II.1.3) Type of contract

Services

II.1.4) Short description:

The Directorate General Communications (DG/C) is responsible for developing and implementing the internal and external communication strategy of the ECB. The Directorate General communicates the ECB's tasks and responsibilities to a variety of target audiences using different communication channels and tools. It engages

11/09/2018 S174 https://ted.europa.eu/ European Central Bank - Services - Contract award notice - Competitive procedure with negotiation Supplement to the Official Journal of the European Union in activities with a variety of national and international media. It is thus vital that ECB as well as key Banking Supervision personnel, who are in regular contact with media, gain a good understanding of how they are perceived by both the media and other core audiences (e.g. citizens, financial analysts), and learn how to effectively communicate in a crisis situation.

To facilitate this, the ECB has awarded contracts for developing and providing media training and crisis communication services. The provision of these services will be divided into 3 different lots.

II.1.6) Information about lots

This contract is divided into lots: yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: 677 320.00 EUR

II.2) Description

II.2.1) **Title:**

Lot 1: Provision of media training in German

Lot No: 1

II.2.2) Additional CPV code(s)

79416200

II.2.3) Place of performance

NUTS code: DE712

Main site or place of performance:

The media training shall take place in the premises of the ECB, the Tenderer's registered seat or any other location agreed upon between the 2 parties.

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

The media training shall focus on how Executive Board/Supervisory Board members, senior managers and staff can best engage with specific media outlets. It should thus be tailored to the requirements of these three different target groups. The media training shall be provided in either German (Lot 1) or English (Lot 2) depending on what lot the supplier is bidding for. In addition to these languages, the tenderers may optionally be requested to provide media training in Dutch, French, Greek, Italian, and/or Spanish as part of Lot 2. Training sessions shall be carried out on an individual basis (for members of the Executive Board/Supervisory Board and senior managers) or as a group of up to 10 people (for staff in non-senior managerial positions). As a guide, the training shall include a theoretical part, providing an overview of the media/political landscape of a specific country as well as real-life examples from digital, print and broadcast media to highlight good practice and potential pitfalls. It shall also include a practical simulation exercise (e.g. an interview). This should be filmed to enable participants to practise in a realistic setting and to review their performance. The training shall be delivered in half-day sessions of approximately four hours.

II.2.5) Award criteria

Quality criterion - Name: Quality of the technical offer / Weighting: 60 %

Price - Weighting: 60 %

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 total value of the procurement and the contract(s) indicated in this Contract Award Notice is/are indicative non-binding spending estimate(s) at the time of contract award. The actual value of the contract(s) may differ and will be determined by actual business needs.

Section IV: Procedure

- IV.1) **Description**
- IV.1.1) Type of procedure

Competitive procedure with negotiation

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

- IV.1.6) Information about electronic auction
- IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

- IV.2) Administrative information
- IV.2.1) Previous publication concerning this procedure

Notice number in the OJ S: 2017/S 068-127662

- IV.2.8) Information about termination of dynamic purchasing system
- IV.2.9) Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 4400002367

Lot No: 1 Title:

Lot 1: Provision of media training in German

A contract/lot is awarded: yes

- V.2) Award of contract
- V.2.1) Date of conclusion of the contract:

27/07/2018

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3) Name and address of the contractor

Engel & Zimmermann AG

Gauting Germany

NUTS code: DE212

The contractor is an SME: yes

V.2.4) Information on value of the contract/lot (excluding VAT)

Total value of the contract/lot: 155 200.00 EUR

V.2.5) Information about subcontracting

Section VI: Complementary information

VI.3) Additional information:

The procurement procedure has been conducted in accordance with Decision ECB/2016/2 of 9.2.2016 laying down the rules on procurement, OJ L 45, 20.2.2016, p. 15 (as amended) available on the ECB website: http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html.

The total value of the contract(s) indicated in Section V.2.4 is an indicative non-binding spending estimate at the time of contract award. The actual value of the contract(s) may differ and will be determined by actual business needs.

VI.4) Procedures for review

VI.4.1) Review body

Procurement Review Body of the European Central Bank, c/o Legal Advice Team

Sonnemannstrasse 20

Frankfurt am Main

60314 Germany

Telephone: +49 6913440 Fax: +49 6913446886

Internet address: http://www.ecb.europa.eu

VI.4.2) Body responsible for mediation procedures

European Ombudsman

1 avenue du Président Robert Schuman

Strasbourg 67001 France

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures:

15 days from the receipt of the information specified in Article 34(3) of ECB Decision 2016/2 laying down the Rules on Procurement or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

VI.4.4) Service from which information about the review procedure may be obtained

Central Procurement Division of the European Central Bank

Sonnemannstrasse 22 Frankfurt am Main

60314 Germany

E-mail: procurement@ecb.europa.eu

Fax: +49 6913447110

Internet address: http://www.ecb.europa.eu

VI.5) Date of dispatch of this notice:

30/08/2018