

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:42279-2013:TEXT:EN:HTML>

**D-Frankfurt-on-Main: ECB - Performance of quantitative and qualitative research  
2013/S 028-042279**

**Contract award notice**

**Services**

Directive 2004/18/EC

**Section I: Contracting authority**

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

European Central Bank  
Kaiserstraße 29  
For the attention of: Ramón van Deelen  
60311 Frankfurt-on-Main  
GERMANY  
Telephone: +49 6913440  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Fax: +49 6913448631

**Internet address(es):**

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

**I.2) Type of the contracting authority**

European institution/agency or international organisation

**I.3) Main activity**

Economic and financial affairs

**I.4) Contract award on behalf of other contracting authorities**

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**

Performance of quantitative and qualitative research.

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

Services

NUTS code DE712

**II.1.3) Information about a framework agreement or a dynamic purchasing system (DPS)**

The notice involves the establishment of a framework agreement

**II.1.4) Short description of the contract or purchase(s)**

The ECB conducts regular and ad hoc quantitative and qualitative surveys in the euro area and in EU Member States. The regular surveys include a biannual 'Knowledge and attitude survey of the general public in the euro area' in 17 or more Member States as well as a biennial survey of financial analysts across the European Union. Among its ad hoc research activities it is the measurement of the knowledge perceived by the general public about the euro banknotes following their introduction in the new Member States (quantitative research), the testing of creative material developed for specific target groups (qualitative research), etc. Part of the

research activities will be dedicated to measure the impact of the communication activities that will support the introduction of a new series of euro banknotes.

II.1.5) **Common procurement vocabulary (CPV)**

79300000, 79310000, 73110000, 73210000

II.1.6) **Information about Government Procurement Agreement (GPA)**

The contract is covered by the Government Procurement Agreement (GPA): yes

II.2) **Total final value of contract(s)**

II.2.1) **Total final value of contract(s)**

**Section IV: Procedure**

IV.1) **Type of procedure**

IV.1.1) **Type of procedure**

Open

IV.2) **Award criteria**

IV.2.1) **Award criteria**

The most economically advantageous tender in terms of

1. Price. Weighting 40
2. Quality. Weighting 60

IV.2.2) **Information about electronic auction**

An electronic auction has been used: no

IV.3) **Administrative information**

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

16989/CO/PAI/2010.

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

no

**Section V: Award of contract**

Contract No: 1

Lot No: 1 - Lot title: Performance of quantitative and qualitative research

V.1) **Date of contract award decision:**

19.7.2012

V.2) **Information about offers**

Number of offers received: 4

V.3) **Name and address of economic operator in favour of whom the contract award decision has been taken**

TNS opinion  
rue Jules Cockx 8-10  
1160 Brussels  
BELGIUM

V.4) **Information on value of contract**

V.5) **Information about subcontracting**

The contract is likely to be sub-contracted: no

**Section VI: Complementary information**

VI.1) **Information about European Union funds**

The contract is related to a project and/or programme financed by European Union funds: no

VI.2) **Additional information:**

VI.3) **Procedures for appeal**

VI.3.1) **Body responsible for appeal procedures**

Procurement Review Body of the ECB, c/o Legal Advice Team  
Kaiserstraße 29  
60311 Frankfurt-on-Main  
GERMANY  
E-mail: [legaladviceteam@ecb.europa.eu](mailto:legaladviceteam@ecb.europa.eu)  
Fax: +49 6913446886

**Body responsible for mediation procedures**

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

VI.3.2) **Lodging of appeals**

Precise information on deadline(s) for lodging appeals: 15 days from the receipt of the information specified in Article 28(3) of the ECB procurement rules (see Section VI.3) or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers. Further requirements are outlined in Article 33 of the ECB procurement rules (see Section VI.3). The complaint to the European Ombudsman does not affect the submission deadline nor does it create a new deadline by which complaints can be submitted.

VI.3.3) **Service from which information about the lodging of appeals may be obtained**

VI.4) **Date of dispatch of this notice:**

29.1.2013