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**Germany-Frankfurt am Main: ECB - Provision of Services and Works in the Area of Communication (PRO-003000)
2019/S 095-228492**

Contract notice

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: Kristin Newman
Telephone: +49 69/13440
E-mail: procurement@ecb.europa.eu
Fax: +49 69/13447110
NUTS code: DE712

Internet address(es):

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

I.2) Information about joint procurement

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html>
Tenders or requests to participate must be submitted to the abovementioned address

I.4) Type of the contracting authority

European institution/agency or international organisation

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Provision of Services and Works in the Area of Communication (PRO-003000)
Reference number: PRO-003000

II.1.2) Main CPV code

79416200

II.1.3) **Type of contract**

Services

II.1.4) **Short description:**

The Directorate General Communications (DG-C) at the ECB intends to award Framework Agreements to specialized communications suppliers under the following 2 lots:

— Lot 1: visual communications consultancy services and works for the provision of general advertising and creative services in order to analyze, utilize and develop products and services that would cover holistically both internal as well as external visual communication needs of the ECB. The ECB intends to award 3 framework contracts, under which orders will be placed based on a ranking system,

— Lot 2: services and works in support of the ECB physical Visitor's Centre including maintenance of physical exhibitions, media installations and technical infrastructure, and further concept development and implementation in support of the ECB's related communication and outreach activities. The ECB intends to award 1 framework contract, under which orders will be placed as needed.

Tenderers may apply to either or both lots.

II.1.5) **Estimated total value**

II.1.6) **Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2) **Description**

II.2.1) **Title:**

Visual Communication Services and Works

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 provision of the consultancy services may be provided mainly at the premises of the contractor.

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

Lot 1: Visual communications consultancy services and works for the provision of general advertising and creative services in order to analyze, utilize and develop products and services that would cover holistically both internal as well as external visual communication needs of the ECB. The ECB intends to award 3 framework contracts, under which orders will be placed based on a ranking system.

II.2.5) **Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) **Estimated value**

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Option to extend the contract for up to an additional 12 months.

II.2.9) **Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 5

Maximum number: 7

Objective criteria for choosing the limited number of candidates:

The ECB shall invite candidates:

(i) whose applications comply with the formal requirements;

(ii) who meet the eligibility criteria; and

(iii) who best meet the selection criteria — all of which is defined in the call for Application documentation.

II.2.10) **Information about variants**

Variants will be accepted: no

II.2.11) **Information about options**

Options: no

II.2.12) **Information about electronic catalogues**

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**

II.2) **Description**

II.2.1) **Title:**

Services and Works for the ECB Visitor Centre

Lot No: 2

II.2.2) **Additional CPV code(s)**

92521210

II.2.3) **Place of performance**

NUTS code: DE712

Main site or place of performance:

Maintenance for the operation of the Visitor Centre will be at the ECB premises in Frankfurt am Main.

Consultancy services for further development will be mainly at the contractor's premises.

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

Services and works in support of the ECB physical Visitor's Centre including maintenance of physical exhibitions, media installations and technical infrastructure, and further concept development and implementation in support of the ECB's related communication and outreach activities. The ECB intends to award 1 framework contract, under which orders will be placed as needed.

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II.2.11) Information about options

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II.2.12) Information about electronic catalogues

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

Section III: Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

As stated in the procurement documents.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.5) Information about reserved contracts

III.2) Conditions related to the contract

III.2.1) Information about a particular profession

III.2.2) Contract performance conditions:

In line with the terms and conditions of the draft contract. See details in the procurement documents.

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 3

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Under Lot 1 - a framework agreement will be established with a single operator Under Lot 2 - up to three (3) framework agreements will be established with a ranking system.

IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

IV.1.5) Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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

IV.2.2) Time limit for receipt of tenders or requests to participate

Date: 11/06/2019

Local time: 16:00

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 15/07/2019

IV.2.4) Languages in which tenders or requests to participate may be submitted:

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

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

IV.2.7) Conditions for opening of tenders

Section VI: Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: no

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

VI.3) Additional information:

This tender procedure is conducted via the ECB's electronic tendering system (e-tendering) which can be accessed via the following internet address:

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

If you have not used the ECB's electronic tendering system before, you need to register via the above link (click on "Register"). Subsequently to the registration, you will receive an automated notification with your user credentials to log in (click on "Login") and to access the tender documentation. Please note that:

— a registration to the above system is only required once and you can reuse your user credentials in all future procedures of the ECB which are conducted via the above system. Therefore, please keep your user credentials for the future,

— in case you should have participated in previous ECB tender procedure(s) in the past which were conducted via the ECB's prior online system, you nevertheless need to register once to the ECB's electronic tendering system under the above address,

— your mere registration does not constitute an application/tender. You must submit your application/tender via the ECB's electronic tendering system as further instructed in the application/tender documentation.

The system reference number for the above procurement is: [Rfx reference number ID + NAME].

To download the tender documents, log on to the ECB's electronic tendering system with your login and password. Expand the field "Public Tenders — Upcoming Events". Click on "Click to request an invitation to

this event” for the above procedure and close the new window which opens. Once the request is completed (this can take a few minutes), the status of the participation request will change to “Invited” and the RFX documentation will be accessible via the RFX tab.

Under the above link you also find user guides for detailed information on how to use the system and contact details for technical support.

Should you require technical help when using the system, please contact the ECB’s technical support team at sourcing.support@ecb.europa.eu by quoting the reference number and the problem experienced.

Any other queries relating to this procurement procedure and the content of the procurement documentation shall be submitted as message via the ECB’s e-tendering system (under the tab “Discussion”).

The ECB endeavours to answer all queries as quickly as possible but cannot guarantee a minimum time response. The ECB shall not be bound to reply to queries received less than seven calendar days before the time-limit for the submission of tenders.

The tender procedure shall be open on equal terms to all natural or legal persons resident or located in the European Union and to all natural and legal persons resident or located in a country which has ratified the World Trade Organisation Agreement on Government Procurement or has concluded with the European Union a bilateral agreement on procurement under the conditions laid down in the said agreements.

The tender procedure is conducted in accordance with ECB Decision 2016/2 laying down the Rules on Procurement (as amended), available on the ECB website at <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

VI.4) **Procedures for review**

VI.4.1) **Review body**

Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Sonnemannstrasse 22
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**

The European Ombudsman
1 avenue du Président Robert Schuman, CS 30403
Strasbourg Cedex
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 Office of the European Central Bank
Sonnemannstrasse 22

Frankfurt am Main
60314
Germany
Telephone: +49 6913440
E-mail: procurement@ecb.europa.eu
Fax: +49 6913447110
Internet address: <http://www.ecb.europa.eu>

VI.5) **Date of dispatch of this notice:**
06/05/2019