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European Central Bank

ECB - restricted tender procedure for the development and production of a general video for visitor groups welcomed at and by the ECB (Tool A) and reportage for TV stations (Tool B) (D-Frankfurt-on-Main)

2002/S 130-101216

ECB Communication tools (Frankfurt am Main)

Restricted procedure for the development and production of a general video for visitor groups and reportage for TV stations

1. **Awarding authority:** European Central Bank, Press and Information Division, Kaiserstraße 29, D- 60311 Frankfurt am Main.
Contact persons:
Mr Philippe Metz (Tool A), telephone: +49 69 1344 6429, e-mail: philippe.metz@ecb.int;
Mr Andrea Zizola (Tool B), telephone: +49 69 1344 6551, e-mail: andrea.zizola@ecb.int;
facsimile: +49 69 1344 7404.
2. **Category of service and description, CPV reference number:** CPV: 92111250, 92111200, 92310000.
The European Central Bank (ECB) intends to develop a film about the role and organisation of the ECB aimed at the general public and which will be shown to visitor groups (tool A) and reportage on the ECB to be made available to TV stations (tool B). The film for visitor groups should be divided into four parts, so that they can be shown in a row or independently from each other and should last not longer than 40 minutes, which means 10 minutes per part. The four parts shall cover the historical background of Economic and Monetary Union, the institutional framework of the ECB, the monetary policy of the ECB and monetary policy instruments, and the role and advantages of the euro. The video shall preferably be produced in the form of a DVD and translated into all the official Community languages.
The reportage for TV stations should mainly be produced using the filming material for tool A, although the story board and the respective cutting should be designed in order to respond to the peculiar needs of TV stations. If deemed necessary, additional filming could be conceived. The video shall be produced as an IT version and other respective formats, produced in English with the possibility in all the official Community languages. It should be made available to all TV stations with the priority of the European Union countries.
3. **Place where services are to be provided:** At the above address.
4. **Indication of whether the service provider can tender for a part of the services concerned:** Bidders must apply to develop and produce the complete communication tools.
5. **Number of bidders that will be invited to tender:** A short-list of not less than 3 companies will be sent the tender documents and be invited to submit a bid for the communication tools described in 2.
6. **Duration of contract or time limit for completion of the service:** It is foreseen that the contract will be awarded in September 2002. Both tools should be produced if possible by end of 2002 or first quarter of 2003.
7. **Legal form in case of group bidders:** No special legal form is required. In any consortium bid, one bidder must act as the prime agency. Other members of the consortium may be required to become jointly or collectively liable. The relationship between consortium members should be clearly stated.
8. **Deadline for receipt of applications:** Wednesday, 7 August 2002 at 12 noon.
Address to which applications should be sent: As in 1. The envelope should be marked: 'Restricted tender for the development and production of ECB communication tools, for

the attention of Mr Philippe Metz and Mr Andrea Zizola'.

Language(s): English.

9. **Final date for dispatch of invitations to tender:** Expected by the end August/early September 2002.
10. **Qualifications:** Bidders are expected to be well-recognised suppliers of similar communication tools with experience of conception, development and production of such communication tools. A proven journalistic experience of the person in charge of the production of both projects is seen as advantage in the selection.
Potential providers are asked to provide the following information:
 - (a) name, legal status, VAT number, address, telephone and facsimile numbers, as well as the name of the person responsible for the project;
 - (b) number of years trading. Copies of annual reports and accounts for the past three years or since the foundation of the company;
 - (c) full details of company organisation, including company owners, any group structure, staff numbers and organisational structure relevant to the execution of this contract, including minimum qualifications and experience of possible project managers;
 - (d) evidence and extent of previous experience in the (i) conception, (ii) development, and (iii) production of similar communication tools, such as reportage for TV stations, corporate videos addressing a broad educated audience on European and multicultural dimension;
 - (e) an overview of the methodology of the conduct of such project and the standards followed;
 - (f) a list of client companies for which the bidder has performed such projects, including the names and addresses of three companies (together with the name of a contact person) who may be contacted as referees;
 - (g) a short description of the project scope should be supplied. Two examples of similar products produced preferably in the last 24 months at the choice of the bidders, possibly under the guidance of the same project managers named under point (c);
 - (h) any other relevant information.
11. **Award criteria:** To be specified in the tender documents.
12. **Other information:** All applications, proposals and presentations must be submitted/conducted in English.
13. **Date of dispatch of the notice:** 1 July 2002.
14. **Date of receipt by the Office for Official Publications of the European Communities:** 1 July 2002.