

06/07/2002 S130

European Central Bank

ECB - tender notice for the supply of services related to an information and education package on "The advantages of price stability" (D-Frankfurt-on-Main)**2002/S 130-101215****Negotiated procedure****(Services)**

1. **Contracting authority:** European Central Bank, Kaiserstraße 29, D- 60311 Frankfurt am Main. Fax: (49-69) 13 44 -74 04, Att: Mr Philippe Rispal, Press and Information Division . E-mail: philippe.rispal@ecb.int.
2. **Category of service and description:** CPV: 74131000, 73110000, 92111250, 92111200, 92111100, 92310000. The European Central Bank (ECB) in Frankfurt is an EU Community body. Set up on 1 June 1998, its primary objective, as defined by the Treaty establishing the European Community, is to maintain price stability. The Governing Council of the ECB has adopted the following quantitative definition of price stability: 'a year-on-year increase in the Harmonized Index of Consumer Prices (HICP) for the euro area of below 2%'. According to this definition, price stability ' is to be maintained over the medium term'. The ECB is planning to develop a communication tool, an information/education package, to explain the advantages of price stability to children attending secondary schools. To that end, the ECB seeks to contract a service provider. The services to be provided are divided into two phases and as follows:
Phase I:
 - a) Research
 - determination of the exact range of age of the pupils to be addressed;
 - distribution channel in order to ensure that target group will be reached.
 - b) Realization of the information package's creative concept
The provider will be responsible for developing the creative concept. The information package should consist of audio-visual and printed materials (teacher's booklet and leaflet for the pupils).
 - The audiovisual material (film) should last approximately 8 to 10 minutes.
 - The voice-over as well as the booklet and leaflet will be produced in English and translated by the ECB into the other ten official Community languages.Phase II:
The production and distribution of the information package are envisaged in a second phase and are not included in the scope of this tender notice.
3. **Place where services are to be provided:** At the above-mentioned address.
4. (a) **Reserved to a particular profession:** No.
(b) **Law, regulation or administrative provision:** Not applicable.
(c) **Indicate the name and professional of who is responsible for the execution of the contract:** Not applicable.
5. **Whether the service provider can tender for a part of the services concerned:**
The service provider can apply for only the research part, only the realization of the information package's creative concept or both the research and the realization of the information package's creative concept.
6. **Number of service providers, which will be invited to tender:** A shortlist of 3-10 applications selected on the quality and content of the information supplied also fulfilling the criteria outlined in item 12) of this notice will be invited to participate in a further selection round and negotiations/discussions leading to the award.
7. **Where applicable non acceptance of variants:** Not applicable.
8. **Duration of the contract or time for the completion of the services:** Between 8

- and 12 months.
9. **Where applicable, the legal form to be assumed by the grouping of service providers winning the contract:** No special legal form is required but each supplier will be required to become jointly and severally responsible for the contract before acceptance.
 10. (a) **Where applicable, justification of or the use of the accelerated procedure:** Not applicable.
(b) **Final date for the receipt of requests to participate:** Only requests to participate that are completed in accordance with and follow the instructions in the application documents will be eligible. The completed application documents must be received at the ECB by 17.00 CET on Monday, 5 August 2002.
(c) **Address to which they must be sent:** Completed application documents must be sent to the named person at the address in 1. The envelope should be marked: 'Negotiated tender for the communication tool for children attending secondary schools' - for the attention of Mr Philippe Rispal.
(d) **Language(s) in which they must be drawn up:** English.
 11. **Deposits and guarantees:** None.
 12. **Qualifications:** Bidders are expected to be well-recognized suppliers of similar communication tools with experience of conception, development and production of such communication tools. Potential providers are asked to provide the following information:
 - (a) name, legal status, VAT number, address, telephone and fax 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 organization, including company owners, any Group structure, staff numbers and organizational structure relevant to the execution of this contract including minimum qualifications, experience of possible project managers;
 - (d) an overview of the methodology for the conduct of such projects, the standards followed and the proposed way forward for this particular project. Name and CV of the project manager;
 - (e) 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 contract person) who may be contacted as referees. A short description of the project scope should be supplied;
 - (f) two examples of similar products at the choice of the bidders produced preferably in the last 24 months and under the guidance of the same project managers named under point (d);
 - (g) any other relevant information.
 13. **Where applicable the names and addresses of service providers already selected by the contracting authorities:** Not applicable.
 14. **Other information:** All applications, proposals and presentations must be submitted/conducted in English. Shortlist applicants will be sent a briefing document and will be required to submit and present a concept for the required tool. Final proposals will be assessed on their creativity, completeness and appropriateness for the purpose.
 15. **Date of dispatch of the notice:** 28.6.2002.
 16. **Date of receipt of the notice by the Office for Official Publications of the European Communities:** 28.6.2002.