

**ECB - tender 013 Integrated Communications Agency (D-Frankfurt-on-Main)**

**2006/S 198-209676**

**Contract notice**

**Is this contract covered by the Government Procurement Agreement (GPA)? Yes.**

**Section I: Contracting authority**

- I.1) **Official name and address of the contracting authority:**  
European Central Bank, attn: Mr Alberto Molon, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax +49-69-1344-6880. E-mail: [new\\_ecb\\_premises-procurement@ecb.int](mailto:new_ecb_premises-procurement@ecb.int). URL: [www.ecb.int](http://www.ecb.int).
- I.2) **Address from which further information can be obtained:**  
European Central Bank, Mr Alberto Molon, Kaiserstraße 29, D-60311 Frankfurt-on-Main. URL: [www.new-ecb-premises.com](http://www.new-ecb-premises.com).
- I.3) **Address from which documentation may be obtained:**  
European Central Bank, Mr Alberto Molon, Kaiserstraße 29, D-60311 Frankfurt-on-Main. URL: [www.new-ecb-premises.com](http://www.new-ecb-premises.com).  
The application form can be downloaded from a forum at the above-mentioned internet address.  
All applications must be submitted using the application form prepared by the ECB in accordance with the instructions.
- I.4) **Address to which tenders/requests to participate must be sent:**  
As in I.1.
- I.5) **Type of contracting authority:**  
EU institution.  
The contracting authority is purchasing on behalf of other contracting authorities: no.

**Section II: Object of the contract**

- II.1) **Description:**
- II.1.3) **Type of service contract:**  
Service category 27.
- II.1.4) **Is it a framework agreement?**  
No, the notice involves a public contract.
- II.1.5) **Title attributed to the contract by the contracting authority:**  
Integrated Communications Agency
- II.1.6) **Description/object of the contract:**  
The European Central Bank (ECB) is planning to construct its new premises in Frankfurt-on-Main, Germany. The project has started in 2002 with the purchase of the site and the construction works shall be completed in 2011. This will be a highly complex, demanding and challenging project. The site measures approximately 120 000 m<sup>2</sup> and includes the Großmarkthalle, a listed building built in 1928.

The ECB has conducted an architectural competition and awarded the first prize to the design concept of the architects Coop Himmelb(l)au, Vienna (Austria). The project has now entered the planning phase, where the architect and special planners refine the prize winning design. The planning phase shall be completed with the issuing of a building permit, scheduled for February 2008.

In parallel the City of Frankfurt prepares a legally binding land-use plan.

The ECB intends to award a contract on communications support for the New ECB Premises Project in a negotiated tender procedure.

**II.1.7) Site or location of works, place of delivery or performance:**

At the contractor's office and/or in Frankfurt-on-Main.

The building works will be executed on the Großmarkthalle site in the eastern part of Frankfurt.

NUTS code: DE 712

**II.1.8) Nomenclature**

**II.1.8.1) Common procurement vocabulary (CPV):**

74141600, 74141610, 74141620.

**II.1.9) Division into lots:**

No.

**II.1.10) Will variants be accepted:**

Yes.

Alternative offers will only be accepted in addition to a main offer which meets all the requirements requested in the tender. They will only be considered in the evaluation if the alternative solution is of equal or higher merit than the main offer. The burden of proof regarding the merit of the alternative offer shall be on the tenderer.

**II.2) Quantity or scope of the contract**

**II.2.1) Scope:**

The communications services to be awarded are divided into 4 parts:

— coordination:

(i) coordination of project participants with regard to communication (ECB, communications agency, construction companies) (e.g. jour-fixe, minutes etc.),

(ii) coordination and supervision of external parties (subcontractors and external service providers) — including contract management ('Vertragsmanagement'),

(iii) time management,

(iv) cost-controlling,

The coordinator may be required to maintain an office presence on site during the planning and construction phase (office provided by the ECB), if and to the extent the ECB considers this necessary.

— public relations:

(i) continuously develop, prepare and implement communications measures consistent with the existing strategy,

(ii) continuous provision of advice and support on media activities,

(iii) develop and prepare newsletter, fact sheets and other required publications,

(iv) create a 'project design' — in line with the ECB's overall corporate design,

(v) prepare, support and enable the ECB's press and information division and the project office in keeping good contacts and relationships to relevant external parties.

— event management:

- (i) develop, prepare and carry-out presentations,
- (ii) organizing exhibitions on the project,
- (iii) planning and organizing events (external as well as internal events for ECB staff),
- (iv) support and advice on sponsoring activities, if and when required development and implementation of measures.

— documentation:

- (i) develop, design and editorial of documentation measures (e.g. storyboards) consistent with the existing strategy and in line with the ECB's overall corporate design,
- (ii) provide for film- and photo-documentations of the NEP project's progress (requirements as: HDTV, architectural photography, filming from a helicopter, 'Zeitrafferkamera'/'fast motion camera', web cam) and
- (iii) re-design, up-date and host the project web site (including web cam).

The communications services shall be performed in English and/or German, as instructed by the ECB.

**II.2.2) Options. Description and time when they may be exercised**

**II.3) Duration of the contract or time-limit for completion:**

The contract will comprise services for the planning, construction phase and follow up. The completion of the construction works is estimated to be in 2011.

**Section III: Legal, economic, financial and technical information**

**III.1) Conditions relating to the contract**

**III.1.1) Deposits and guarantees required:**

Details may be provided in the Invitation to Tender (ITT), which will be sent to the shortlisted candidates.

**III.1.2) Main terms of financing and payment and/or reference to the relevant provisions:**

Details may be provided in the Invitation to Tender (ITT), which will be sent to the shortlisted candidates.

**III.1.3) Legal form to be taken by the grouping of suppliers, contractors or service providers to whom the contract is awarded:**

Temporary groupings of companies with a view to obtaining a contract to perform services may be established under the conditions set out in the application form.

**III.2) Conditions for participation**

**III.2.1) Information concerning the personal situation of the contractor, supplier or service provider and information and formalities necessary for the evaluation of the minimum economic, financial and technical capacity required:**

All applications must be submitted using the application form prepared by the ECB in accordance with the instructions. The application form can be obtained from the address indicated above (I.3). This application and its tender clauses shall be considered as part of the tender documentation.

To be admitted to participate in the tender procedure companies or organisations have to fulfill the qualifying criteria listed below:

- 1.1 Our business has adequate technical resources to manage a project of this type.
- 1.2 We have adequate human resources including the qualifications, knowledge and language skills required to perform the requested services.
- 1.3 Our company/member(s) of a temporary grouping was/were responsible for at least 5 PR-projects

conducted in the last 5 years. In these projects we have provided communications consultancy services comparable to those requested. This includes at least 1 construction project with comparable PR-aspects in terms of size, complexity, public scrutiny.

In case the application is submitted with a subcontractor, references may be provided from the subcontractor for the relevant services.

1.4 Our accumulated fee income over the past 3 years was at least EUR 6 500 000 excl. VAT. For temporary groupings the same threshold applies and in addition, at least 1 member of the grouping must have had an accumulated fee income of EUR 4 000 000 excluding VAT over the past 3 years.

1.5 We are neither bankrupt nor subject to insolvency proceedings, nor are such proceedings against us due to be commenced.

1.6 We comply with all obligations in relation to the payment of:

1. social security contributions and,
2. taxes, pursuant to the laws of the country in which we are established.

1.7 If awarded the contract, we will comply with the requirement to maintain an office presence on site during the planning and construction phase (office provided by the ECB), if and to the extent the ECB considers this necessary.

1.8 We are aware of the fact that if we are awarded the contract, companies belonging to our group of companies or companies held by our shareholders may be excluded from subsequent tenders for construction works. We indicate hereby all such companies whose main business purpose is construction works.

1.9 We are qualified to practice and listed in a commercial register.

1.10 We comply with applicable anti-corruption regulations.

1.11 We have not been convicted of an offence concerning professional conduct by a judgment which has the force of res judicata.

Applicants must provide all documents necessary to prove full compliance with the requirements stated in 1.1 — 1.11 by submitting them as attachments to the application form.

Any failure to comply with 1 of the qualifying criteria will entail the applicant's exclusion from the tender procedure.

**III.3) Conditions specific to services contracts**

**III.3.1) Is provision of the service reserved to a specific profession?**

No.

**III.3.2) Will legal entities be required to state the names and professional qualifications of the personnel responsible for execution of the contract?**

Yes.

**Section IV: Procedure**

**IV.1) Type of procedure:**

Negotiated.

**IV.1.1) Have candidates already been selected?**

No.

**IV.1.4) Envisaged number of suppliers which will be invited to tender:**

Minimum 3.

The selection criteria are as follows:

(a) The applicant's general capacity to carry out a project of this size, in terms of technical resources (IT infrastructure and applications) and human resources (composition of staff and qualifications of staff members); and

(b) The applicant's general experience and expertise, assessed on the basis of reference projects in which the applicant has provided services comparable to those requested by the ECB in terms of size, complexity and public scrutiny.

**IV.1.5) Reduction of the number of operators during the negotiation or dialogue:**

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

**IV.2) Award criteria:**

The most economically advantageous tender in terms of:  
criteria as stated below (in descending order of priority where possible):

- 1 Quality of the services provided (50%);
- 2 Financial terms (45%);
- 3 Compliance with the contractual terms and conditions offered by the ECB (5%).

**IV.2.2) An electronic auction will be used:**

No.

**IV.3) Administrative information**

**IV.3.1) Reference number attributed to the file by the contracting authority:**

Tender 013.

**IV.3.2) Conditions for obtaining contract document and additional documents:**

10.11.2006.

**IV.3.3) Time-limit for receipt of tenders or requests to participate:**

14.11.2006 (12:00), CET.

**IV.3.4) Dispatch of invitations to tender to selected candidates:**

Estimated date: 18.1.2007.

**IV.3.5) Language or languages in which tenders or requests to participate can be drawn up:**

English.

**IV.3.6) Minimum time frame during which the tenderer must maintain its tender**

**IV.3.7) Conditions for opening tenders**

**IV.3.7.1) Persons authorised to be present at the opening of tenders:**

No applicable.

**IV.3.7.2) Date, time and place:**

Place: at ECB premises.

**Section VI: Other information**

**VI.1) Is this notice a non-mandatory one?**

No.

**VI.2) If applicable, indicate whether this procurement is a recurrent one and the estimated timing for further notices to be published:**

Not applicable.

VI.3) **Does the contract relate to a project/programme financed by EU funds?**

No.

VI.4) **Additional information:**

Shortlisted applicants will be invited to submit a detailed offer.

After the dispatch of the offer they may be invited to present their proposals and designated team to the ECB.

All presentations and negotiations with the ECB will be conducted in English and German as the project will be managed in English and German.

VI.5) **Date of dispatch of this notice:**

5.10.2006.

VI.6.1) **Body responsible for appeal procedures:**

European Central Bank, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax: (49-69) 13 44-7503. E-mail: [procurement@ecb.int](mailto:procurement@ecb.int). URL: [www.ecb.int](http://www.ecb.int).

VI.6.2) **Lodging of appeals:**

Precise information on deadline(s) for lodging appeals:

2 weeks after receipt of rejection letters by non-selected candidates.

VI.6.3) **Service from which information about the lodging of appeals may be obtained:**

European Central Bank, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax +49 (0) 69 13 44-7503. E-mail: [procurement@ecb.int](mailto:procurement@ecb.int). URL: [www.ecb.int](http://www.ecb.int).