

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:82087-2016:TEXT:EN:HTML>

**Germany-Frankfurt-on-Main: ECB - Provision of public relations consultancy for France
2016/S 050-082087**

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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

European Central Bank
Sonnemannstraße 22
For the attention of: Amalia Friman
60314 Frankfurt-on-Main
GERMANY
Telephone: +49 69/13440
E-mail: procurement@ecb.europa.eu
Fax: +49 69/13447110

Internet address(es):

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

Further information can be obtained from: The above mentioned contact point(s)

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from: The above mentioned contact point(s)

Tenders or requests to participate must be sent to: The above mentioned contact point(s)

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 by the contracting authority:

Provision of public relations consultancy for France.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or location of works, place of delivery or of performance: The requested services shall be performed at the successful tenderer's registered office or, upon request, at the ECB premises in Frankfurt-on-Main.

NUTS code DE712

II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)

The notice involves the establishment of a framework agreement

II.1.4) Information on framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 2

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 500 000 and 800 000 EUR

II.1.5) Short description of the contract or purchase(s)

The ECB Directorate General for Communications is now looking for a professional public relations company to support the ECB in providing communication consultancy for France. The services should in principle be delivered in French. In addition to this, the services may on a case-by-case basis be requested to be provided in English as well. The requested services shall be performed at the successful tenderer's registered office or, upon request, at the ECB premises in Frankfurt-on-Main.

The successful tenderer shall report to the ECB on a regular basis on the following services (hereinafter referred to as the 'Services'):

- identify events/conferences in France where the ECB could/should be present,
- provide real-time advice when there is a French event of importance for the ECB,
- monitor the French media when requested or relevant for the ECB,
- provide the ECB with summaries of books published in France and/or other material relevant to the ECB.

II.1.6) Common procurement vocabulary (CPV)

79416200

II.1.7) Information about Government Procurement Agreement (GPA)

The contract is covered by the Government Procurement Agreement (GPA): no

II.1.8) Lots

This contract is divided into lots: no

II.1.9) Information about variants

Variants will be accepted: no

II.2) Quantity or scope of the contract

II.2.1) Total quantity or scope:

II.2.2) Information about options

Options: no

II.2.3) Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:
in months: 24 (from the award of the contract)

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

Section III: Legal, economic, financial and technical information

III.1) Conditions relating to the contract

III.1.1) Deposits and guarantees required:

No deposits required.

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:

Payment arrangements in line with the terms and conditions of the contract. Please see the details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.1.3) **Legal form to be taken by the group of economic operators to whom the contract is to be awarded:**

The establishment of a temporary grouping of companies is allowed under the conditions laid down in the application documentation. Temporary groupings do not need to have a specific legal form but will be jointly and severally liable for all obligations under the contract. Please see the details in the application/tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.1.4) **Other particular conditions**

The performance of the contract is subject to particular conditions: no

III.2) **Conditions for participation**

III.2.1) **Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers**

Information and formalities necessary for evaluating if the requirements are met: Please see the details in the application documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.2.2) **Economic and financial ability**

Information and formalities necessary for evaluating if the requirements are met: Please see the details in the application documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

Minimum level(s) of standards possibly required: The candidates' economic and financial capacity will be assessed on the basis of their financial situation (turnover and profit and loss) during the last 3 financial years (2013–2015). As a minimum, candidates shall have had, in the last 3 financial years, an accumulated net turnover of at least 1 500 000 EUR. In the case of a temporary grouping, one of the members shall have achieved on its own 60 % of the above amounts.

III.2.3) **Technical capacity**

Information and formalities necessary for evaluating if the requirements are met:

Please see the details in the application documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

Minimum level(s) of standards possibly required:

a) Candidates shall confirm that they have at least 4 professionals working in the field of professional communication with experience in either economic, financial, and/or European affairs and who have a C1 level in French at all levels (listening, reading, speaking and writing) at their disposal that can perform the requested services:

— at least 2 professionals shall have experience of at least 8 years in the abovementioned fields,

— at least 2 professionals shall have a B1 level in English at all levels (listening, reading, speaking and writing).

b) Candidates shall have performed at least 3 similar contracts during the last 3 financial years (2013–2015), which are comparable in terms of scope, size and complexity with the contract tendered by the ECB of which at least one of the 3 contracts shall present an assignment which focuses on communication activities in France.

III.2.4) **Information about reserved contracts**

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

III.3.1) **Information about a particular profession**

Execution of the service is reserved to a particular profession: no

III.3.2) **Staff responsible for the execution of the service**

Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service: yes

Section IV: Procedure

IV.1) Type of procedure

IV.1.1) Type of procedure

Negotiated

IV.1.2) Limitations on the number of operators who will be invited to tender or to participate

Envisaged number of operators: 5

Objective criteria for choosing the limited number of candidates: Among the candidates meeting the minimum requirements the ECB shall select 5 candidates, if available, with the best experience and expertise assessed on the candidate's past experience and its reference contracts performed during the preceding 3 financial years (2013–2015) which are comparable in terms of scope, size and complexity with the contract tendered by the ECB (weighting of this criterion: 100 %). The quality of each reference contract will be assessed against its relevance in comparison with the ECB description of the requested services to be performed and will be evaluated on the basis of a scoring system from 0 to 5 points. In case the candidate has performed a relevant reference contract as detailed above for an European institution, international organisations (e.g. EIB, IMF, etc.) and/or for public institutions/services or similar this will be considered as an added value. Applications which do not obtain at least 3 points (out of a maximum of 5) for the abovementioned criteria may be considered to be of an unacceptably low quality, rejected and not further evaluated.

IV.1.3) Reduction of the number of operators during the negotiation or dialogue

IV.2) Award criteria

IV.2.1) Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document

IV.2.2) Information about electronic auction

An electronic auction will be used: no

IV.3) Administrative information

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

PRO-000581.

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

no

IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4) Time limit for receipt of tenders or requests to participate

1.4.2016 - 18:00

IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6) Language(s) in which tenders or requests to participate may be drawn up

English.

IV.3.7) Minimum time frame during which the tenderer must maintain the tender

IV.3.8) Conditions for opening of tenders

Section VI: Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: no

VI.2) **Information about European Union funds**

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

VI.3) **Additional information**

The documentation for this procurement can be downloaded from an Internet platform. If you are interested in participating in the procurement procedure please register via the Internet platform using the following Internet address, user name and password:

Internet address: <https://www.ecb.europa.eu/secure/procurement/>

User name: 000581/C/GMR/2016

Password: 1E9B03

After you have registered an e-mail will be sent to you with a new user name and password. The Internet address will remain the same. Please use the new user name and password to download the application documentation.

However, your mere registration and downloading the documentation does not constitute an application. You must submit your application in a hard copy version to the ECB, on time, in the format requested and including the content as further instructed in the application documentation.

Should you experience any problems in accessing the Internet platform for registration and/or downloading the application documentation, please do not hesitate to contact the ECB at the following e-mail address: procurement@ecb.europa.eu quoting the procurement number and problem experienced. The ECB shall endeavour to answer all queries concerning access as quickly as possible but cannot guarantee a minimum response time. The ECB shall not be bound to reply to queries received less than 7 calendar days before the time limit for the submission of applications.

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 Decision of the European Central Bank of 3.7.2007 laying down the Rules on Procurement (ECB/2007/5) (as amended), available on the ECB website at <http://www.ecb.europa.eu> (please look for the link 'for suppliers').

VI.4) **Procedures for appeal**

VI.4.1) **Body responsible for appeal procedures**

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

Sonnemannstraße 22

60314 Frankfurt-on-Main

GERMANY

Telephone: +49 6913440

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

Fax: +49 6913446886

Body responsible for mediation procedures

European Ombudsman

1 avenue du Président Robert Schuman

67001 Strasbourg

FRANCE

VI.4.2) **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 Decision of the European Central Bank of 3.7.2007 laying down the Rules on Procurement (ECB/2007/5) 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 this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

VI.4.3) **Service from which information about the lodging of appeals may be obtained**

Central Procurement Office
Sonnemannstraße 22
60314 Frankfurt-on-Main
GERMANY
Internet address: <http://www.ecb.europa.eu>
Fax: +49 6913446886

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

1.3.2016