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**Germany-Frankfurt-on-Main: ECB - Provision of media training and crisis communication services
2017/S 068-127662**

Contract notice

Services

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: Amalia Friman
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) Joint procurement

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.ecb.europa.eu/secure/procurement/login.html>

Additional information can be obtained from the abovementioned address

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 media training and crisis communication services.
Reference number: PRO-002689.

II.1.2) Main CPV code

79416100

II.1.3) Type of contract

Services

II.1.4) Short description:

The Directorate General Communications (DG/C) is responsible for developing and implementing the internal and external communication strategy of the ECB. The Directorate General communicates the ECB's tasks and responsibilities to a variety of target audiences using different communication channels and tools. It engages in activities with a variety of national and international media. It is thus vital that ECB as well as key banking supervision personnel, who are in regular contact with media, gain a good understanding of how they are perceived by both the media and other core audiences (e.g. citizens, financial analysts), and learn how to effectively communicate in a crisis situation.

To facilitate this, DG/C is now looking for suppliers to develop and provide media training and crisis communication services. The provision of these services will be divided into 3 different lots. Tenderers can bid for lot 1, 2 or 3, or for all 3 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

II.2) **Description**

II.2.1) **Title:**

Lot 1: provision of media training in German
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 media training shall take place in the premises of the ECB, the tenderer's registered seat or any other location agreed upon between the 2 parties.

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

The media training shall focus on how executive board/supervisory board members, senior managers and staff can best engage with specific media outlets. It should thus be tailored to the requirements of these 3 different target groups. The media training shall be provided in either German (lot 1) or English (lot 2) depending on which lot the supplier is bidding for. In addition to these languages, the tenderers may optionally be requested to provide media training in Dutch, French, Greek, Italian, and/or Spanish as part of lot 2. Training sessions shall be carried out on an individual basis (for members of the executive board/supervisory board and senior managers) or as a group of up to 10 people (for staff in non-senior managerial positions). As a guide, the training shall include a theoretical part, providing an overview of the media/political landscape of a specific country as well as real-life examples from digital, print and broadcast media to highlight good practice and potential pitfalls. It shall also include a practical simulation exercise (e.g. an interview). This should be filmed to enable participants to practise in a realistic setting and to review their performance. The training shall be delivered in half-day sessions of approximately 4 hours.

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:

The ECB intends to award a framework agreement for the abovementioned service (lot 1) to 1 provider offering the best value for money for a period of 3 years that upon the request of the ECB can be extended for another year (in total 4 years contract duration).

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

Envisaged minimum number: 3

Objective criteria for choosing the limited number of candidates:

Among the candidates meeting the minimum requirements set out in the call for application for each lot, the ECB shall select those which best meet the following selection criteria per lot:

(a) the candidate's general capacity to provide the requested supplies and services in terms of technical and human resources (composition of staff and qualifications of staff members in general) (weighting of this criterion: 25 %); and

(b) the candidate's general experience and expertise, assessed on the basis of the candidate's past experience and its reference contracts which are comparable in terms of scope, size and complexity with the contract tendered by the ECB (weighting of this criterion: 75 %).

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:

Lot 2: provision of media training in English (optionally upon request also in Dutch, French, Greek, Italian and Spanish)

Lot No: 2

II.2.2) Additional CPV code(s)

79416200

II.2.3) Place of performance

NUTS code: DE712

Main site or place of performance:

The media training shall take place in the premises of the ECB, the tenderer's registered seat or any other location agreed upon between the 2 parties.

II.2.4) Description of the procurement:

The media training shall focus on how executive board/supervisory board members, senior managers and staff can best engage with specific media outlets. It should thus be tailored to the requirements of these 3 different target groups. The media training shall be provided in either German (lot 1) or English (lot 2) depending on which lot the supplier is bidding for. In addition to these languages, the tenderers may optionally be requested to provide media training in Dutch, French, Greek, Italian, and/or Spanish as part of lot 2. Training sessions shall be carried out on an individual basis (for members of the executive board/supervisory board and senior

managers) or as a group of up to 10 people (for staff in non-senior managerial positions). As a guide, the training shall include a theoretical part, providing an overview of the media/political landscape of a specific country as well as real-life examples from digital, print and broadcast media to highlight good practice and potential pitfalls. It shall also include a practical simulation exercise (e.g. an interview). This should be filmed to enable participants to practise in a realistic setting and to review their performance. The training shall be delivered in half-day sessions of approximately 4 hours.

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:

The ECB intends to award a framework agreement for the abovementioned service (lot 2) to 1 provider offering the best value for money for a period of 3 years that upon the request of the ECB can be extended for another year (in total 4 years contract duration).

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

Envisaged minimum number: 3

Objective criteria for choosing the limited number of candidates:

Among the candidates meeting the minimum requirements set out in the call for applications for each lot, the ECB shall select those which best meet the following selection criteria per lot:

(a) the candidate's general capacity to provide the requested supplies and services in terms of technical and human resources (composition of staff and qualifications of staff members in general) (weighting of this criterion: 25 %); and

(b) the candidate's general experience and expertise, assessed on the basis of the candidate's past experience and its reference contracts which are comparable in terms of scope, size and complexity with the contract tendered by the ECB (weighting of this criterion: 75 %).

In case the candidate has performed a relevant reference contract in any of the optional languages that may be requested as part of lot 2 (Dutch, French, Greek, Italian and Spanish) this will be considered as added value.

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:**

Provision of crisis communication services in English

Lot No: 3

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

79416200

79430000

II.2.3) **Place of performance**

NUTS code: DE712

Main site or place of performance:

The crisis communication training shall take place in the premises of the ECB, the tenderer's registered seat or any other location agreed upon between the 2 parties.

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

The crisis communication services should include the development and regular updates of a crisis communication manual (CCM) and the provision of crisis communication training. The services shall be delivered in English. As a guide, the work related to the development of a crisis communication manual shall include:

- 1) a review of the existing organisational structure and composition of the crisis communication team (CCT), including the adequacy of the existing policies, procedures, plans, supporting tools as well as the logistical arrangements to address communication in a crisis;
- 2) based on the outcome of these reviews, the development of a CCM;
- 3) production of CCM-related documentation;
- 4) a review of the CCM at least every 2 years to ensure that existing recommendations are aligned to good crisis communication practices.

With regard to the crisis communication training, the services provided shall include the design, organisation, and execution of an individual training programme adapted to the needs of the following target groups: the members of the ECB executive board/supervisory board, the CCT, the Crisis Management Team (CMT), as well as the Eurosystem/ESCB Communications Committee (ECCO). The aim is to organise 1 training exercise per target group per calendar year. Each training exercise shall include a combination of theoretical and practical sessions (including a simulation exercise). The objective of the training programme will be to develop the operational readiness of the CCT and other relevant actors to an agreed maturity level.

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:

The ECB intends to award a framework agreement for the abovementioned service (lot 3) to 1 provider offering the best value for money for a period of 3 years that upon the request of the ECB can be extended for another year (in total 4 years contract duration).

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

Envisaged minimum number: 3

Objective criteria for choosing the limited number of candidates:

Among the candidates meeting the minimum requirements set out in the call for applications for each lot, the ECB shall select those which best meet the following selection criteria per lot:

- (a) the candidate's general capacity to provide the requested supplies and services in terms of technical and human resources (composition of staff and qualifications of staff members in general) (weighting of this criterion: 25 %); and

(b) the candidate's general experience and expertise, assessed on the basis of the candidate's past experience and its reference contracts which are comparable in terms of scope, size and complexity with the contract tendered by the ECB (weighting of this criterion: 75 %).

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**

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:

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

III.1.2) **Economic and financial standing**

Minimum level(s) of standards possibly required:

Lot 1: provision of media training in German:

accumulated total net turnover of similar services or supplies covered by the contract for the last 3 financial years (2014–2016) of 1 000 000 EUR.

If the candidate is a temporary grouping, it may add the respective turnover of its members.

Lot 2: provision of media training in English (optionally upon request also in Dutch, French, Greek, Italian and Spanish):

accumulated total net turnover of similar services or supplies covered by the contract for the last 3 financial years (2014–2016) of 1 000 000 EUR.

If the candidate is a temporary grouping, it may add the respective turnover of its members.

Lot 3: provision of crisis communication services in English:

accumulated total net turnover of similar services or supplies covered by the contract for the last 3 financial years (2014–2016) of 1 250 000 EUR.

If the candidate is a temporary grouping, it may add the respective turnover of its members.

III.1.3) **Technical and professional ability**

Minimum level(s) of standards possibly required:

Lot 1: provision of media training in German:

at least 3 similar contracts performed during the last 3 financial years (2014–2016), which are comparable in terms of scope, size and complexity with the contract tendered by the ECB. At least 2 of these contracts shall be with large companies (size comparable to that of the ECB), international organisations or public institutions and shall be related to media training of CEOs/top management;

average of at least 7 staff members (including freelancers) over the past 3 years (2014–2016), at least 3 of which:

1) have provided media trainings in German (C1 level of proficiency at all levels (listening, reading, speaking and writing); and

2) have worked in the field of journalism and have work experience with financial newswires, television with economic focus or newspapers'/magazines' economic and/or financial sections.

Lot 2: provision of media training in English (optionally upon request also in Dutch, French, Greek, Italian and Spanish):

at least 3 similar contracts performed during the last 3 financial years (2014–2016), which are comparable in terms of scope, size and complexity with the contract tendered by the ECB. At least 2 of these contracts shall be with large companies (size comparable to that of the ECB), international organisations or public institutions and shall be related to media training of CEOs/top management;

average of at least 7 staff members (including freelancers) over the past 3 years (2014–2016), at least 3 of which:

1) have provided media trainings in English (C1 level of proficiency at all levels (listening, reading, speaking and writing)) and;

2) have worked in the field of journalism and have work experience with financial newswires, television with economic focus or newspapers'/magazines' economic and/or financial sections.

Lot 3: provision of crisis communication services in English:

at least 3 similar contracts performed during the last 3 financial years (2014–2016), which are comparable in terms of scope, size and complexity with the contract tendered by the ECB. At least 2 of these contracts shall be with large companies (size comparable to that of the ECB), international organisations or public institutions and involve the development of a crisis communication strategy;

average of at least 10 staff members (including freelancers) over the past 3 years (2014–2016), at least 5 of which:

1) have provided crisis communication services in English (C1 level of proficiency at all levels (listening, reading, speaking and writing)); and

2) have worked for at least 5 years in the field of crisis communication for large companies (size comparable to that of the ECB), international organisations or public institutions.

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:

III.2.3) Information about staff responsible for the performance of 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 a single operator

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

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: 26/04/2017

Local time: 18:00

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

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**

VI.3) **Additional information:**

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

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

User ID: 002689/C/GMR/2017

Password: 546814

After you have registered an e-mail will be sent to you with a new username and password. The Internet address will remain the same. Use the new username and password to download the procurement documentation.

However, your mere registration and downloading the procurement documents does not constitute an application. You must submit your application in 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 documentation do not hesitate to contact the ECB under 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 time response. The ECB shall not be bound to reply to queries received less than 7 calendar days before the time limit for the submission of tenders.

The procurement 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 procurement procedure is conducted in accordance with Decision (EU) 2016/245 of the European Central Bank of 9.2.2016 laying down the rules on procurement (ECB/2016/2), OJ L 45, 20.2.2016, p. 15 as amended available on the ECB website at <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

During the procurement procedure tenderers shall not contact any other ECB staff members or organisations/ persons working for the ECB with regard to this tender procedure than the person indicated in Section I.1). Tenderers shall also not contact potential competitors unless they intend to form a temporary grouping with them or to involve them as subcontractors. Any violation of this communication rule may lead to the exclusion of the tenderer in question.

Audit companies applying to the procurement should be in the position to manage any potential conflict of interest arising in case they already provide audit services to the ECB or may do so in the future.

VI.4) **Procedures for review**

VI.4.1) **Review body**

Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Sonnemannstraße 20
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**

European Ombudsman
1 avenue du Président Robert Schuman
Strasbourg
67001
France

VI.4.3) **Review procedure**

VI.4.4) **Service from which information about the review procedure may be obtained**

Central Procurement Division of the European Central Bank
Sonnemannstraße 22
Frankfurt am Main
60314
Germany
E-mail: procurement@ecb.europa.eu
Fax: +49 6913447110
Internet address:<http://www.ecb.europa.eu>

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

27/03/2017