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**Germany-Frankfurt am Main: ECB - Provision of a new information architecture for the ECB websites  
2018/S 200-453477**

**Contract notice**

**Works**

**Legal Basis:**

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: Central Procurement Office  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Fax: +49 69/13447110  
NUTS code: DE712

**Internet address(es):**

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

**I.2) Information about 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/>

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 a new information architecture for the ECB websites  
Reference number: PRO-003866

**II.1.2) Main CPV code**

79415200

**II.1.3) Type of contract**

Works

**II.1.4) Short description:**

Through this negotiated procedure the Directorate General Communications (DG-C) of the ECB is looking for suppliers specialized in consultancy services on the technical and communication aspects of IA design and specialized in the provision of audience research and usability testing services.

The tender procedure is divided into 2 separate lots as follows:

Lot 1: Consultancy services on the technical and communication aspects of IA design,

Lot 2: The provision of audience research and usability testing services.

Tenderers may bid for Lot 1, or Lot 2, or both for Lot 1 and Lot 2. The applications/tenders will be separately evaluated per each Lot.

The ECB intends to award a contract per Lot for the above-mentioned services to the provider offering the best value for money per Lot for 3 years with a possibility for an extension for another year.

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

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot 1 and Lot 2

II.2) **Description**

II.2.1) **Title:**

Consultancy services on the technical and communication aspects of IA design

Lot No: 1

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

79415200

II.2.3) **Place of performance**

NUTS code: DE712

Main site or place of performance:

The Contractor shall perform the Works either on the ECB's premises in Frankfurt am Main (on-site) or at the Contractor's office.

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

The successful tenderer in Lot 1 shall provide Consultancy services on the technical and communication aspects of IA design that is expected to comprise the following deliverables:

On an as-needed basis, as ordered under the Contract, the Contractor shall provide consultancy services on the technical and communications aspects of Information Architecture design, specifically for the main ECB website and also for any other ECB-owned websites that may require similar services during the course of the effective contract term. As part of the preparation, the Contractor will be in the lead of the project. Together with DGC/WDI, the contractor will lead a series of workshops or data collection activities, on-site at the ECB premises located in Frankfurt am Main, with ECB business areas (the content owners) to collect and understand their requirements. The number of workshops shall be determined based on what is necessary to gather the requirements to enable the substantive architectural re-design of the ECB website. The workshops will be organized by the Contractor with the support of the ECB. The Contractor will be responsible for designing and facilitating the workshops, documenting the proceedings, collecting and analysing the data, presenting the results, and delivering the full package of documentation to the ECB. Based on the results of the workshops and data analysis, as well as relying on industry best practices and its own experience and expertise, the Contractor shall create and deliver to the ECB a new IA design for the ECB website in the form of a mock-up website layout and/or tree diagram. The Contractor shall provide documents (e.g. reports, pictures, and/or schematics) of the

content structure, as required by the ECB. The Contractor shall produce several iterations of the high-level IA structure for the website. The Contractor shall further refine the iterations based on ECB's feedback, derived from comments and suggestions from ECB's stakeholders as well as on the outcome of user testing carried out by Lot 2 Contractor using a tree diagram, click dummy and/or website mock-up. In parallel, the Contractor shall create a taxonomy for the English-language content on the website and deliver it to the ECB in a separate report. The Contractor shall also deliver to the ECB a report detailing the IA development process and how the different inputs were accounted for in the final product. The implementation of the new website's underlying infrastructure shall be part of a separate project. The Contractor shall perform the Works either on the ECB's premises in Frankfurt am Main (on-site) or at the Contractors office.

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 Contract for each Lot shall have an initial duration of 36 months with a possibility for an extension for another 12 month.

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

Envisaged minimum number: 5

Maximum number: 7

Objective criteria for choosing the limited number of candidates:

Among the candidates meeting the minimum requirements set out in this contract notice and in the call for applications (CfA) for each Lot, the ECB shall select those which best meet the following selection criteria per Lot:

(a) the Candidate's general experience and expertise, assessed on the basis of the Candidate's past experience and its reference projects which are comparable in terms of scope, size and complexity with the Contract tendered by the ECB (weighting of this criterion: 70 %).

Companies who can demonstrate experience in website informational architecture re-structuring projects for public sector institutions shall be considered value-add.

(b) the Candidate's general capacity to provide the requested services in terms of technical and human resources (composition of staff and work experience of staff members in general) (weighting of this criterion: 30 %).

For more information on the selection criteria and methodology, please refer to the CfA.

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:**  
The provision of audience research and usability testing services  
Lot No: 2
- II.2.2) **Additional CPV code(s)**  
79312000
- II.2.3) **Place of performance**  
NUTS code: DE712  
Main site or place of performance:  
The Contractor shall perform the Works either on the ECB's premises in Frankfurt am Main (on-site) or at the Contractors office.
- II.2.4) **Description of the procurement:**  
The contractor shall conduct audience research and provide usability testing services for provisional iterations of the IA (e.g. mock-up website layout and/or tree diagram), which shall be delivered under the Contract for Lot 1 services.  
The contractor shall conduct audience research and provide usability testing services for provisional iterations of the IA (e.g. mock-up website layout and/or tree diagram), which shall be delivered under the Contract for Lot 1 services. For the audience research, the contractor should examine demographic characteristics and also establish a set of comprehensive user archetypes. The contractor shall deliver a report detailing their research methodology and explaining how they arrived at their findings. Separate from this, the contractor shall deliver a report for each iteration of the IA they test and compare its performance to previous versions. Qualitative and quantitative testing methods should be used for both user testing and audience research. The Contractor will also be responsible for recruiting participants and ensuring that the sample accurately reflects the audience of the ECB website. The Contractor shall perform the Works either on the ECB's premises in Frankfurt am Main (on-site) or at the Contractors office.
- 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 Contracts for each Lot shall have an initial duration of 36 months with a possibility for an extension for another 12 month.
- II.2.9) **Information about the limits on the number of candidates to be invited**  
Envisaged minimum number: 5  
Maximum number: 7  
Objective criteria for choosing the limited number of candidates:  
Among the Candidates meeting the minimum requirements set out in this contract notice and the call for application (CfA) for each Lot, the ECB shall select those which best meet the following selection criteria per Lot:  
With regard to LOT 2:  
(a) the Candidate's general experience and expertise, assessed on the basis of the Candidate's past experience and its reference projects which are comparable in terms of scope, size and complexity with the Contract tendered by the ECB (weighting of this criterion: 70 %);

(b) the Candidate's general capacity to provide the requested services in terms of technical and human resources (composition of staff and work experience of staff members in general) (weighting of this criterion: 30 %).

The selection criteria shall be assessed one by one per Lot and evaluated on the basis of a scoring system from zero to five points, as further specified in Section III.4.4 of the CfA.

**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:

Not applicable

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

List and brief description of selection criteria:

Candidates shall have the economic and financial capacity to perform the Contract.

As proof, Candidates shall submit the filled-in handwritten signed Application form (Annex 1 to the Call for applications) and — upon ECB's request — the documents listed in the Application form. Candidates who do not meet the minimum requirements detailed in this contract notice and the call for applications for each Lot they apply for and/or fail to submit the completed Application form will not be admitted to the selection stage for the Lot for which they do not comply with the minimum requirements.

Minimum level(s) of standards possibly required for:

Lot 1: Consultancy services on the technical and communication aspects of IA design;

Lot 2: The provision of audience research and usability testing services.

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

List and brief description of selection criteria:

Candidates must meet the following minimum requirements

With regard to LOT 1: Consultancy services on the technical and communication aspects of IA design:

(a) The accumulated total net turnover of the Candidate must be at least 2 500 000 EUR for the last three financial years (please refer to Annex 1 — Application Form, Section 3.1 — Minimum turnover);

If the Candidate is a temporary grouping: It may add the respective turnover of its members.

(b) The candidates shall have performed and finalised at least 3 similar contracts performed during the last three financial years (2015-2017), which are comparable in terms of scope, size and complexity with the Contract tendered out by the ECB (please refer to Annex 1.1 — Application Form, Section 4.4 — Experience).

If the Candidate is a temporary grouping, it may add the respective experience and/or human resources of its members.

(c) Average of at least ten staff members over the last 3 years (2015-2017), at least 5 of which: have work experience in the field of user experience designer/lead and/or content strategist, data analytics, UX design,

and were responsible for contracts similar to the contract tendered out by the ECB (please refer to Annex 1 — Application Form, Section 4.3 — Human resources).

(d) Candidates shall be subject to a system of quality assurance (please refer to Annex 1 — Application Form, Section 4.2 — Quality assurance standards).

With regard to LOT 2: The provision of audience research and usability testing services.

(a) The accumulated total net turnover of the Candidate must be at least 1 400 000 EUR for the last 3 financial years;

If the Candidate is a temporary grouping: It may add the respective turnover of its members.

(b) at least 3 similar contracts performed during the last 3 financial years (2015-2017), which are comparable in terms of scope, size and complexity with the Contract tendered out by the ECB (please refer to Annex 2.1 — Application Form).

If the Candidate is a temporary grouping, it may add the respective experience and/or human resources of its members.

(c) Average of at least 7 staff members over the last 3 years (2015-2017), at least 3 of which: have work experience in the field of audience research and usability testing services and were responsible for contracts similar to the contract tendered out by the ECB (please refer to Annex 1 — Application Form, Section 4.3 — Human resources).

(d) Candidates shall be subject to a system of quality assurance (please refer to Annex 2 — Application Form, Section 4.2 — Quality assurance standards).

III.1.5) **Information about reserved contracts**

III.2) **Conditions related to the contract**

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**

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: 05/11/2018

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

Date: 18/01/2019

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 to participate in the procurement procedure 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: 003866/C/WDI/2018

Password: 903C9D

After you have registered, an e-mail will be sent to you with a new user name and password. Use the new username and password to download the procurement documentation from the above URL internet address. However, your mere registration and downloading the procurement documents does not constitute a tender. You must submit your tender in hard copy version to the ECB, on time, in the format requested and including the content as further instructed in the tender documentation.

Should you experience any problems in accessing the Internet platform for registration and/or downloading the documentation, please do not hesitate to contact the ECB under the following e-mail address: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu) quoting the procurement number and the 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 seven 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 Organization 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 ECB/2016/2 of 9.2.2016 laying down the rules on procurement, 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 organizations/ 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 the more to involve them as subcontractors. Any violation of this communication rule may lead to the exclusion of the Tenderer in question.

VI.4) **Procedures for review**

VI.4.1) **Review body**

Procurement Review Body of the European Central Bank, c/o Legal Advice Team  
Sonnemannstrasse 22  
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**

The European Ombudsman  
1 avenue du Président Robert Schuman, CS 30403  
Strasbourg Cedex  
67001  
France

VI.4.3) **Review procedure**

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

Central Procurement Office of the European Central Bank  
Sonnemannstrasse 22  
Frankfurt am Main  
60314  
Germany  
Telephone: +49 6913440  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Fax: +49 6913447110  
Internet address: <http://www.ecb.europa.eu>

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

05/10/2018