

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:443228-2020:TEXT:EN:HTML>

**Germany-Frankfurt-am-Main: Tender Procedure for the Provision of Talent Acquisition Outreach Services  
2020/S 184-443228**

**Contract award notice**

**Results of the procurement procedure**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: European Central Bank  
Postal address: Sonnemannstrasse 22  
Town: Frankfurt-am-Main  
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt  
Postal code: 60314  
Country: Germany  
Contact person: Central Procurement Office  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Fax: +49 69/13447110

**Internet address(es):**

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

**I.2) Information about joint procurement**

**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:**

Tender Procedure for the Provision of Talent Acquisition Outreach Services  
Reference number: PRO-004765

**II.1.2) Main CPV code**

79630000 Personnel services except placement and supply services

**II.1.3) Type of contract**

Services

**II.1.4) Short description:**

The business partnering division within the Directorate General Human Resources (DG-HR/BPA) is looking for providers of outreach services to support the talent acquisition function. This includes the following services:  
— provision of services related to the promotion of job vacancy notices;  
— provision of services related to student and graduate outreach.

- II.1.6) **Information about lots**  
This contract is divided into lots: yes
- II.1.7) **Total value of the procurement (excluding VAT)**  
Value excluding VAT: 570 000.00 EUR
- II.2) **Description**
- II.2.1) **Title:**  
Provision of Services Related to the Promotion of Job Vacancy Notices  
Lot No: 1
- II.2.2) **Additional CPV code(s)**  
79630000 Personnel services except placement and supply services
- II.2.3) **Place of performance**  
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
- II.2.4) **Description of the procurement:**  
Provision of services related to the promotion of job vacancy notices in:  
(i) internet job boards/portals;  
(ii) international print media where required; and  
(ii) targeted advertising such as google, Facebook, Spotify etc. Scope includes the purchase or booking at favourable conditions of slots in these media, preparation and layout of posting in formats required by the selected source, posting of advertisement as well as any auxiliary services. Access to effective channels and maximum number of portals, data and consultancy to enable us to select the most appropriate channels, and analytics enabling us to track performance are also part of the scope.
- II.2.5) **Award criteria**  
Quality criterion - Name: Quality of the proposed services / Weighting: 35  
Quality criterion - Name: Experience and language skills of the proposed contact people and project team / Weighting: 10  
Quality criterion - Name: Time required to provide the services / Weighting: 5  
Price - Weighting: 50
- II.2.11) **Information about options**  
Options: no
- 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**  
The total value of the procurement and the contract(s) indicated in this contract award notice is/are indicative non-binding spending estimate(s) at the time of contract award. The actual value of the contract(s) may differ and will be determined by actual business needs.
- II.2) **Description**
- II.2.1) **Title:**  
Provision of Services Related to Student and Graduate Outreach  
Lot No: 2
- II.2.2) **Additional CPV code(s)**  
79630000 Personnel services except placement and supply services
- II.2.3) **Place of performance**  
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

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

Scope includes promoting job postings via universities (particularly those nationalities currently under-represented in terms of applications), targeted email campaigns, employer profile, options for engagement with students and graduates (i.e. virtual career fairs, chat features, on campus promotion), active sourcing, and data analytics to enable us to track impact.

II.2.5) **Award criteria**

Quality criterion - Name: Reach of the proposed services / Weighting: 15

Quality criterion - Name: Quality of the proposed services / Weighting: 20

Quality criterion - Name: Experience and language skills of the proposed contact people and project team / Weighting: 10

Quality criterion - Name: Time required to provide the services / Weighting: 5

Price - Weighting: 50

II.2.11) **Information about options**

Options: no

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**

The total value of the procurement and the contract(s) indicated in this contract award notice is/are indicative non-binding spending estimate(s) at the time of contract award. The actual value of the contract(s) may differ and will be determined by actual business needs.

**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

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**

Notice number in the OJ S: [2019/S 221-541120](#)

IV.2.8) **Information about termination of dynamic purchasing system**

IV.2.9) **Information about termination of call for competition in the form of a prior information notice**

**Section V: Award of contract**

**Contract No:** 1

**Lot No:** 1

**Title:**

Provision of Services Related to the Promotion of Job Vacancy Notices

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

20/07/2020

- V.2.2) **Information about tenders**  
Number of tenders received: 2  
The contract has been awarded to a group of economic operators: no
- V.2.3) **Name and address of the contractor**  
Official name: VONQ BV  
Town: Rotterdam  
NUTS code: NL NEDERLAND  
Country: Netherlands  
The contractor is an SME: no
- V.2.4) **Information on value of the contract/lot (excluding VAT)**  
Initial estimated total value of the contract/lot: 337 000.00 EUR  
Total value of the contract/lot: 299 227.23 EUR
- V.2.5) **Information about subcontracting**

**Section V: Award of contract**

**Contract No:** 2

**Lot No:** 2

**Title:**

Provision of Services Related to Student and Graduate Outreach

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

24/07/2020

V.2.2) **Information about tenders**

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**

Official name: Graduateland ApS

Town: København

NUTS code: DK DANMARK

Country: Denmark

The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 300 000.00 EUR

Total value of the contract/lot: 270 400.00 EUR

V.2.5) **Information about subcontracting**

**Section V: Award of contract**

**Contract No:** 3

**Lot No:** 1

**Title:**

Provision of Services Related to the Promotion of Job Vacancy Notices

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

23/07/2020

V.2.2) **Information about tenders**

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**

Official name: Broadbean Technology Ltd

Town: London

NUTS code: UKI LONDON

Country: United Kingdom

The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 337 000.00 EUR

Total value of the contract/lot: 268 682.71 EUR

V.2.5) **Information about subcontracting**

**Section V: Award of contract**

**Contract No:** 4

**Lot No:** 2

**Title:**

Provision of Services Related to Student and Graduate Outreach

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

17/08/2020

V.2.2) **Information about tenders**

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**

Official name: Terra Firma Associates SPRL

Town: Brussels

NUTS code: BE1 RÉGION DE BRUXELLES-CAPITALE / BRUSSELS HOOFDSTEDELIJK GEWEST

Country: Belgium

The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 300 000.00 EUR

Total value of the contract/lot: 499 600.00 EUR

V.2.5) **Information about subcontracting**

**Section VI: Complementary information**

VI.3) **Additional information:**

The procurement procedure has been conducted in accordance with Decision ECB/2016/2 of 9 February 2016 laying down the rules on procurement, OJ L 45, 20 February 2016, p. 15 (as amended) available on the ECB website: <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>.

The total value of the contracts indicated in Section(s) V.2.4 is an indicative non-binding spending estimate at the time of contract award. The actual value of the contract(s) may differ and will be determined by actual business needs;

The estimated value indicated per contract for multi-supplier framework agreements in each case represents the total value of the overall procurement/lot as the value of orders awarded per contractor may not be determined upfront.

VI.4) **Procedures for review**

VI.4.1) **Review body**

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

Postal address: Sonnemannstrasse 22

Town: Frankfurt-am-Main

Postal code: 60314

Country: Germany

Telephone: +49 6913440

Fax: +49 6913446886

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

VI.4.2) **Body responsible for mediation procedures**

Official name: The European Ombudsman

Postal address: 1 avenue du Président Robert Schuman, CS 30403

Town: Strasbourg Cedex

Postal code: 67001

Country: France

VI.4.3) **Review procedure**

Precise information on deadline(s) for review procedures:

15 days from the receipt of the information specified in Article 34(3) of ECB Decision 2016/2 laying down the Rules on Procurement or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

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

Official name: Central Procurement Office of the European Central Bank c/o Legal Advice Team

Postal address: Sonnemannstrasse 22

Town: Frankfurt-am-Main

Postal code: 60314

Country: Germany

E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)

Telephone: +49 6913440

Fax: +49 6913447110

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

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

10/09/2020