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**Germany-Frankfurt am Main: Crisis Communication Solution and Media Training Services
2022/S 021-050812**

Contract notice

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
Telephone: +49 69/13440
Fax: +49 69/13447110

Internet address(es):

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

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html>
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:

Crisis Communication Solution and Media Training Services
Reference number: PRO-006424

II.1.2) Main CPV code

79416100 Public relations management services

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, including banking supervision, and coordinates communication activities across the euro area and beyond with a view of enhancing the ECB's reputation and the trust in the institution. It is vital that ECB as well as key Single Supervisory Mechanism 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 crisis communication solution and media training services. The provision of these Services will be divided into two different lots. Tenderers can bid for lot 1 or 2, or for both lots.

II.1.5) **Estimated total value**

Value excluding VAT: 472 000.00 EUR

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:**

Provision of Crisis Communication Solution in English
Lot No: 1

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

79416200 Public relations consultancy services
79430000 Crisis management services

II.2.3) **Place of performance**

NUTS code: DE Deutschland
Main site or place of performance:
ECB premises, remotely (i.e. online via MS Teams or Webex), or, exceptionally, at any other location agreed upon between the two parties in the Frankfurt area.

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

The crisis communication solution consists of (i) the review and upgrade of the existing crisis communication manual (CCM), (ii) the development and execution of an annual training plan detailing the envisaged crisis communication exercises and iii) ad-hoc consultancy services. The services shall be delivered in English. All details are included in the tendering documentation.

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 one framework agreement for this lot to the provider offering the best value for money for a period of three years that upon the request of the ECB can be extended for another year (in total four years contract duration).

II.2.10) **Information about variants**

Variants will be accepted: no

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**

II.2) **Description**

II.2.1) **Title:**

Provision of Media Training Services in English (Optionally, upon Request also in German, French, Dutch, Italian or Spanish)

Lot No: 2

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

79416200 Public relations consultancy services

II.2.3) **Place of performance**

NUTS code: DE Deutschland

Main site or place of performance:

ECB premises in Frankfurt, remotely (i.e. online via MS Teams or Webex), or exceptionally at any other location agreed upon between the parties in the Frankfurt area.

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

The requested Services for this Lot consist of the development and provision of media training for different target groups as described further below.

The Tenderer must develop and provide media training to the members of the ECB Executive Board/ Supervisory Board, senior managers and staff in a non-senior managerial position. The training sessions must be based on the general media training concept and tailored to the requirements of these three target groups. The media training must be provided in English language and optionally upon request, in one of the following languages: German, French, Dutch, Italian or Spanish.

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 one framework agreement for this lot to the provider offering the best value for money for a period of three years that upon the request of the ECB can be extended for another year (in total four years contract duration).

II.2.10) **Information about variants**

Variants will be accepted: no

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**

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:

As stated in the procurement documents.

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

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

III.2.2) **Contract performance conditions:**

In line with the terms and conditions of the draft contract. See details in the procurement documents.

Section IV: Procedure

IV.1) **Description**

IV.1.1) **Type of procedure**

Open procedure

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.1.8) **Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

IV.2) **Administrative information**

IV.2.2) **Time limit for receipt of tenders or requests to participate**

Date: 02/03/2022

Local time: 12:00

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: 12 (from the date stated for receipt of tender)

IV.2.7) **Conditions for opening of tenders**

Date: 03/03/2022

Local time: 12:00

Information about authorised persons and opening procedure:

Date indicated above is the first available date for opening.

Section VI: Complementary information

VI.1) **Information about recurrence**

This is a recurrent procurement: no

VI.2) **Information about electronic workflows**

Electronic invoicing will be accepted

VI.3) **Additional information:**

This tender procedure is conducted via the ECB's electronic tendering system (e-tendering) which can be accessed via the following internet address:

<http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html>

If you have not used the ECB's electronic tendering system before, you need to register via the above link (click on "Register"). Subsequently to the registration, you will receive an automated notification with your user credentials to log in (click on "Login") and to access the tender documentation. Please note that:

— a registration to the above system is only required once and you can reuse your user credentials in all future procedures of the ECB which are conducted via the above system. Therefore, please keep your user credentials for the future;

— in case you should have participated in previous ECB tender procedure(s) in the past which were conducted via the ECB's prior online system, you nevertheless need to register once to the ECB's electronic tendering system under the above address;

— your mere registration does not constitute an application/tender. You must submit your application/tender via the ECB's electronic tendering system as further instructed in the application/tender documentation.

The system reference number for the above procurement is: RFX-PT-2021-000075: PRO-006424-L1&L2-Crisis comms&Media trng

To download the tender documents, log on to the ECB's electronic tendering system with your login and password. Expand the field 'Public Tenders – Upcoming Events'. Click on 'Click to request an invitation to this event' for the above procedure and close the new window which opens. Once the request is completed (this can take a few minutes), the status of the participation request will change to 'Invited' and the RFX documentation will be accessible via the RFX tab.

Under the above link you also find user guides for detailed information on how to use the system and contact details for technical support.

Should you require technical help when using the system, please contact the ECB's technical support .team at sourcing.support@ecb.europa.eu by quoting the reference number and the problem experienced.

Any other queries relating to this procurement procedure and the content of the procurement documentation shall be submitted as message via the ECB's e-tendering system (under the tab 'Discussion').

The ECB endeavours to answer all queries 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 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 ECB Decision 2016/2 laying down the Rules on Procurement (as amended), available on the ECB website at <https://www.ecb.europa.eu/ecb/legal/1001/procurement/html/index.en.html>

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:
Within 10 days of receipt of the notification in accordance with Article 34(1) or the first sentence of Article 34(3) of ECB Decision 2016/2 laying down the Rules on Public Procurement. 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
Telephone: +49 6913440
Fax: +49 6913447110
Internet address: <http://www.ecb.europa.eu>

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

19/01/2022