

ECB - provision of specialised photographic services for the European Central Bank (D-Frankfurt-on-Main)

2010/S 31-043240

Contract notice

Section I: Contracting authority

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

European Central Bank, attention: Alberto Molon, Kaiserstraße 29, 60311 Frankfurt-on-Main, GERMANY. Fax +49 691344-7110. E-mail: procurement@ecb.europa.eu

Internet address(es):

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

Further information can be obtained at:

As in abovementioned contact point(s).

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained at:

As in abovementioned contact point(s).

Tenders or requests to participate must be sent to:

As in abovementioned contact point(s).

I.2) Type of the contracting authority and main activity or activities:

European institution/agency or international organisation.

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 specialised photographic services for the European Central Bank.

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

Services.

Service category: No 27.

Main place of performance: ECB, Frankfurt-on-Main, GERMANY.

NUTS code: DE712.

II.1.3) The notice involves:

A public contract.

II.1.4) Information on framework agreement:

Please see information below II.1.5.

Duration of the framework agreement: duration in years: 4.

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

Estimated value excluding VAT for 4 years:

— lot 1: photography of people (portraits, groups, etc.): 80 000 EUR,

— lot 2: photography of events (ECB cultural days, reportages — for example cash change-over documentation, etc.): 250 000 EUR,

— lot 3: photography of objects (art works, banknotes and coins): 50 000 EUR.

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

The European Central Bank (ECB) intends to use a restricted tender procedure divided into 3 lots for the procurement of photo services. Tenderers are required to submit a proposal for 1 or more lots. The lots will be evaluated separately. Following lots are foreseen:

- lot 1: photography of people (portraits, groups, etc.),
- lot 2: photography of events (ECB cultural days, reportages, etc.),
- lot 3: photography of objects (art works, banknotes and coins).

The ECB aims to establish a framework agreement with 1 supplier for the provision of services as requested for:

- lot 3 (photography of objects).

It is foreseen to establish framework agreements with 3 suppliers for following lots:

- lot 1 (photography of people) and,
- lot 2 (photography of events).

For these lots (1 and 2) the contractor will be appointed for each single task using a cascade principle (more information will be provided with the invitation to tender (ITT) document).

II.1.6) **Common procurement vocabulary (CPV):**

Lot 1, lot 2, lot 3: 79961300.

II.1.7) **Contract covered by the Government Procurement Agreement (GPA):**

Yes.

II.1.8) **Division into lots:**

Yes.

Tenders should be submitted for: 1 or more lots.

II.1.9) **Variants will be accepted:**

Yes.

Variants will be accepted under the conditions set out in the invitation to tender, which will be sent to the shortlisted candidates.

II.2) **Quantity or scope of the contract**

II.2.1) **Total quantity or scope:**

The European Central Bank (ECB) intends to use a restricted tender procedure divided into 3 lots in order to procure following services:

- lot 1: photography of people (portraits, groups etc.),
- lot 2: photography of events (ECB cultural days, reportages, etc.),
- lot 3: photography of objects (art works, banknotes and coins).

II.2.2) **Options:**

No.

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

Duration in months: 48 (from the award of the contract).

Information about lots

Lot No 1

Title: Photography of people and objects (portraits, groups, banknotes and coins, etc.)

1) **Short description:**

For its internal and external communication activities the ECB requires people photography as well as object photography, for example:

- a) portraits of board members, managers, staff, etc.;
- b) group photographs of the decision-making bodies, seminar participants, etc.;

- c) interviews of board members;
- d) close-ups of banknotes and coins.

2) **Lot 1: 79961300.**

3) **Quantity or scope:**

The photography services include, but are not limited to, taking pictures digitally, delivery of the photographic material on CD/DVD including a gallery, provision of selected photos for real-time publication on the ECB website, delivery of prints and contact sheets.

The photo shoots may amount up to approximately 30 occasions per calendar year. Usually they take place on the ECB premises or at various locations in Frankfurt as well as in the photographer's studio. The ECB will inform on and request each service as early as possible. Photographers, however, sometimes need to be available at short notice.

Estimated cost excluding VAT: 80 000 EUR for 48 months.

4) **Indication about different date for duration of contract or starting/completion:**

Duration in months: 48 months.

5) **Additional information about lots**

Lot No 2

Title: Photography of events (ECB cultural days, reportages, etc.)

1) **Short description:**

For its internal and external communication activities the ECB requires event photography, for example:

- a) cultural events (cultural days, art exhibitions, etc.);
- b) cash changeover to the euro;
- c) meetings (council meetings, committees, etc.);
- d) high-level visits (Heads of State, ministers, etc.);
- e) staff events (Christmas party, open days, anniversaries, etc.);
- f) press conferences and other conferences such as the ECB Central Banking conference.

2) **Common procurement vocabulary (CPV):**

Lot 2: 79961300.

3) **Quantity or scope:**

The photography services include, but are not limited to, taking pictures digitally, delivery of the photographic material on CD/DVD including a gallery, provision of selected photos for real-time publication on the ECB website, delivery of prints and contact sheets.

The photo shoots may amount up to approximately 40 events per calendar year. Usually they take place on the ECB premises or at various locations in Frankfurt. Exceptionally, the photo shoots can also be abroad, for example the cash changeover.

The ECB will request and inform on each service as early as possible. Photographers, however, sometimes need to be available at short notice.

Estimated cost excluding VAT: 250 000 EUR for 48 months.

4) **Indication about different date for duration of contract or starting/completion:**

Duration in months: 48 months.

5) **Additional information about lots**

Lot No 3

Title: Photography of objects (art works, banknotes, coins)

- 1) **Short description:**
Photography services for objects (art works, banknotes and coins).
The ECB purchases art works for the ECB art collection and is regularly organising temporary art exhibitions also with international loan collections. For the purchases as well as for the exhibitions the photos are used for documentary purposes (database) and preserving reasons. Regarding the ECB art collection the photos also serve the processing of loan requests, publications or various other internal purposes.
- 2) **Common procurement vocabulary (CPV):**
Lot 3: 79961300.
- 3) **Quantity or scope:**
Digital images of exhibits presented in the framework of the ECB's annual exhibition on contemporary art are estimated with approximately 60 exhibits comprising 3- and 2-dimensional works of art as well as site-specific installations of different sizes including delivery of the photographic material on CD/DVD and delivery of prints and contact sheets.
In relation to digital images of works purchased for the ECB art collection, these are estimated at approximately 10 works per annum, involving different media, and different sizes including delivery of the photographic material on CD/DVD and delivery of prints and contact sheets.
The photo shoots may amount to approximately 35–40 hours per year and take place on the ECB premises. Occasionally the contractor for this lot will be requested to take pictures of banknotes and coins.
Estimated cost excluding VAT: 50 000 EUR for 48 months.
- 4) **Indication about different date for duration of contract or starting/completion:**
Duration in months: 48 months.
- 5) **Additional information about lots**

Section III: Legal, economic, financial and technical information

- III.1) **Conditions relating to the contract**
- III.1.1) **Deposits and guarantees required:**
No deposit is required, but where applicable, the successful tenderer (or in the case of a successful consortium bid, each member of the consortium) may be required to provide a parent-company guarantee.
- III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:**
Method of payment will be in accordance with the terms and conditions of the contract.
- III.1.3) **Legal form to be taken by the grouping of economic operators to whom the contract is to be awarded:**
Candidates/tenderers may establish temporary groupings with a view to jointly obtaining a contract. They will be jointly and severally liable (in German: 'gesamtschuldner') for all obligations under the contract. Temporary groupings must name a representative who is authorised to report to the ECB on behalf of the temporary grouping, to make legal statements and to accept unrestricted payments on behalf of the temporary grouping and of each member of it. Tenders from temporary groupings will only be considered if the groupings submit 1 joint tender containing the information requested in the invitation to tender document.
Parts of the services that will be performed exclusively by 1 of the members of the temporary grouping shall be specified in detail.
- III.1.4) **Other particular conditions to which the performance of the contract is subject:**
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 requirements are met:

Candidates wishing to participate must provide information (including that indicated below) by requesting in writing, and completing the ECB's application form from the address in I.1 above. The completed application form must be returned in paper copy format by the date indicated in IV.3.4 below.

In line with Article 24 of the ECB procurement rules (see point VI.3 below) the following shall apply: the ECB shall exclude candidates from participation in a tender procedure if they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, money laundering, involvement in a criminal organisation or any other illegal activity detrimental to the financial interests of the European Union, of the ECB or of the NCBs.

The ECB may exclude candidates from participation at any time if:

- (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*;
- (c) they have been guilty of grave professional misconduct;
- (d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- (e) have been declared by a court or an arbitration tribunal to be in serious breach of contract for failure to comply with their contractual obligations following another tender procedure;
- (f) their management, staff or agents are subject to a conflict of interest;
- (g) they are guilty of serious misrepresentation in supplying the information required by the ECB;
- (h) they contact other candidates or tenderers with the purpose of restraining competition.

Candidates must declare and if proposed for the award of the contract certify that they are not in any of the situations listed above by signing the application form and provide the evidence specified therein. Each member of a grouping must comply with these conditions. If such circumstances arise in the course of the procedure, the candidate concerned shall inform the ECB thereof without undue delay.

Candidates may rely on their registration in an official list of approved economic operators or certification by approved bodies to provide evidence they have met the above conditions. Details are explained in the application form. The ECB reserves the right to request further information.

III.2.2) Technical and financial capacity:

I) Minimum requirements for lot 1 and 2 photographic services:

— Common minimum requirements for lot 1 and lot 2:

- a) ability and knowledge to deliver photographic material on DVD/CD ROM including a web gallery;
- b) sufficient staff with proven knowledge of English;
- c) technical and financial capacity to carry out the requested services.

— Specific minimum requirements for lot 1:

- a) 3 years minimum experience and expertise in people photography such as portraits and group photos, etc.

— Specific minimum requirements for lot 2:

- a) at least 3 years experience and expertise in event photography such as conferences and cultural events, etc.

— Means of proofs required for lot 1 and 2 (this documentation shall be sent together with the application):

- a) company profile, including the years of trading and the range of expertise and type of services provided;
- b) number of staff, detailing their location, their specific experience and duration, the current tasks inside the company, the number of years of relevant experience, language skills (English);
- c) in relation to the requirement indicated in point a) above, the candidate shall add to its application a detailed description of the principal services performed over the last 3 years in the areas to be covered by the contract, giving the scope, size, value and duration of it;
- d) a CD-ROM with a selection of 5 sample people photographs (taken by the candidate) which have been published preferably in well-known magazines or other reputable publications.
- e) balance sheets, or extracts from them, of the last 3 years.

II) Minimum requirements for lot 3 photography services for objects:

candidates shall fulfil the following minimum requirements:

- a) expertise in photography of objects like art works or banknotes and coins;
- b) at least 3 years sound and proven experience and expertise in photography of objects including contemporary art works photography. In relation to this requirement, the candidate shall add to its application a detailed description of the principal services performed over the last 3 years in the areas to be covered by the contract, giving the scope, size, value and duration of them;
- c) experience in handling works of art;
- d) sufficient staff with proven excellent knowledge of English;
- e) technical and financial capacity to carry out the requested services.

— Means of proofs required for lot 3 (this documentation shall be sent together with the application):

- a) company profile, including the years of trading and the range of expertise and type of services provided;
- b) number of staff, detailing their location, their specific experience and duration of it, the current tasks inside the company, the number of years of relevant experience, language skills (English);
- c) in relation to the requirements indicated in point a) above, the candidate shall add to its application a detailed description of the principal services performed over the last 3 years in the areas to be covered by the contract, giving the scope, size, value and duration of them;
- d) balance sheets, or extracts from them, of the last 3 years;
- e) a CD-ROM with a selection of 5 samples of object photographs including art works taken by the candidate.

III.2.4) **Reserved contracts**

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

III.3.1) **Execution of the service is reserved to a particular profession:**

No.

III.3.2) **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:**

Restricted.

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

Envisaged number of candidates:

envisaged minimum number: 6; maximum number: 8.

Objective criteria for choosing the limited number of candidates:

The selection criteria are as follows:

Lot 1:

- 1) the candidate's general experience and expertise, assessed on the basis of the candidate's past experience and their reference projects which are comparable in terms of scope, size and complexity, for which the candidate has provided services comparable to those requested by the ECB (weighting of this criterion: 50 %);
- 2) artistic and technical quality of the submitted selection of samples assessed by a special evaluation team (weighting of this criterion: 50 %).

The assessment will be based on the following sub-criteria with a weighting of 12,5 % each:

- a) visual language which fits the ECB's international financial institution image to be used for the website and brochures;
- b) creativity in the composition;
- c) an appropriate angle/perspective;
- d) adequate illumination.

Lot 2:

- 1) 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, for which the candidate has provided services comparable to those requested by the ECB (weighting of this criterion: 50 %);
- 2) artistic and technical quality of the submitted selection of samples assessed by a special evaluation team (weighting of this criterion: 50 %).

The assessment will be based on the following sub-criteria with a weighting of 12,5 % each:

- a) visual language which fits the ECB's international financial institution image to be used for the website and brochures;
- b) creativity in the composition;
- c) an appropriate angle/perspective;
- d) adequate illumination.

Lot 3:

- 1) 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, value and complexity, for which the candidate has provided services comparable to those requested by the ECB (weighting of this criterion: 50 %).
- 2) Artistic and technical quality of the submitted selection of samples as described assessed by a special evaluation team with a weighting of 50 %.

The assessment will be judged with 10 % for each sub-criteria:

- a) the realistic illustration of the art work;
- b) an appropriate perspective;
- c) without any personal interpretation — as neutral as possible — and
- d) adequate illumination;
- e) the surrounding field must be minimal in the case of an autonomous piece of art and include the environmental surrounding in case of being tied to a certain place.

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) **An electronic auction will be used:**

No.

- IV.3) **Administrative information**
- IV.3.1) **File reference number attributed by the contracting authority**
- IV.3.2) **Previous publication(s) concerning the same contract**
- IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document:**
Time limit for receipt of requests for documents or for accessing documents: 10.3.2010 (12:00), CET.
Payable documents: no.
- IV.3.4) **Time limit for receipt of tenders or requests to participate:**
15.3.2010 (12:00), CET.
- 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:**
Duration in months: 6 (from the date stated for receipt of tender).
- IV.3.8) **Conditions for opening tenders:**
Place: tenders shall be opened shortly after the deadline for receipt of tenders has expired, at the address in I.1.
Persons authorised to be present at the opening of tenders:
members of staff of the ECB only.

Section VI: Complementary information

- VI.1) **This is a recurrent procurement:**
It is expected that this will be a recurrent procurement, and if required, further notices shall be published prior to the termination of any new contract that results from this procurement exercise.
- VI.2) **Contract related to a project and/or programme financed by EU funds**
- VI.3) **Additional information:**
Applicable rules:
the tender procedure is conducted in accordance with the ECB procurement rules (European Central Bank Decision of 3.7.2007 laying down the Rules on Procurement (ECB/2007/5), amended by the European Central Bank Decision of 27.1.2009 (ECB/2009/2)). Both Decisions were published in the Official Journal of the European Union (respectively OJ L 184 of 14.7.2007, p. 34 and OJ L 51 of 24.2.2009, p. 10) and are available on the ECB website at: <http://www.ecb.europa.eu/ecb/jobsproc/proc/tenders/html/index.en.html>
All communications, discussions and meetings will be conducted in English and no interpretation facilities will be provided. Tenderers are also informed that presentations, interviews, and/or site visits may be required to confirm information contained in their offers.
The ECB reserves the right not to make any award and reserves the right to accept all or part of any tender unless the tenderer expressly stipulates otherwise in their tender. The ECB reserves the right to disqualify any candidate who provides information which proves to be incorrect.
The ECB will not be liable for any costs, nor shall it reimburse any expenses or losses that tenderers may incur in connection with the submission of their proposals. Proposals received will not be returned and will remain the property of the ECB.
Applications shall be delivered, sealed in an envelope addressed as in I.1 above, so as to arrive no later than the date and time specified in IV.3.3 above. The ECB may consider any application received after that time. Applications received in electronic format, or by facsimile will not be considered.
The application form shall be requested to the address in 1.1 above.
- VI.4) **Procedures for appeal**
- VI.4.1) **Body responsible for appeal procedures:**

Procurement Review Body of European Central Bank, Kaiserstraße 29, c/o Central Procurement Office, 60311 Frankfurt-on-Main, GERMANY. Tel. +49 691344-0. Fax +49 691344-7110. E-mail: procurement@ecb.europa.eu
Internet: <http://www.ecb.europa.eu>

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 the ECB procurement rules (see Section VI.3 above) or, if no information is requested, 15 days from the receipt of the notification to unsuccessful bidders.

Further requirements are outlined in Article 33 of the ECB procurement rules (see Section VI.3 above).

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

Procurement Review Body of European Central Bank, Kaiserstraße 29, c/o Central Procurement Office, 60311 Frankfurt-on-Main, GERMANY. Tel. +49 691344-0. Fax +49 691344-7110. E-mail: procurement@ecb.europa.eu
Internet: <http://www.ecb.europa.eu>

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

3.2.2010.