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**Germany-Frankfurt-on-Main: ECB - Provision of advertising services related to recruitment
2015/S 067-117238**

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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

European Central Bank
Sonnemannstraße 22
Contact point(s): Central Procurement Office
For the attention of: Javier Insa
60314 Frankfurt-on-Main
GERMANY
Telephone: +49 6913440
E-mail: procurement@ecb.europa.eu
Fax: +49 6913447110

Internet address(es):

General address of the contracting authority: <http://www.ecb.europa.eu>
Electronic access to information: <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

Further information can be obtained from: The above mentioned contact point(s)

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from: The above mentioned contact point(s)

Tenders or requests to participate must be sent to: The above mentioned contact point(s)

I.2) Type of the contracting authority

European institution/agency or international organisation

I.3) Main activity

Economic and financial affairs

I.4) Contract award on behalf of other contracting authorities

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 advertising services related to recruitment.

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

Services

Service category No 13: Advertising services

Main site or location of works, place of delivery or of performance: Frankfurt-on-Main.

NUTS code DE712

II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)

The notice involves the establishment of a framework agreement

II.1.4) **Information on framework agreement**

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 3

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

The European Central Bank is looking for a provider for the provision of services related to the advertising of job vacancy notices in (i) the international press; (ii) Internet job portal sites; and (iii) in LinkedIn.

All tasks that are instrumental to or connected with the provision of these services (preparation and layout of the advertisement in formats required by the selected source, the purchase at favourable conditions and the booking of space for such advertisements in such source) as well as any auxiliary services, shall also become part of the scope.

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

79341000, 79600000

II.1.7) **Information about Government Procurement Agreement (GPA)**

The contract is covered by the Government Procurement Agreement (GPA): no

II.1.8) **Lots**

This contract is divided into lots: no

II.1.9) **Information about variants**

Variants will be accepted: no

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

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

The tasks to be performed under the contract include:

advertising recruitment campaigns in the national and international press/Internet job portals and LinkedIn and demonstrating a thorough knowledge of recruitment markets (including legal and language requirements — e.g. in certain EU Member States, the advertisement cannot be advertised solely in English but must also be advertised in the language of that Member State);

manage all tasks linked to the technical preparation of advertisements to be published, in particular adaptation of the vacancy notice to the newspaper or online format required by the selected press/LinkedIn;

reserve space for advertisements in national and international press/Internet job portals and LinkedIn, and negotiate the best possible prices and shortest times for publication; negotiate special discounts for large campaigns and negotiate space to give maximum exposure to the ECB in high-profile media;

support and advise the ECB in further developing the layout of advertisements in line with the ECB's corporate design as appropriate, taking into account the ECB's recruitment objectives;

ensure that the advertisements fulfil the legal restrictions relating to press and Internet publications in all EU Member States;

undertake market research and provide statistics on the various media i.e. readership breakdown in order to be able to give guidance on the press or other media to be targeted for a specific position;

provide feedback to the ECB regarding, in particular, the progression of recruitment campaigns and statistics, and give guidance on effective placement of advertisements (including job portals) in the European national markets. In particular, provide assistance to the ECB on recruitment events (job fairs, virtual job fairs and campus recruitment fairs);

assist the ECB with the design and organisation of ECB stands at recruitment fairs;

assist the ECB in social branding activities;

provide general consultancy activities in related fields.

II.2.2) **Information about options**

Options: no

II.2.3) **Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 1

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

Starting 1.2.2016. Completion 31.1.2019

Section III: Legal, economic, financial and technical information

III.1) **Conditions relating to the contract**

III.1.1) **Deposits and guarantees required:**

No deposit required.

III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:**

Payment arrangements in line with the terms and conditions of the contract. Please see details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.1.3) **Legal form to be taken by the group of economic operators to whom the contract is to be awarded:**

The establishment of a temporary grouping of companies is allowed under the conditions laid down in the invitation to tender. Temporary groupings do not need to have a specific legal form but will be jointly and severally liable for all obligations under the contract. Please see the details in the application/tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.1.4) **Other particular conditions**

The performance of the contract is subject to particular conditions: 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 the requirements are met: Please see the details in the application/tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.2.2) **Economic and financial ability**

Information and formalities necessary for evaluating if the requirements are met: Candidates shall complete the application form (Annex 1 to the call for applications).

Minimum level(s) of standards possibly required: The candidates' economic and financial capacity will be assessed on the basis of their financial situation (turnover and profit and loss). As a minimum, candidates shall have had, in the last 3 financial years, an annual net turnover of at least 450 000 EUR. In the case of a temporary grouping, one of the members shall have achieved on its own 60 % of the above amount.

III.2.3) **Technical capacity**

Information and formalities necessary for evaluating if the requirements are met:

Candidates shall complete the application form (Annex 1 to the call for applications).

Minimum level(s) of standards possibly required:

The candidates' technical capacity will be assessed on the basis of their experience. As a minimum, candidates shall have had at least 1 similar contract performed during the last 3 financial years, which is comparable in terms of scope, size and complexity with the contract tendered by the ECB.

III.2.4) **Information about reserved contracts**

III.3) Conditions specific to services contracts

III.3.1) Information about a particular profession

III.3.2) Staff responsible for the execution of the service

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 operators: 5

Objective criteria for choosing the limited number of candidates: Among the candidates meeting the minimum requirements set out in Section III.2, the ECB shall select those which best meet the following selection criterion: 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.

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) Information about electronic auction

An electronic auction will be used: no

IV.3) Administrative information

IV.3.1) File reference number attributed by the contracting authority:

PRO-000371.

IV.3.2) Previous publication(s) concerning the same contract

no

IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document

IV.3.4) Time limit for receipt of tenders or requests to participate

4.5.2015

IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates

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

IV.3.8) Conditions for opening of tenders

Section VI: Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: no

VI.2) Information about European Union funds

The contract is related to a project and/or programme financed by European Union funds: no

VI.3) **Additional information**

The documentation for this procurement can be downloaded from an Internet platform. If you are interested in participating in the procurement procedure, please 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: 000371/DG/H/2015

Password: 8A7CBD

After you have registered, an e-mail will be sent to you with a new user name and password. The Internet address will remain the same. Please use the new user name and password to download the application/tender documentation.

However, your mere registration and downloading the documentation does not constitute an application/tender. You must submit your application/tender in hard copy version to the ECB, on time, in the format requested and including the content as further instructed in the application/tender documentation.

Should you experience any problems in accessing the Internet platform for registration and/or downloading the application/tender documentation please 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 response time. 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 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 Decision of the European Central Bank of 3.7.2007 laying down the Rules on Procurement (ECB/2007/5) (as amended), available on the ECB website at <http://www.ecb.europa.eu> (please look for the link 'for suppliers').

During the tender 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.

VI.4) **Procedures for appeal**

VI.4.1) **Body responsible for appeal procedures**

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

Sonnemannstraße 22

60314 Frankfurt-on-Main

GERMANY

Telephone: +49 6913440

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

Fax: +49 6913446886

Body responsible for mediation procedures

European Ombudsman

1 avenue du Président Robert Schuman

67001 Strasbourg

FRANCE

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 Decision of the European Central Bank of 3.7.2007 laying down the Rules on Procurement (ECB/2007/5) or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers. Further requirements are outlined in Article 33 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

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

Central Procurement Office

Sonnemannstraße 22

60314 Frankfurt-on-Main

GERMANY

Telephone: +49 6913440

VI.5) Date of dispatch of this notice:

25.3.2015