

**ECB - Provision of monitoring services for the printed press, radio, TV and social media (D-Frankfurt-on-Main)**  
**2009/S 139-202205**

**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](mailto:procurement@ecb.europa.eu)

**Internet address(es):**

General address of the contracting authority (URL): <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 monitoring services for the printed press, radio, TV and social media.

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

Services.

Service category: No 26.

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:**

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

Estimated value excluding VAT: 1 800 000 EUR for 4 years.

Estimated value excluding VAT of the options indicated in section II.2.2 of this contact notice: up to 200 000 EUR for 4 years.

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

The European Central Bank (ECB) intends to use a negotiated tender procedure to select a provider that will provide the ECB with monitoring services for the printed press, radio, TV and social media.

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

92400000, 92312211.

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

Yes.

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

No.

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 ECB intends to select a provider that will provide the ECB with a daily monitoring service for the printed press, radio, TV and electronic media. This media review shall be composed as follows:

- a press review covering a list of print media from the 27 EU Member States, Switzerland and the USA. This list shall be defined by the ECB. The list can be adapted in agreement with the tenderer,
- a TV and radio review covering selected European and international broadcasting companies. This list shall be provided by the ECB. The list can be adapted in agreement with the tenderer,
- a 'social media' review covering a pre-defined number of internet blogs dealing with economics and monetary policy developments. This list shall be defined by the ECB. The list can be adapted in agreement with the tenderer.

The selected articles shall be presented in the following sections:

- (a) European Central Bank;
- (b) Eurosystem and European System of Central Banks (ESCB);
- (c) European Economic and Monetary Union;
- (d) European Union;
- (e) reports related to Member States of the European Union (such as articles dealing with country related economic, financial, fiscal or monetary issues);
- (f) Europe (including articles referring to the acceding and the accession countries and Europe at large);
- (g) global economy and finance (including inter alia articles specifically dedicated to Japan, China, Russia, Africa, North (USA and Canada) and South America financial and economic issues);
- (h) trade and currencies.

The media review should be hosted on the candidate/tenderer's own server. Only authorised ECB users will be able to access it. Furthermore, access to the media review from any PC located outside the ECB premises shall be possible. Identification of users shall be made by way of user names and personal passwords. The candidate/tenderer shall offer a platform that allows the inclusion of articles in pdf format and audiovisual files in Flash format. The candidate/tenderer shall offer a platform that allows also the inclusion of articles in Greek and Cyrillic characters.

The service provider shall make the electronic media review available on a 24-hour basis on the working days of the European Central Bank (see annex 3). At midnight the current day's media review shall be archived and made available over this function. The archiving function shall meet with the requirements of German copyright law. The service provider shall provide the ECB with the relevant articles and audiovisual files from international, French, German, Italian and Spanish media at 8:00 CET. The candidate/tenderer shall provide the abstracts of all the items contained in the media review. The media review shall then be updated with all the relevant articles and audiovisual files from all other European media at 8:30 and at the very latest at 9:00. Additionally,

the provider shall include extra articles and/or audiovisual files in the media review, with the corresponding abstracts, upon request by the ECB. The service provider shall therefore update the current day's media review as soon as the articles and/or the audiovisual files (with the abstracts) are available.

The successful candidate/tenderer shall comply with following requirements:

- ability to provide a web-based platform hosted on the candidate/tenderer's own server that should allow the inclusion of newspaper articles in pdf format and audiovisual files with the respective summaries. The web-based platform shall be accessible 24 hours a day and shall be able to host the traffic of at least 1 000 users simultaneously,
- capacity to deliver articles at 8:00 of the same day of publication and audiovisual clips within the 6 hours following the time of broadcast and summaries in English of articles and clips. Ability to add articles and audiovisual files upon the ECB's request,
- provision of detailed information on the organisational structure and processes for the production of the ECB's media review, including its viability, business continuity and contingency plans (i.e. change in management and staff, strikes, technical problems, etc.) and its relations with subcontractors,
- ability to generate an Excel file containing all data on the sources, name of authors and date of publication in line with the ECB's reporting duties vis-à-vis the German copyright collecting societies.

II.2.2) **Options:**

Option for the ECB to require during the period of the contract:

- a) to include newspapers, magazines and audiovisual files (also providing English abstracts of the articles and of the audiovisual files) from the acceding and the accession countries as well as from other relevant countries; and
- b) a technical solution that foresees this potential upgrade.

If selected for the second phase of this tender procedure the candidate shall send a detailed proposal (including the necessary times, technical and management resources, possible partners, the estimated price of the service, etc.) of how the service provider will be able to cover, if required, the media review of the accession and the acceding countries. The ECB explicitly reserves the right to organise a separate tender for coverage of the acceding and the accession countries as well as for other relevant countries. In view of this, the tenderer shall provide a statement that it will accept, if requested, to grant access to the main platform of the ECB media review to the eventual third party in charge of providing articles from these countries.

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

Duration in months: 48 months.

**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) **Information concerning the personal situation of the contractor, supplier or service provider and information and formalities necessary for an evaluation of the minimum economic, financial and technical capacity required:**

In line with Article 24 of the ECB procurement rules (see point IV.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 Communities, 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 these 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) they 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 interests;

(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 certify that they are not in any of the situations listed above by signing a declaration containing all the points above. Each member of a grouping must comply with these conditions and sign also a declaration.

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 official bodies to provide evidence they have met the above conditions. The ECB reserves the right to request further information.

Candidates must enclose the following information and documents with their tender as proof of their professional, economic, financial and technical capacities:

III.2.1.1) **Legal position — means of proof required:**

For natural persons and legal entities:

1. Full name, postal address, e-mail address, particulars of the person who will be the ECB's contact person, and telephone and fax numbers.

2. VAT number.

3. Bank account number, name and address of the bank.
4. Certificate of enrolment on the trade or professional register, in accordance with legislation in the Member State in which tenderers reside.

In addition to the aforementioned documentary evidence, legal entities are required to furnish the following documents:

5. Legal form.
6. Copy of the company's memorandum and articles of association.
7. Names and positions of members of the managerial body.

**III.2.2) Economic and financial capacity — means of proof required:**

Information and formalities necessary for evaluating whether requirements have been met:

1. Balance sheets or extracts from balance sheets for the last 3 years for which accounts have been closed shall be presented where publication of the balance sheets is required under the company law of the country in which the economic operator is established. It is necessary that the extracts from balance sheets be dated, signed and stamped by the representatives of the tenderer.
2. Statement of the overall turnover and turnover concerning the services covered by the tender during the last 2 financial years.

Minimum level(s) of standards required:

Candidates shall have an appropriate financial capacity and stability in relation to the size of the contract.

**III.2.3) Technical capacity — means of proof required:**

- statement of tenderer's annual average staff numbers (classified by their skill specialisation, qualifications, language knowledge and experience) and, where appropriate, the number of management staff over the last 3 years. Indication of the number of staff with very good English skills and previous experience with comparable institutions and a comparable press review (in size and scope) to the ECB's and indication of its current location,
- detailed description of the available infrastructure required to perform the tasks requested (equipment, including computer hardware and software, internet connection, transmission resources, premises, etc.),
- description of the principal services performed over the last 3 years in the areas covered by the contract, giving the scope, size, value, duration, number of system users involved, and the details of the activities that the applicant was responsible for.

Particular reference should be made to projects completed for clients comparable to the ECB. For at least 3 reference projects, comparable to the one described in this notice, the following information should be provided:

- indication of the media monitored in each country,
- the deadlines (e.g. delivery of the review of newspaper and magazine article by 8:00) for each project,
- the language in which the article summaries were provided.

For each of these 3 reference projects, candidates must not only provide the client organisation's name and postal address, but also a contact person, contact phone number and address and some general details (e.g. sector, number of employees, main areas of activity, etc.).

Minimum level(s) of standards required:

1. Proved previous experience (at least 3 years) in the production of media reviews for clients in the banking/finance sector.
2. Accreditation certificates testifying the quality standards met by the tenderer.

**III.3) Conditions specific to service 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.

Candidates have already been selected: No.

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: 3 (if available) and maximum number: 5.

Objective criteria for choosing the limited number of candidates:

The criteria for the selection of service providers to be invited to tender are as follows:

— the ECB may elect to verify the candidates' documentation by contacts or visits to the named reference clients,

— the candidate's capacity in terms of:

1. capacity to cover the requested media (the contractor will have to monitor the media in the 27 EU Member States, the USA and Switzerland). The contractor should cover at least 1 newspaper per country as well as 1 TV and 1 radio station from each Member State of the euro area and 1 international TV (a detailed list will be provided in the invitation to tender document that will be sent to the selected applicants). This criterion will be assessed using the information requested in section III.2.3 of this contract notice (weighting 30 %);

2. capacity to meet the given deadlines (i.e. the delivery of newspaper and magazine articles by 8:00 on the same day of publication and the capability to deliver audiovisual files of TV and radio clips within 6 hours of their broadcast time). This criterion will be assessed using the information requested in section III.2.3 of this contract notice (weighting 20 %);

3. ability to provide accurate English summaries from articles and audiovisual clips published or broadcast in the relevant languages of the 27 EU Member States. This criterion will be assessed using the information requested in section III.2.3 of this contract notice (weighting 10 %);

4. general capacity to carry out the requested services in terms of human resources (number, composition of staff, experience, qualifications and language skills of the staff members in general) and human resources of the company potentially available for the ECB contract taking in consideration in particular the number of staff with very good English skills and previous experience with comparable institutions and comparable press reviews (in size and scope) to the ECB's. This criterion will be assessed using the information requested in section III.2.3 of this contract notice (weighting 25 %);

5. technical resources of the company relevant for the performance for the contract. This criterion will be assessed using the information requested in section III.2.3 of this contract notice (weighting 10 %);

6. accreditation certificates testifying the quality standards met by the tenderer (weighting 5 %).

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.

1. Quality-related criteria. Weighting: 60 %.

2. Price-related criteria. Weighting: 35 %.

3. Contract compliance. Weighting: 5 %.

IV.2.2) **An electronic auction will be used:**

No.

IV.3) **Administrative information**

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:

13.8.2009 (17:00), CET.

Payable documents: no.

IV.3.4) **Time limit for receipt of requests to participate:**

19.8.2009 (17:00), 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 month(s): 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.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 marked 'Tender 9212/CO/PAI — Provision of Monitoring services for printed press, radio, TV and social media' addressed as in I.1 above.

Applications shall be submitted in hard copy and digitally on a CD. Both versions must contain all the requested information and necessary supplementary documents. In cases of doubt or discrepancies, the hard copy shall prevail. The original hard copy must be signed. Digital versions of documents shall be in pdf format; signed and supplementary documents may be submitted as scanned .pdf files. All documents on the CD shall be named according to the following naming convention: 'Tender 9212/CO/PAI — Provision of Monitoring services for printed press, radio, TV and social media' — [company name]\_[description of attachment].pdf.

If candidates submit their tender by registered post or private courier services the post office stamp or the date on the slip issued by the courier service shall constitute proof of compliance with the time limit for submission specified in IV.3.3 above. However, the ECB will not consider tenders which reach the ECB 10 calendar days after expiry of the above time limit.

In case of hand delivery candidates shall submit the application by the time limit for submission specified in IV.3.3 above to the ECB's Logistics Centre at the Eurotower (Kaiserstraße 29, 60311 Frankfurt-on-Main, GERMANY). As proof of the deposit, the candidate shall receive a signed receipt indicating the time of deposit. Applications received after the above time limit shall not be considered.

VI.4) **Procedures for appeal**

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

European Central Bank — Procurement Review Body of the European Central Bank, Kaiserstraße 29, 60311 Frankfurt-on-Main, GERMANY. Tel. +49 691344-0. Fax +49 691344-6886. E-mail: [LegalAdviceTeam@ecb.europa.eu](mailto:LegalAdviceTeam@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.5) **Date of dispatch of this notice:**

13.7.2009.