

**ECB - maintenance of the website design (D-Frankfurt-on-Main)**

**2008/S 198-260614**

**Contract notice**

**Section I: Contracting authority**

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

European Central Bank, attention: Ezequiel Gomez, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Tel. (49-69) 13 44-8587. Fax (49-69) 13 44-7110. E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu).

**Internet address(es):**

General address of the contracting authority (URL): [www.ecb.europa.eu](http://www.ecb.europa.eu).

**Further information can be obtained at:**

As in above-mentioned contact point(s).

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

As in above-mentioned contact point(s).

**Tenders or requests to participate must be sent to:**

As in above-mentioned 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:**

Maintenance of the website design.

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

Services.

Service category No 07.

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

NUTS code DE712.

**II.1.3) 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 year(s): 3; month(s): 36.

The contract(s) will contain an option for extending them up to 2 times for a further duration of 1 year each time therefore the maximum potential duration of the contract(s) will be 5 years.

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

The ECB intends to establish between 1 and 3 contracts in total for the following lots:

1) Website design, such as creation/maintenance of image files with text in all official EU languages, work out proposals regarding the design and structure of content in liaison with an information architect, update and development of ECB website style guide.

2) Maintenance of FACTS sheets, a series of presentation slides with information about the tasks and functions of the ECB offered in the ECB website in all official EU languages (see [www.ecb.europa.eu/ecb/educational/facts/html/index.en.html](http://www.ecb.europa.eu/ecb/educational/facts/html/index.en.html)). Work comprises preparing the slides in all official EU languages in Photoshop, then to prepare them in PowerPoint and .png format which are needed for online presentation. The range of slides may be extended.

3) Production and maintenance of a video which consists of animated FACTS slides and a voice-over. The current version of the video in English language only, produced in 2007 (see [www.ecb.europa.eu/ecb/educational/html/index-video.en.html](http://www.ecb.europa.eu/ecb/educational/html/index-video.en.html)).

II.1.6) **Common procurement vocabulary (CPV):**  
72000000.

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

II.1.8) **Division into lots:**  
Yes.  
1 or more lots.

II.1.9) **Variants will be accepted:**  
No.

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

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

The ECB intends to procure 3 pools of working hours. The following quantities are included as an indication only about the number of hours that have been required in the recent past. This does not preclude the ECB from requesting, where needed in the future, a higher or lesser number of hours from the selected contractor(s).  
— for lot 1: 40 hours per month for each year of the contract,  
— for lot 2: in each year of the contract 12 hours per month, and 160 hours for the annual update,  
— for lot 3: the updated video in EN and in all other official EU languages, plus 20 hours maintenance per month for the second and third year of contract.

II.2.2) **Options:**  
No.  
Number of possible renewals: Range: between 1 and 2.

II.3) **Duration of the contract or time limit for completion:**  
Duration in months: 36 (from the award of the contract).

### **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:**

The establishment of a temporary grouping of companies is allowed. In the application, all the members of the temporary grouping must declare in writing that:

(i) in case of an order they will provide all services as a temporary grouping; and

- (ii) all the members will have joint and several liability for the performance of the contract;
- (iii) a single legal entity shall represent the whole grouping. The parts of the supplies and/or services that will be performed by the individual companies shall be specified.

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.

(a) Full company name, business address and registered address (if different) and registration number.

(b) All requested information must be returned in hard copy format by the date indicated in IV.3.4 below.

III.2.2) **Economic and financial capacity:**

Information and formalities necessary for evaluating if requirements are met:

a. financial statements relating to the past 3 years of trading;

b. financial capacity.

III.2.3) **Technical capacity:**

Information and formalities necessary for evaluating if requirements are met:

(a) Technical capacity — tenderers must provide information that demonstrates that they have:

— appropriate ability and experience,

— sufficient resources,

— requisite systems and equipment to execute the contract.

(b) In addition tenderers must provide:

Information relating to past contracts that demonstrates they have undertaken similar work over the last years, providing details of scope, size, duration, value of contracts.

Minimum level(s) of standards possibly required:

For lot 1:

A minimum of 5 years' experience with producing, maintaining and relaunching big websites such as the ECB's. Applicants must submit 5 reference projects, the latest not more than 1 year old, including a short description of the scope, URLs, client contact persons, addresses and telephone numbers. Reference websites must be multilingual, complex, information-driven, with correct HTML coding.

In terms of accessibility and usage, applicants must have at least 3 years' experience in ensuring accessibility of websites and testing their usability. This shall be demonstrated by submitting 4 reference projects each with an URL and a short description (less than 1 page). At least 1 project shall be not more than 1 year old.

In terms of both design and information architecture, applicants shall have at least 3 staff members with 5 or more years of experience with relevant techniques, creativity and tasks. This shall be proved by submitting the relevant CVs and reference projects (5) for each expert including URL, and a short description (less than 1 page) where the most recent project shall have taken place, not more than 1 year ago.

For lot 2:

Applicants shall have at least 3 years' experience in the production and maintenance of multilingual images including text. Applicants shall demonstrate that they have experience with special characters and in using the

relevant fonts of Gil Sans. Applicants shall submit 3 reference multilingual projects including a short description of the scope, URLs, if applicable, client contact names, addresses and telephone numbers.

In terms of design, applicants shall have at least 3 staff members with 5 or more years of experience with the relevant techniques, creativity and tasks. Applicants shall submit information on 5 projects each with an URL and a short description (not more than 1 page), the most recent project not being more than 1 year old.

For lot 3:

Applicants shall have at least 3 years' experience in the production and maintenance of videos by animating images. Applicants shall also have a proven track record in the production of sound-over by engaging native speakers for various languages and in delivering the final versions. To prove that, applicants shall send 3 reference projects with information on the scope, URLs if applicable, client contact names, addresses and telephone numbers. The most recent project shall not be older than 1 year.

In terms of video production, applicants shall have 3 or more staff members with 5 or more years experience in relevant tasks, techniques and creativity. They shall prove that by submitting 5 reference projects with URLs if applicable, a short description (not more than 1 page) and client contact names, telephone numbers and addresses. The most recent project shall not be older than 1 year.

III.2.4) **Reserved contracts:**

No.

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.

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

Envisaged minimum number: 5.

Objective criteria for choosing the limited number of candidates:

As outlined in III.2.

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue:**

No.

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. Weighting 40 %.

2. Price. Weighting 60 %.

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:**

7430/CO/PAL/2008.

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

No.

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: 31.10.2008 (12:00), CET.

Payable documents: no.

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

7.11.2008 (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 month(s): 6 (from the date stated for receipt of tenders).

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: no.

Members of staff of the ECB only.

**Section VI: Complementary information**

VI.1) **This is a recurrent procurement:**

Yes.

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 Community funds:**

No.

VI.3) **Additional information:**

The contracts shall be governed by and interpreted under German civil law.

The deadline for questions or requests for clarification relating to the invitation to tender from tenderers shall be 6 days prior to the deadline for receipt of tenders.

Tenders and all supporting documents must be priced in euro and all contract payments will be made in euro.

Tenderers will find details of the acceptability of submitting alternative offers in the invitation to tender document.

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 applicant 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.

Tenders may be rejected if the required information is not provided in the stated format at the time of tendering.

It is the responsibility of tenderers to ensure that their tender is delivered not later than the deadline indicated in IV.3.4 above. The ECB may consider any tenders received after that time. Tenders received in electronic format, or by facsimile, will not be considered.

VI.4) **Procedures for appeal**

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

European Central Bank — Central Procurement Office, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Tel. (49-69) 13 44. Fax (49-69) 13 44-7110. E-mail: [procurement@ecb.int](mailto:procurement@ecb.int). URL: [www.ecb.int](http://www.ecb.int).

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

30.9.2008.