Germany – Public relations consultancy services – Audiovisual Communications & Multi-channel Campaigns

OJ S 87/2024 03/05/2024

Contract or concession notice – standard regime Services

1. Buyer

1.1. Buyer

Official name: European Central Bank

Legal type of the buyer: EU institution, body or agency Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Audiovisual Communications & Multi-channel Campaigns

Description: Audiovisual Communications & Multi-channel Campaigns as detailed in the

procurement documents

Procedure identifier: 1569efb1-47bd-4f8b-bfe8-c07798e8a50e

Internal identifier: PRO-007693

Type of procedure:

Negotiated with prior publication of a call for competition / competitive with negotiation Main features of the procedure: 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 ECB/2016/2 laying down the rules on procurement (as amended), available at https://www.ecb.europa.eu/ecb/legal/1001/procurement/html/index.en.html And in EUR-Lex: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:02016D0002-20200501. The detailed features and terms and conditions of the procedure can be found in the procurement documents.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

2.1.2. Place of performance

Postal address: European Central Bank Sonnemannstrasse 22

Town: Frankfurt am Main

Postcode: 60314

Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)

Country: Germany

2.1.3. Value

Estimated value excluding VAT: 27 000 000,00 EUR

Maximum value of the framework agreement: 27 000 000,00 EUR

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2.1.4. General information

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.lf 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-2024-000017: PRO-007693-R1- Audiovisual Communication. 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.

Legal basis:

Directive 2014/24/EU

http://data.europa.eu/eli/dec/2016/245/2020-05-01 - Consolidated text: Decision (EU) 2016 /245 of the European Central Bank of 9 February 2016 laying down the rules on procurement (ECB/2016/2) (recast).

2.1.6. Grounds for exclusion:

Purely national exclusion grounds: Based on Art. 30 of the ECB Procurement rules (Decision ECB/2016/2, as amended)

5. Lot

5.1. Lot: LOT-0001

Title: Audiovisual Communications & Multi-channel Campaigns

Description: Audiovisual Communications & Multi-channel Campaigns as detailed in the

procurement documents

Internal identifier: PRO-007693

5.1.1. Purpose

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Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Options:

Description of the options: The contract is not subject to renewal.

5.1.3. Estimated duration

Duration: 48 Months

5.1.6. General information

Reserved participation: Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must

be given: Not yet known

Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Criterion:

Type: Other

Name: As specified in the procurement documents.

Description: As specified in the procurement documents.

Use of this criterion: Used

The criteria will be used to select the candidates to be invited for the second stage of the

procedure

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.11. Procurement documents

Access to certain procurement documents is restricted

Languages in which the procurement documents are officially available: English

Deadline for requesting additional information: 29/05/2024 23:59:59 (UTC+2)

Information about restricted documents is available at: https://www.ecb.europa.eu/ecb/jobsproc

/sourcing/html/index.en.html

Ad hoc communication channel: Name: ECB's e-tendering platform

URL: https://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of requests to participate: 04/06/2024 11:59:59 (UTC+2)

Deadline until which the tender must remain valid: 12 Months

Terms of contract:

Electronic invoicing: Required

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Electronic ordering will be used: yes Electronic payment will be used: yes

Information about review deadlines: Within 10 days of receipt of the notification in accordance with Article 34(1) or the first sentence of Article 34(3) of Decision ECB/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.

5.1.15. Techniques

Framework agreement: Framework agreement, without reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system: No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: The European Ombudsman

Review organisation: European Central Bank

Organisation providing more information on the review procedures: European Central Bank

8. Organisations

8.1. ORG-0004

Official name: European Central Bank

Registration number: 0001

Postal address: Sonnemannstrasse 22

Town: Frankfurt am Main

Postcode: 60314

Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)

Country: Germany

Contact point: Central Procurement Office

Email: procurement@ecb.europa.eu

Telephone: +49 69 13440

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

Buyer profile: https://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html

Other contact points:

Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice

Team

Postal address: Sonnemannstrasse 22

Town: Frankfurt am Main

Postcode: 60314

Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)

Country: Germany

Contact point: Legal Advice Team Email: LegalServices@ecb.europa.eu

Telephone: +49 6913440 Fax: +49 6913446886

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

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

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8.1. ORG-0005

Official name: The European Ombudsman

Registration number: 0002

Postal address: 1 avenue du Président Robert Schuman, CS 30403

Town: Strasbourg Postcode: 67001

Country subdivision (NUTS): Bas-Rhin (FRF11)

Country: France

Email: eo@ombudsman.europa.eu Telephone: +33 3 88 17 23 13

Internet address: https://www.ombudsman.europa.eu/en/home

Roles of this organisation: Mediation organisation

11. Notice information

11.1. Notice information

Notice identifier/version: f123d51f-5559-4bd7-80c4-253799b68538 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 30/04/2024 13:16:58 (UTC)

Languages in which this notice is officially available: English

11.2. Publication information

Notice publication number: 265086-2024

OJ S issue number: 87/2024 Publication date: 03/05/2024

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