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**D-Frankfurt-on-Main: ECB - Euro Banknotes and Coins Communication Campaigns
2011/S 135-223345**

Contract notice

Section I: Contracting authority

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

European Central Bank, attention: Ms Silvia Grados, Kaiserstraße 29, 60311 Frankfurt-on-Main, GERMANY. Tel. +49 691344-0. 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:

Candidates wishing to participate must:

— firstly, sign and submit as soon as possible to the ECB at the address/fax indicated in Section I.1 the confidentiality declaration prepared by the ECB for this tender. The confidentiality declaration must be requested by e-mail from procurement@ecb.europa.eu

— upon reception of the signed confidentiality declaration, the ECB will send out a user name and password for applicants to download the relevant application documents (call for applications and application forms) from the following Internet address: <https://www.ecb.europa.eu/secure/proc/login.html> The application documents contain the requirements and procedural rules established by the ECB for the initial steps of the tender process, finally,

— respond to the ECB within the deadline indicated in Section IV.3.4. by completing the pre-qualification questionnaire. Such questionnaire and the relevant additional documentation must be returned in paper copy and electronic (CD-ROM) format to the ECB.

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:

Euro banknotes and coins communication campaigns.

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

Services.

Service category: No 13, 27.

Main place of performance: ECB; Frankfurt-on-Main and all EU countries who have adopted, or may adopt in the future, the euro as a currency.

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.

1 framework agreement per lot will be signed (see in Section II.1.5 more information about lots).

Duration of the framework agreement:

At this point in time this is planned to happen in a time span of up to 7 years.

Justification for a framework agreement the duration of which exceeds 4 years:

over 4-year duration is needed in order to align the contracts with the purpose, timing and objectives of the project at stake.

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

The main services to be covered by the contracts to be awarded are the preparation and deployment of information campaigns for the introduction of the new series of euro banknotes. In parallel, the agencies will be requested to work on euro communication campaigns such as the introduction of the euro in Member States which will join the euro area in the future.

The tender is divided into 2 lots:

lot 1: a communication agency will be selected for the conceptual review, the development and production of a whole range of creative materials to support the communication campaigns;

lot 2: a media agency will be selected to develop the media strategy, plan the adequate communications mix per country and at pan-regional level and select the media and buy media spaces on behalf of the ECB. The agency will support the ECB in achieving its objectives in each and every country of the euro area.

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

79340000, 79413000, 92111000.

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

II.2.2) **Options:**

Yes.

Description of those options:

The following may also be requested from the agencies: regular communications activities such as monitoring the public's knowledge and attitude, publications which cannot be supplied by the ECB's main printer, web and public relations deliverable updates as well as the development of communications activities for the educational systems or for cashiers, and anti-counterfeiting.

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

Duration in months: 60 initial term, with the possibility of extending for up to another 24 months (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 in accordance with the terms and conditions of the contract, the successful tenderer (or in the case of a successful consortium bid, each member of the consortium) may be required to provide a guarantee, e.g. 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 under the conditions laid down in the call for applications/invitation to tender.

III.1.4) **Other particular conditions to which the performance of the contract is subject:**

No.

III.2) **Conditions for participation**

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

Information and formalities necessary for evaluating if requirements are met:

please see the details in the call for application and pre-qualification questionnaires mentioned in Section I.1.

Minimum level(s) of standards possibly required:

please see the details in the call for application and pre-qualification questionnaires mentioned in Section I.1.

III.2.3) **Business and technical capacity:**

Information and formalities necessary for evaluating if requirements are met:

please see the details in the call for application mentioned in Section I.1.

Minimum level(s) of standards possibly required:

please see the details in the call for application mentioned in Section I.1.

III.2.4) **Reserved contracts:**

No.

III.3) **Conditions specific to service contract**

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

No.

Section IV: Procedure

IV.1) **Type of procedure**

IV.1.1) **Type of procedure:**

Negotiated.

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 minimal number: 3 for each of the lots, where available and, maximum number: 3.

Objective criteria for choosing the limited number of candidates:

please see the details in the application form mentioned in Section III.2.1.

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

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated: yes.

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:**

17150/CO/PAI/2010.

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

No.

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

Payable documents: no.

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

22.8.2011 (17:00), CEST (in case of hand delivery).

IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up:**

English.

IV.3.8) **Conditions for opening tenders:**

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:**

No.

VI.2) **Contract related to a project and/or programme financed by EU funds:**

No.

VI.3) **Additional information:**

The negotiated tender procedure will be conducted in 2 stages:

1. pre-qualification phase: starting with the submission of the present notice to the Official Journal and ending with the establishment of a shortlist of 3 companies per lot, where available in the market. The focus of this phase is to identify companies or groups of companies capable of satisfying the needs of the ECB;

2. award phase: starting with the submission of the detailed tender specifications and other relevant documentation to the companies shortlisted in the previous stage. The award phase will include a review of written offers, and other possible sub-phases such as presentations (pitch), negotiations and/or taking up of references as may be necessary in order to finalise this phase with the signature of 1 contract per lot. The focus of this phase is to select 1 concrete proposal per lot which offers the highest value for money to the ECB.

Shortlisted candidates that submit a tender and present it to the ECB shall receive a lump sum of 10 000 EUR plus VAT, where applicable, to cover their expenses.

Further information about ECB procurement rules and procedures may be obtained at <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

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, Kaiserstraße 29, 60311 Frankfurt-on-Main, GERMANY. Tel. +49 691344-0 (switchboard). Fax +49 691344-6558. E-mail: legaladviceteam@ecb.europa.eu Internet: <http://www.ecb.europa.eu>

Body responsible for mediation procedures:

The European Ombudsman, 1 avenue du Président Robert Schuman, CS 30403, 67001 Strasbourg Cedex, 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 the ECB procurement rules (see Section VI.3) 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 the ECB procurement rules (see Section VI.3).

The complaint to the European Ombudsman does not affect the submission deadline nor does it create a new deadline by which complaints can be submitted.

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

4.7.2011.