

# GERMANY - MARKET AND ECONOMIC RESEARCH; POLLING AND STATISTICS - INTERNETBASIERTE VERBRAUCHERERWARTUNGSUMFRAGE

211/2023

Contract or concession award notice – standard regime

## 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:* Internet-based Consumer Expectations Survey

*Description:* The European Central Bank (the 'ECB') awarded, through this negotiated procedure, a contract for the provision of services for the performance of Internet-based consumer expectations survey (CES).

*Procedure identifier:* 8032c4dc-a797-408b-829e-009c884d83c9

*Previous notice:* 422301-2022

*Internal identifier:* PRO-007688

*Type of procedure:* Negotiated with prior publication of a call for competition / competitive with negotiation

*The procedure is accelerated:* No

#### 2.1.1 Purpose

*Nature of the contract:* Services

*Main classification (cpv):* 79300000 Market and economic research; polling and statistics

#### 2.1.3 Value

*Estimated value excluding VAT:* 14,000,000 EUR

*Maximum value of the framework agreement:* 18,200,000 EUR

#### 2.1.4 General information

*Additional information:* The procurement procedure has been conducted in accordance with Decision ECB/2016/2 of 9 February 2016 laying down the rules on procurement, OJ L 45, 20.2.2016, p. 15 (as amended) available on the ECB website: <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>. The estimated value of the procurement and contract indicated in this Contract Award Notice is an indicative non-binding spending estimate at the time of contract award. The actual value of the contract may differ and will be determined by actual business needs.

*Legal basis:*

Directive 2014/24/EU

## 5. Lot

5.1 Lot: LOT-0000

*Title:* Internet-based Consumer Expectations Survey

*Description:* The ECB has awarded a contract for the provision of services for the consumer expectations survey (CES) which is an online panel survey of consumers carried out on a monthly basis. The survey is collecting qualitative and quantitative information with the purpose of measuring and closely monitoring consumer expectations and decisions on a regular basis. The survey is conducted in the following 'Main survey countries': France, Germany, Italy, Spain, Austria, Belgium, Finland, Greece, Ireland, the Netherlands and Portugal. Optionally, the survey may also be potentially extended to cover 'Additional survey countries' in the euro area. Apart from the regular modules (performed at monthly, quarterly, and annual frequencies) and ad-hoc modules the contractor shall also be in a position to contact the already recruited respondents in order to collect answers on short dedicated topics (i.e. quick polls). The survey comprises two main samples: a probability sample, for which respondents are recruited via a computer-assisted telephone interviewing (CATI), and a non-probability sample drawing on existing online panels of survey respondents. The sample representativity of the target population is a very important feature of the survey. The detailed scope of the Contract and its deliverables is further specified in the contract and procurement documents.

*Internal identifier:* PRO-007688

#### 5.1.1 Purpose

*Nature of the contract:* Services

*Main classification (cpv):* 79300000 Market and economic research; polling and statistics

*Additional classification (cpv):* 79311000 Survey services

*Additional classification (cpv):* 79311100 Survey design services

*Additional classification (cpv):* 79311200 Survey conduction services

*Additional classification (cpv):* 79311300 Survey analysis services

*Options:*

*Description of the options:* The survey is conducted in the following 'Main survey countries': France, Germany, Italy, Spain, Austria, Belgium, Finland, Greece, Ireland, the Netherlands and Portugal. Optionally, the survey may also be potentially extended to cover 'Additional survey countries' in the euro area.

#### 5.1.2 Place of performance

*Town:* Frankfurt am Main

*Postcode:* 60314

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

*Country:* Germany

*Additional information:* The contractor shall perform the deliverables at its registered office. Upon request of the ECB, the contractor shall provide (parts) of the deliverables on the ECB's premises in Frankfurt, Germany.

#### 5.1.3 Estimated duration

*Start date:* 2023-10-10+02:00

*Duration:* 60 MONTH

#### 5.1.4 Renewal

*Maximum renewals:* 1

*The buyer reserves the right for additional purchases from the contractor, as described here: The initial duration is 48 months. A renewal of 12 months duration can be unilaterally requested by the ECB.*

#### 5.1.5 Value

*Estimated value excluding VAT: 14,000,000 EUR*

*Maximum value of the framework agreement: 18,200,000 EUR*

#### 5.1.6 General information

Procurement Project not financed with EU Funds.

*Additional information: The maximum value of the orders to be issued under the framework agreement is: 18 200 000,00 EUR.*

#### 5.1.10 Award criteria

*Criterion:*

*Type: Price*

*Description: Price is not the only award criterion and all criteria are stated only in the procurement documents.*

Weight (percentage, exact): 35

*Criterion:*

*Type: Quality*

*Description: Quality of the technical offer*

Weight (percentage, exact): 65

#### 5.1.12 Terms of procurement

*Information about review deadlines: The General Court of the European Union (GCEU) has exclusive jurisdiction in any procurement-related dispute between the ECB and a tenderer. If an appeal procedure before the ECB's internal Procurement Review Body (PRB) is available under Article 39 of Decision ECB/2016/2 laying down the Rules on Procurement (as amended), the appellant shall await the PRB's decision on the appeal before bringing the matter to the GCEU. The time-limits set out in the Treaty on the Functioning of the European Union for bringing the matter to the GCEU shall begin to run from receipt of the PRB's decision on the appeal by the appellant. A complaint to the European Ombudsman does not affect the deadlines for lodging an appeal before the PRB or bringing the matter before the GCEU.*

#### 5.1.15 Techniques

*Framework agreement:*

Framework agreement, without reopening of competition

*Information about the dynamic purchasing system*

No dynamic purchase system

*Electronic auction:*

#### 5.1.16 Further information, mediation and review

*Mediation organisation: The European Ombudsman*

*Review organisation: General Court of the European Union*

*Organisation providing additional information about the procurement procedure: European Central Bank*

*Organisation providing more information on the review procedures:* General Court of the European Union

## 6. Results

### 6.1 Result Lot Identifier: LOT-0000

At least one winner was chosen.

#### 6.1.2 Information about winners

*Winner:*

*Official name:* IPSOS NV

*Tender:*

*Tender identifier:* IPSOS NV offer

*Identifier of lot or group of lots:* LOT-0000

*The tender was ranked*

*Rank in the list of winners:* 1

*Contract information:*

*Identifier of the contract:* PRO-007688 - IPSOS NV

*Date on which the winner was chosen:* 2023-09-15+02:00

*Date of the conclusion of the contract:* 2023-10-10+02:00

*The contract is awarded within a framework agreement:* false

#### 6.1.4 Statistical information

*Received tenders or requests to participate:*

*Type of received submissions:* Requests to participate

*Number of tenders or requests to participate received:* 3

*Type of received submissions:* Tenders

*Number of tenders or requests to participate received:* 1

## 8. Organisations

### 8.1 ORG-0007

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

*Telephone:* +49 69 13440

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

*Roles of this organisation:*

*Buyer*

*Organisation providing additional information about the procurement procedure*

### 8.1 ORG-0008

*Official name:* General Court of the European Union

*Registration number:* 0002

*Postal address:* Rue du Fort Niedergrünewald

*Town:* Luxembourg

*Postcode:* L-2925

*Country:* Luxembourg

*Contact point:* Registry of the General Court

*Email:* [generalcourt.registry@curia.europa.eu](mailto:generalcourt.registry@curia.europa.eu)

*Telephone:* +35243031

*Fax:* +3524302100

*Internet address:* <http://www.curia.europa.eu>

*Roles of this organisation:*

*Review organisation*

*Organisation providing more information on the review procedures*

### 8.1 ORG-0009

*Official name:* IPSOS NV

*Size of the economic operator:* large

*Registration number:* BE0456823775

*Postal address:* Grote Steenweg 110

*Town:* Berchem (Antwerp)

*Country:* Belgium

*Email:* [info@ipsos.com](mailto:info@ipsos.com)

*Telephone:* +3292122222

*Internet address:* <https://www.ipsos.com/en-be>

*Roles of this organisation:*

*Tenderer*

*Beneficial owner*

*Nationality of the owner:* FRA

*Winner of these lots:* LOT-0000

### 8.1 ORG-0010

*Official name:* The European Ombudsman

*Registration number:* 0002

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

*Town:* Strasbourg

*Postcode:* 67001

*Country:* France

*Email:* [eo@ombudsman.europa.eu](mailto:eo@ombudsman.europa.eu)

*Telephone:* +33 3 88 17 23 13

*Roles of this organisation:*

*Mediation organisation*

## 11. Notice information

### 11.1 Notice information

*Notice identifier/version:* a92da315-fbb2-4243-98d3-9547ddfcaeb1 - 01

*Form type:* Result

*Notice type:* Contract or concession award notice – standard regime

*Notice dispatch date:* 2023-10-30Z 13:04:47Z

*Languages in which this notice is officially available:* English Danish, German, Spanish, Finnish, French, Greek, Italian, Dutch, Portuguese, Swedish, Czech, Estonian, Hungarian, Lithuanian, Latvian, Maltese, Polish, Slovak, Slovenian, Irish, Bulgarian, Romanian, Croatian

### 11.2 Publication information

*Notice publication number:* 00665862-2023

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