

ECB - Integrated Communications Agency (D-Frankfurt-on-Main)

2007/S 239-290321

Contract award notice

Services

Is this contract covered by the Government Procurement Agreement (GPA)? Yes.

Section I: Contracting authority

I.1) Official name and address of the contracting authority:

European Central Bank, attn: Horst Roman-Müller, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax (49-69) 13 44 68 80. E-mail: new_ecb_premises-procurement@ecb.int.

I.2) Type of contracting authority:

EU institution.

Section II: Object of the contract

II.1) Type of contract:

Services.

Service category 27.

In case of contract for service categories 17 to 27, do you agree to the publication of this notice? Yes.

II.2) Is it a framework agreement?

No.

II.3) Nomenclature

II.3.1) Common procurement vocabulary (CPV):

74141600, 74141610, 74141620.

II.4) Title attributed to the contract by the contracting authority:

Integrated Communications Agency.

II.5) Short description:

The European Central Bank (ECB) is planning to construct its new premises in D-Frankfurt am Main. The project has started in 2002 with the purchase of the site and the construction works shall be completed in 2011.

This will be a highly complex, demanding and challenging project. The site measures approximately 120 000 m² and includes the Großmarkthalle, a listed building built in 1928.

The ECB has conducted an architectural competition and awarded the first prize to the design concept of the architects Coop Himmelb(l)au, Vienna (Austria). The project has now entered the planning phase, where the architect and special planners refine the prize-winning design. The planning phase shall be completed with the issuing of a building permit, scheduled for February 2008. Construction shall commence in the first quarter of 2008.

The Integrated Communications Agency will provide support with regard to the communications on the new ECB premises project. The communications services are divided into 4 parts:

- coordination,
- public relations,
- event management,

— documentation.

The communications services shall be performed in English and/or German, as instructed by the ECB.

Section IV: Procedure

IV.1) Type of procedure:

Negotiated with a call for competition.

IV.1.1) Justification for the choice of negotiated procedure without call for competition:

Not applicable.

IV.2) Award criteria:

The most economically advantageous tender in terms of:

1. quality of the services provided (50 %);
2. financial terms (45 %);
3. compliance with the contractual terms and conditions offered by the ECB (5 %).

Section V: Award of contract

V.1) Award and contract value

V.1.1) Name and address of successful supplier, contractor or service provider:

Contract Lot 1

McCann Erickson Frankfurt GmbH, attn: Ralf Specht, Großer Hasenpfad 44, D-60598 Frankfurt. Tel. (49-69) 60 50 76 06. Fax (49-69) 60 50 73 70. E-mail: ralf.specht@mccann.de. URL: www.mccann.de.

V.1.2) Information on value of contract :

EUR 1 212 466.

V.2) Subcontracting

V.2.1) Is the contract likely to be subcontracted?

Yes. State value or proportion of the contract likely to be subcontracted to third parties:

Proportion: 40 %.

Section VI: Other information

VI.1) Is this notice a non-mandatory notice?

No.

VI.2) Reference number attributed to the file by the contracting authority:

Tender T013.

VI.3) Date of contract award:

6.11.2007.

VI.4) Number of tenders received:

5 out of 6 invited (out of 15 applications received).

VI.5) Was this contract subject to a notice in the Official Journal?

Yes.

Contract notice number in OJ: [2006/S 198-209676](#) of 17.10.2006.

VI.6) Does this contract relate to a project/programme financed by EU funds?

No.

VI.8) Date of dispatch of this notice:

30.11.2007.