

ECB - Supply of advertising services related to recruitment (D-Frankfurt-on-Main)

2007/S 82-099426

Contract 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: Mr Manfred Spieler, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax (49-69) 13 44 71 10. E-mail: procurement@ecb.int. URL: www.ecb.int.
- I.2) **Address from which further information can be obtained:**
European Central Bank, attn: Mr Manfred Spieler, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax (49-69) 13 44 71 10. E-mail: procurement@ecb.int. URL: www.ecb.com.
Further information (question and answer) is provided in a forum at the above-mentioned Internet address.
- I.3) **Address from which documentation may be obtained:**
European Central Bank, attn: Mrs Susanne Pieper-Kiros, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax (49-69) 13 44 71 10. E-mail: procurement@ecb.int. URL: www.ecb.com.
- I.4) **Address to which tenders/requests to participate must be sent:**
As in I.1.
- I.5) **Type of contracting authority:**
EU institution.
The contracting authority is purchasing on behalf of other contracting authorities: no.

Section II: Object of the contract

- II.1) **Description**
- II.1.3) **Type of service contract:**
Service category: 13.
- II.1.4) **Is it a framework agreement?**
Yes.
The notice involves: the establishment of a framework agreement.
- II.1.5) **Title attributed to the contract by the contracting authority:**
Supply of advertising services related to recruitment.
- II.1.6) **Description/object of the contract:**
It is the intention of the European Central Bank (the 'ECB') to use a restricted tender procedure to appoint a suitable qualified and experienced company for the supply of advertising services related to recruitment. In particular: to deal with all tasks linked to the technical preparation of the advertisements to be published (e.g.

adaptation of the vacancy notice to the newspaper format), to reserve space for advertisement in the international press, and to negotiate with such press the best possible prices and other conditions.

II.1.7) Site or location of works, place of delivery or performance:

Mainly Member States of the European Communities.
NUTS code: DE712.

II.1.8) Nomenclature

II.1.8.1) Common procurement vocabulary (CPV):

74400000, 74410000, 74530000.

II.1.9) Division into lots:

No.

II.1.10) Will variants be accepted:

No.

II.2) Quantity or scope of the contract

II.2.1) Total quantity or scope:

The core element of the contract consists of European-wide (27 EU Member States) advertisement of job vacancies, mainly in the press and on Internet portals. The types of services to be rendered can be summarised as follows:

- technical preparation: the agency should take care of all tasks linked to technical preparation,
 - price negotiation: negotiate space and discounts in an effective manner and to ensure publication of vacancy notices in a timely manner,
 - artwork: design a unique and attractive design (in line with the ECB's corporate identity),
 - consulting: proactive advice and involvement on press media to be targeted, new developments on the market and indications on what other comparable institutions develop regarding their recruitment campaigns.
- In 2006, the ECB advertised a total of 40 vacancies. Similar quantities are expected for the coming years, although the ECB does not guarantee any particular volumes of work.

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

Period in months: 48.

Section III: Legal, economic, financial and technical information

III.1) Conditions relating to the contract

III.1.1) Deposits and guarantees required

None.

III.1.2) Main terms of financing and payment and/or reference to the relevant provisions

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 suppliers, contractors or service providers to whom the contract is awarded:

The establishment of a temporary grouping of companies is allowed. In the application, all 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;
- (ii) all the members will have joint and several liability for the performance of the contract and

(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.2) Conditions for participation

III.2.1) Information concerning the personal situation of the contractor, supplier or service provider and information and formalities necessary for the evaluation of the minimum economic, financial and technical capacity required:

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.3.3 below.

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

(b) financial statements relating to the past 3 years of trading;

(c) financial capacity;

(d) technical capacity — tenderers must provide information that demonstrates that they have:

— appropriate ability and experience to conduct recruitment campaigns in the international press, have a thorough knowledge of the recruitment markets of European countries and their legislation on the subject; have the capacity to periodically undertake market research in order to be able to give guidance on the press and/or other suitable means to be targeted for a specific position;

— sufficient resources;

— requisite systems and equipment to execute the contract;

(e) in addition tenderers must provide:

— information relating to past contracts that includes similar work undertaken over the last 3 years, providing details of scope, size, duration and value of contracts;

(f) all requested information must be returned in hard copy format by the date indicated in IV.3.3 below.

Minimum conditions:

The following minimum criteria must be confirmed by the applicants in their application:

(i) thorough experience in advertising positions in the European press and ability to offer counseling and guidance to the ECB on targeted press, market trends, events and job fairs, etc. Both aspects should be possible to verify based on the information provided under (d) above (technical capability);

(ii) the appointed ECB account manager must have the ability to converse orally and in written form fluently in English;

(iii) a minimum turnover for the organisation of EUR 500 000 per year for the past 3 years.

III.3) Conditions specific to services contracts

III.3.1) Is provision of the service reserved to a specific profession?

No.

III.3.2) Will legal entities be required to state the names and professional qualifications of the personnel responsible for execution of the contract?

Yes.

Section IV: Procedure

- IV.1) **Type of procedure:**
Restricted.
- IV.1.1) **Have candidates already been selected?**
No.
- IV.1.4) **Envisaged number of suppliers which will be invited to tender:**
Number: 5.
- IV.2.1) **Award criteria:**
The most economically advantageous tender in terms of criteria as stated below:
— price,
— quality,
or criteria as stated in contract documents.
- IV.2.2) **An electronic auction will be used:**
No.
- IV.3) **Administrative information**
- IV.3.1) **Reference number attributed to the file by the contracting authority**
2507/H/RCO/2007
- IV.3.3) **Time-limit for receipt of tenders or requests to participate:**
25.5.2007.
- IV.3.4) **Dispatch of invitations to tender to selected candidates:**
Estimated date: 23.6.2007.
- IV.3.5) **Language or languages in which tenders or requests to participate shall be drawn up:**
English.
- IV.3.6) **Minimum time frame during which the tenderer must maintain its tender:**
6 months from the deadline stated for receipt of tenders.

Section VI: Other information

- VI.1) **Is this notice a non-mandatory one?**
No.
- VI.2) **If applicable, indicate whether this procurement is recurrent, and the estimated timing for further notices to be published:**
Not applicable.
- VI.3) **Does the contract relate to a project/programme financed by EU funds:**
No.
- VI.4) **Additional information:**
The contract shall be governed by and interpreted under German civil law. Should the ECB and the contractor be unable to reach agreement on any matter arising out of any contractual relationship, the matter in dispute shall be referred to the exclusive jurisdiction of the Amtsgericht/Landgericht in Frankfurt-on-Main. The contractor hereby expressly agrees that the contact details provided will be used at all stages throughout the procurement process and will serve as an address for service in the event that dispute arises out of a contractual relationship between the parties.

It is intended to initially contract for 3 years with the potential for a 1 year extension.

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

All discussions and meetings will be conducted in English and no interpretation facilities will be provided.

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.

Tenderers are also informed that site visits may be take place to confirm information in their offers.

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

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

Tenders shall be delivered, sealed in an envelope, not bearing any indication of the tenderer on the envelope, or in the franking thereon, clearly marked with the contract name and addressed as in I.1 above, so as to arrive no later than the date and time specified in IV.3.3 above.

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

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

17.4.2007.

VI.6.1) **Body responsible for appeal procedures:**

European Central Bank, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax (49-69) 13 44 75 03. E-mail: procurement@ecb.int. URL: www.ecb.int.

VI.6.2) **Lodging of appeals:**

Precise information on deadline(s) for lodging appeals:

2 weeks after receipt of rejection letters by non-selected candidates.

VI.6.3) **Service from which information about the lodging of appeals may be obtained:**

European Central Bank, Kaiserstraße 29, D-60311 Frankfurt-on-Main. Fax (49-69) 13 44 75 03. E-mail: procurement@ecb.int. URL: www.ecb.int.