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**Germany-Frankfurt am Main: Provision of a New Information Architecture for the ECB Websites
2021/S 046-114527**

Contract award notice

Results of the procurement procedure

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: European Central Bank
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Postal code: 60314
Country: Germany
Contact person: Central Procurement Office
E-mail: procurement@ecb.europa.eu
Fax: +49 69/13447110

Internet address(es):

Main address: <http://www.ecb.europa.eu>

I.4) Type of the contracting authority

European institution/agency or international organisation

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Provision of a New Information Architecture for the ECB Websites
Reference number: PRO-003866

II.1.2) Main CPV code

79415200 Design consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description:

Through this negotiated procedure the Directorate General Communications (DG-C) of the ECB looked for suppliers specialized in consultancy services on the technical and communication aspects of IA design and specialized in the provision of audience research and usability testing services.

The tender procedure was divided into two separate lots as follows:

Lot 1: Consultancy services on the technical and communication aspects of IA design;

Lot 2: The provision of audience research and usability testing services.

Tenderers were able to bid for Lot 1, or Lot 2, or both for Lot 1 and Lot 2. The applications/tenders were separately evaluated per each Lot.

The ECB intended to award a contract per lot for the above-mentioned services to the provider offering the best value for money per Lot for 3 years with a possibility for an extension for another year.

II.1.6) **Information about lots**

This contract is divided into lots: yes

II.1.7) **Total value of the procurement (excluding VAT)**

Value excluding VAT: 1 200 000.00 EUR

II.2) **Description**

II.2.1) **Title:**

Consultancy Services on the Technical and Communication Aspects of IA Design

Lot No: 1

II.2.2) **Additional CPV code(s)**

79415200 Design consultancy services

II.2.3) **Place of performance**

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Main site or place of performance:

The services are to be performed at the ECB premises in Frankfurt or at the contractor's office.

II.2.4) **Description of the procurement:**

The successful tenderer in Lot 1 is expected to provide consultancy services on the technical and communication aspects of IA design and comprising the following deliverables:

On an as-needed basis, as ordered under the contract, the contractor shall provide consultancy services on the technical and communications aspects of Information Architecture design, specifically for the main ECB website and also for any other ECB-owned websites that may require similar services during the course of the effective contract term. As part of the preparation, the contractor will be in the lead of the project. Together with DGC/ WDI, the contractor will lead a series of workshops or data collection activities with ECB business areas (the content owners) to collect and understand their requirements. The number of workshops shall be determined based on what is necessary to gather the requirements to enable the substantive architectural re-design of the ECB website. The workshops will be organized by the Contractor with the support of the ECB. The contractor will be responsible for designing and facilitating the workshops, documenting the proceedings, collecting and analysing the data, presenting the results, and delivering the full package of documentation to the ECB. Based on the results of the workshops and data analysis, as well as relying on industry best practices and its own experience and expertise, the Contractor shall create and deliver to the ECB a new IA design for the ECB website in the form of a mock-up website layout and/or tree diagram. The contractor shall provide documents (e.g. reports, pictures, and/or schematics) of the content structure, as required by the ECB. The contractor shall produce several iterations of the high-level IA structure for the website. The Contractor shall further refine the iterations based on ECB's feedback, derived from comments and suggestions from ECB's stakeholders as well as on the outcome of user testing carried out by Lot 2 Contractor using a tree diagram, click dummy and/ or website mock-up. In parallel, the Contractor shall create a taxonomy for the English-language content on

the website and deliver it to the ECB in a separate report. The contractor shall also deliver to the ECB a report detailing the IA development process and how the different inputs were accounted for in the final product. The implementation of the new website's underlying infrastructure shall be part of a separate project.

II.2.5) **Award criteria**

Quality criterion - Name: Quality of the technical offer / Weighting: 50

Price - Weighting: 50

II.2.11) **Information about options**

Options: no

II.2.13) **Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14) **Additional information**

The total value of the procurement and the contract indicated in this contract award notice is an indicative non-binding estimate at the time of contract award. The actual value of the contract may differ and will be determined by actual business needs.

Section IV: Procedure

IV.1) **Description**

IV.1.1) **Type of procedure**

Competitive procedure with negotiation

IV.1.3) **Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

IV.1.8) **Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

IV.2) **Administrative information**

IV.2.1) **Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 200-453477](#)

IV.2.8) **Information about termination of dynamic purchasing system**

IV.2.9) **Information about termination of call for competition in the form of a prior information notice**

Section V: Award of contract

Lot No: 1

Title:

Consultancy Services on the Technical and Communication Aspects of IA Design

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

02/02/2021

V.2.2) **Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**

Official name: Cyber-Duck Ltd
National registration number: GB 798 7765 33
Town: Hertfordshire
NUTS code: UKH23 Hertfordshire
Country: United Kingdom
The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 1 200 000.00 EUR
Total value of the contract/lot: 1 200 000.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **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 total value of the contract indicated in Section V.2.4) 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.

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postal code: 60314
Country: Germany
Telephone: +49 6913440
Fax: +49 6913446886
Internet address: <http://www.ecb.europa.eu>

VI.4.2) **Body responsible for mediation procedures**

Official name: The European Ombudsman
Postal address: 1 avenue du Président Robert Schuman, CS 30403
Town: Strasbourg
Postal code: 67001
Country: France

VI.4.3) **Review procedure**

Precise information on deadline(s) for review procedures:

15 days from the receipt of the information specified in Article 34(3) of ECB Decision 2016/2 laying down the Rules on Procurement or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

VI.4.4) **Service from which information about the review procedure may be obtained**

Official name: Central Procurement Office of the European Central Bank
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postal code: 60314
Country: Germany
E-mail: procurement@ecb.europa.eu
Telephone: +49 6913440
Fax: +49 6913447110
Internet address: <http://www.ecb.europa.eu>

VI.5) **Date of dispatch of this notice:**
24/02/2021