

28/01/2004 S19

European Central Bank

**ECB - call for expressions of interest for the provision of services in various technical, conceptual and organisational tasks pertaining to photographic activities of the Directorate Communications (D-Frankfurt-on-Main)**

**2004/S 19-015668**

**Tender notice**

1. **Awarding authority:** European Central Bank, Kaiserstraße 29, D-60311 Frankfurt am Main. Fax: (49-69) 13 44 86 86. Att: Ms Jutta Auth. Tel.: (49-69) 13 44 74 17.
2. **Type:** Call for expressions of interest.  
Companies or individuals interested in having their name entered on a list of potential suppliers of services in various technical, conceptual and organisational tasks pertaining to photographic activities for the European Central Bank (ECB), are invited to submit an application in accordance with the rules set out below.  
The appointed procurement committee of the ECB will draw up a list of candidates who meet the criteria set out at point 8 below. For contracts to be awarded, the ECB will send a request for proposals to all or some of the candidates on the list, selected on the basis of the specific criteria for the contract concerned.
3. (a) **Description of the fields covered:** CPV 74810000; 74110000; 74860000; 78300000.
  - 3.1. **Photography:**  
Provision of professional photographic services for:
    - documentary photography of ECB-related subjects (portraits and group photos of ECB decision-making bodies, management and staff; conferences, meetings, and press conferences; cultural and corporate events organised by the ECB; etc.),
    - digital imaging and retouching,
    - reprographic services,
    - storage and archiving of photographic records.
  - 3.2. **Photographic exhibitions:**  
Conception, planning, design and project management of photographic exhibition projects.  
The project management tasks will include:
    - conception and design of presentation stands and displays,
    - production of high-end scans and high-end plots,
    - conception and design of photographic exhibition layouts,
    - assembling and dismantling of the exhibition stands and displays,
    - transportation and storage of all necessary equipment and materials,
    - conceptual development of information material (flyers, posters, invitations, banners),
    - conception, design and realisation/editing of photographic catalogues and books on the subject of the exhibition,
    - archiving of photographic records of and documentation from exhibitions,
    - quality control of all materials produced,
    - adaptation of exhibition materials to the language requirements of the venue.
  - 3.3. **Photographic competitions:**  
Conception, design and organisation of an annual photographic competition. Full management responsibility for all necessary activities, including:
    - establishment of a project office for organising and coordinating competition activities,
    - development of concepts and themes,
    - definition of selection and award criteria,
    - composition of juries and preparation of jury meetings,
    - all administrative activities related to competitions, e.g. mailing, processing

applications, archiving photographs, etc.,

- media relations,
- preparation and execution of award ceremonies,
- conception, planning, design and project management of exhibition projects featuring the award winning photographs, with responsibilities as described under photographic exhibitions.

This call for expressions of interest does not apply to any photographic services relating to the New ECB Premises.

- (b) **Type of contracts:** Services.
4. **Place where services are to be provided:** The ECB's premises or the corresponding venue.
5. **Period of validity of the list resulting from the call for expressions of interest:** The expiry date of the list resulting from the call for expressions of interest is 31 December 2005.
6. **Legal status of applicants:** Not applicable.
7. (a) **Address to which applications should be sent:** European Central Bank, Kaiserstraße 29, D-60311 Frankfurt am Main.
- (b) **Applications together with all the documentation referred to in point 8 must be submitted as follows:** Applications, which must be in English, should be submitted in a sealed envelope to the abovementioned address. The envelope should be marked: 'Call for Expression of Interest / REF: Photographic services, for the attention of: Ms Jutta Auth'. Applications sent by fax or electronic means will not be accepted. All applications must be signed by an authorised person. A first use of the list is expected to take place in spring 2004. Applicants who wish to be certain of being considered on this occasion should submit their application to arrive no later than 20 February 2004.
8. **List of information and documents concerning the applicant's own position, and the information, formalities and documents necessary for an appraisal of the minimum economic and technical standards required:** a) The list shall be established on the basis of the following criteria:
- experience and expertise evaluated for each of the different areas indicated in the scope of work described under paragraph 3 above. It is not necessary for the applicant to have experience in all the fields, but at least in one. Experience at the European level would be an asset;
  - artistic and technical quality of the submitted reference projects;
  - projection of competence, in particular readiness to take on projects at short notice, and a good command of English. The ability to communicate in English is a mandatory requirement for an applicant to be finally selected for the award of one of the contracts;
  - financial soundness.
- b) In order to prove their qualifications, applicants shall provide the following documentation:
- a selection of 10 photographs on different subjects (described under paragraph 3.1) which have been published preferably by well-known magazines or other reputable publications;
  - list of publications, book and press reviews of their works, awards, and participation in international exhibitions would be an asset;
  - information on projects similar to those included in the scope described under 3 above and carried out during the last three years. The information shall include a brief description of the scope, results and duration of each project, and evidence of relevant media coverage. In this context, reference shall be made to public sector projects and projects for international organisations and institutions as well as multinational companies;
  - company profile and organisation, including the range of expertise and type of services provided;
  - proof of enrolment on the professional or trading register, in accordance with the conditions laid down in the Member State where established;

- the number of staff/consultants employed, specifying whether they are directly employed or subcontracted staff, and details of their organisation by function or team; the number of staff/consultants specialising in the various areas of expertise as defined above, including their degree of expertise/seniority in the field and their language skills; geographical location of all staff;
- copies of the audited accounts, if applicable, for the past three years and turnover, in respect of abovementioned by areas of expertise, for the past three years;
- a declaration that they have fulfilled their obligations regarding the payment of social security contributions, VAT and other taxes, in accordance with the legal provisions of their country of origin, and that they are not bankrupt;
- names and addresses of three clients who may be asked for references and the name and telephone number of the relevant contact person. Clients given as references should have received services covering all or some of the areas listed in 3 above;
- any other information attesting to the qualifications of the applicant to perform the required services (e.g. accreditation certificates).

9. **Date of dispatch of the notice:** 22.1.2004.
10. **Date of receipt by the Office for Official Publications of the European Communities:** 22.1.2004.