D-Frankfurt-on-Main: ECB - Performance of quantitative and qualitative research
2013/S 028-042279

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1) Name, addresses and contact point(s)
European Central Bank
Kaiserstraße 29
For the attention of: Ramón van Deelen
60311 Frankfurt-on-Main
GERMANY
Telephone: +49 6913440
E-mail: procurement@ecb.europa.eu
Fax: +49 6913448631

Internet address(es):
General address of the contracting authority: http://www.ecb.europa.eu

I.2) Type of the contracting authority
European institution/agency or international organisation

I.3) Main activity
Economic and financial affairs

I.4) Contract award on behalf of other contracting authorities
The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1) Description

II.1.1) Title attributed to the contract
Performance of quantitative and qualitative research.

II.1.2) Type of contract and location of works, place of delivery or of performance
Services
NUTS code DE712

II.1.3) Information about a framework agreement or a dynamic purchasing system (DPS)
The notice involves the establishment of a framework agreement

II.1.4) Short description of the contract or purchase(s)
The ECB conducts regular and ad hoc quantitative and qualitative surveys in the euro area and in EU Member States. The regular surveys include a biannual 'Knowledge and attitude survey of the general public in the euro area’ in 17 or more Member States as well as a biennial survey of financial analysts across the European Union. Among its ad hoc research activities it is the measurement of the knowledge perceived by the general public about the euro banknotes following their introduction in the new Member States (quantitative research), the testing of creative material developed for specific target groups (qualitative research), etc. Part of the
research activities will be dedicated to measure the impact of the communication activities that will support the introduction of a new series of euro banknotes.

II.1.5) Common procurement vocabulary (CPV)
79300000, 79310000, 73110000, 73210000

II.1.6) Information about Government Procurement Agreement (GPA)
The contract is covered by the Government Procurement Agreement (GPA): yes

II.2) Total final value of contract(s)

II.2.1) Total final value of contract(s)

Section IV: Procedure

IV.1) Type of procedure
IV.1.1) Type of procedure
Open

IV.2) Award criteria
IV.2.1) Award criteria
The most economically advantageous tender in terms of
1. Price. Weighting 40
2. Quality. Weighting 60

IV.2.2) Information about electronic auction
An electronic auction has been used: no

IV.3) Administrative information
IV.3.1) File reference number attributed by the contracting authority

IV.3.2) Previous publication(s) concerning the same contract
no

Section V: Award of contract

Contract No: 1
Lot No: 1 - Lot title: Performance of quantitative and qualitative research

V.1) Date of contract award decision:
19.7.2012

V.2) Information about offers
Number of offers received: 4

V.3) Name and address of economic operator in favour of whom the contract award decision has been taken
TNS opinion
rue Jules Cockx 8–10
1160 Brussels
BELGIUM

V.4) Information on value of contract

V.5) Information about subcontracting
The contract is likely to be sub-contracted: no

Section VI: Complementary information

VI.1) Information about European Union funds
The contract is related to a project and/or programme financed by European Union funds: no
VI.2) **Additional information:**

VI.3) **Procedures for appeal**

VI.3.1) **Body responsible for appeal procedures**
Procurement Review Body of the ECB, c/o Legal Advice Team
Kaiserstraße 29
60311 Frankfurt-on-Main
GERMANY
E-mail: legaladviceteam@ecb.europa.eu
Fax: +49 6913446886

**Body responsible for mediation procedures**
The European Ombudsman
1 avenue du Président Robert Schuman, CS 30403
67001 Strasbourg
FRANCE

VI.3.2) **Lodging of appeals**
Precise information on deadline(s) for lodging appeals: 15 days from the receipt of the information specified in Article 28(3) of the ECB procurement rules (see Section VI.3) or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers. Further requirements are outlined in Article 33 of the ECB procurement rules (see Section VI.3). The complaint to the European Ombudsman does not affect the submission deadline nor does it create a new deadline by which complaints can be submitted.

VI.3.3) **Service from which information about the lodging of appeals may be obtained**

VI.4) **Date of dispatch of this notice:**
29.1.2013