

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:448995-2016:TEXT:EN:HTML>

**Germany-Frankfurt-on-Main: ECB - Provision of public relations consultancy for France
2016/S 246-448995**

Contract award notice

Results of the procurement procedure

Services

Directive 2014/24/EU

Section I: Contracting authority

- I.1) **Name and addresses**
European Central Bank
Sonnemannstraße 22
Frankfurt am Main
60314
Germany
Contact person: Amalia Friman
Telephone: +49 69/13440
E-mail: procurement@ecb.europa.eu
Fax: +49 69/13447110
NUTS code: DE712
Internet address(es):
Main address: <http://www.ecb.europa.eu>
- I.2) **Joint procurement**
- 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 public relations consultancy for France.
Reference number: PRO-000581.
- II.1.2) **Main CPV code**
79416200
- II.1.3) **Type of contract**
Services
- II.1.4) **Short description:**
The ECB Directorate General for Communications has been looking for a professional public relations company to support the ECB in providing communication consultancy for France. The services should in principle be delivered in French. In addition to this, the services may on a case-by-case basis be requested to be provided

in English as well. The requested services shall be performed at the successful tenderer's registered office or, upon request, at the ECB premises in Frankfurt-on-Main.

The successful tenderer shall report to the ECB on a regular basis on the following services (hereinafter referred to as the 'Services'):

- identify events/conferences in France where the ECB could/should be present,
- provide real-time advice when there is a French event of importance for the ECB,
- monitor the French media when requested or relevant for the ECB,
- provide the ECB with summaries of books published in France and/or other material relevant to the ECB.

II.1.6) Information about lots

This contract is divided into lots: no

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

Value excluding VAT: 798 600.00 EUR

II.2) Description

II.2.1) Title:

II.2.2) Additional CPV code(s)

II.2.3) Place of performance

NUTS code: DE212

Main site or place of performance:

München.

II.2.4) Description of the procurement:

The successful tenderer shall report to the ECB on a regular basis on the following services (hereinafter referred to as the 'Services'):

- identify events/conferences in France where the ECB could/should be present,
- provide real-time advice when there is a French event of importance for the ECB,
- monitor the French media when requested or relevant for the ECB,
- provide the ECB with summaries of books published in France and/or other material relevant to the ECB.

II.2.5) Award criteria

Quality criterion - Name: Quality of the submitted sample tasks/works under the 4 main areas within which services are requested to be performed under the draft contract as further detailed in Annex 1 to the ITT / Weighting: 30

Quality criterion - Name: Quality of the proposed strategy / Weighting: 10

Quality criterion - Name: Qualification and expertise of the core team / Weighting: 20

Cost criterion - Name: Price / Weighting: 40

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

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.1.6) **Information about electronic auction**

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: [2016/S 050-082087](#)

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

Contract No: 1

Title:

Framework agreement for the provision of public relations consultancy for France

A contract/lot is awarded: yes

V.2) **Award of contract**

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

28/11/2016

V.2.2) **Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

B2P Communications Consulting GmbH

Oberanger 32

München

80331

Germany

NUTS code: DE212

The contractor is an SME: yes

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

Total value of the contract/lot: 798 600.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **Additional information:**

The total value of the framework contract indicated in the Section V.2.4 is an indicative non-binding spending estimate at the time of contract award. The actual value of the framework contract may differ and will be determined by actual business needs.

VI.4) **Procedures for review**

VI.4.1) **Review body**

Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Sonnemannstraße 20
Frankfurt am Main
60314
Germany
Telephone: +49 6913440
Fax: +49 6913446886
Internet address:<http://www.ecb.europa.eu>

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

European Ombudsman
1 avenue du Président Robert Schuman
Strasbourg
67001
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 28(3) of Decision of the European Central Bank of 3.7.2007 laying down the Rules on Procurement (ECB/2007/5) 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 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**

Central Procurement Division of the European Central Bank
Sonnemannstraße 22
Frankfurt am Main
60314
Germany
E-mail: procurement@ecb.europa.eu
Fax: +49 6913447110
Internet address:<http://www.ecb.europa.eu>

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

09/12/2016