
Germany-Frankfurt am Main: ECB - Provision of Media Training and Crisis Communication Services
2018/S 174-393671

Contract award notice

Results of the procurement procedure

Services

Legal Basis:
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: Spyros Panagopoulos
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) Information about 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 Media Training and Crisis Communication Services
Reference number: PRO-002689

II.1.2) Main CPV code
79416100

II.1.3) Type of contract
Services

II.1.4) Short description:
The Directorate General Communications (DG/C) is responsible for developing and implementing the internal and external communication strategy of the ECB. The Directorate General communicates the ECB’s tasks and responsibilities to a variety of target audiences using different communication channels and tools. It engages
in activities with a variety of national and international media. It is thus vital that ECB as well as key Banking Supervision personnel, who are in regular contact with media, gain a good understanding of how they are perceived by both the media and other core audiences (e.g. citizens, financial analysts), and learn how to effectively communicate in a crisis situation.

To facilitate this, the ECB has awarded contracts for developing and providing media training and crisis communication services. The provision of these services will be divided into 3 different lots.

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: 677 320.00 EUR

II.2) **Description**

II.2.1) **Title:**
Lot 1: Provision of media training in German
Lot No: 1

II.2.2) **Additional CPV code(s)**
79416200

II.2.3) **Place of performance**
NUTS code: DE712
Main site or place of performance:
The media training shall take place in the premises of the ECB, the Tenderer’s registered seat or any other location agreed upon between the 2 parties.

II.2.4) **Description of the procurement:**
The media training shall focus on how Executive Board/Supervisory Board members, senior managers and staff can best engage with specific media outlets. It should thus be tailored to the requirements of these three different target groups. The media training shall be provided in either German (Lot 1) or English (Lot 2) depending on what lot the supplier is bidding for. In addition to these languages, the tenderers may optionally be requested to provide media training in Dutch, French, Greek, Italian, and/or Spanish as part of Lot 2. Training sessions shall be carried out on an individual basis (for members of the Executive Board/Supervisory Board and senior managers) or as a group of up to 10 people (for staff in non-senior managerial positions). As a guide, the training shall include a theoretical part, providing an overview of the media/political landscape of a specific country as well as real-life examples from digital, print and broadcast media to highlight good practice and potential pitfalls. It shall also include a practical simulation exercise (e.g. an interview). This should be filmed to enable participants to practise in a realistic setting and to review their performance. The training shall be delivered in half-day sessions of approximately four hours.

II.2.5) **Award criteria**
Quality criterion - Name: Quality of the technical offer / Weighting: 60 %
Price - Weighting: 60 %

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(s) indicated in this Contract Award Notice is/are indicative non-binding spending estimate(s) at the time of contract award. The actual value of the contract(s) 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.1.6) 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: 2017/S 068-127662

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: 4400002367
Lot No: 1

Title:
Lot 1: Provision of media training in German
A contract/lot is awarded: yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract:
27/07/2018

V.2.2) Information about tenders
Number of tenders received: 5
The contract has been awarded to a group of economic operators: no

V.2.3) Name and address of the contractor
Engel & Zimmermann AG
Gauting
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: 155 200.00 EUR

V.2.5) Information about subcontracting

Section VI: Complementary information

VI.3) Additional information:

The total value of the contract(s) 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(s) 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 69134440
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 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
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:
30/08/2018