2.1. Buyer

Official name: European Central Bank
Legal type of the buyer: EU institution, body or agency
Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Audiovisual Communications & Multi-channel Campaigns
Description: Audiovisual Communications & Multi-channel Campaigns as detailed in the procurement documents
Procedure identifier: 1569efb1-47bd-4f8b-bfe8-c07798e8a50e
Internal identifier: PRO-007693
Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation
Main features of the procedure: The tender procedure shall be open on equal terms to all natural or legal persons resident or located in the European Union and to all natural and legal persons resident or located in a country which has ratified the World Trade Organisation Agreement on Government Procurement or has concluded with the European Union a bilateral agreement on procurement under the conditions laid down in the said agreements. The tender procedure is conducted in accordance with Decision ECB/2016/2 laying down the rules on procurement (as amended), available at https://www.ecb.europa.eu/ecb/legal/1001/procurement/html/index.en.html And in EUR-Lex: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:02016D0002-20200501. The detailed features and terms and conditions of the procedure can be found in the procurement documents.

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79416200 Public relations consultancy services

2.1.2. Place of performance

Postal address: European Central Bank Sonnemannstrasse 22
Town: Frankfurt am Main
Postcode: 60314
Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)
Country: Germany

2.1.3. Value

Estimated value excluding VAT: 27 000 000,00 EUR
Maximum value of the framework agreement: 27 000 000,00 EUR
2.1.4. **General information**

Additional information: This tender procedure is conducted via the ECB’s electronic tendering system (e-tendering) which can be accessed via the following internet address: [http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html](http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html). If you have not used the ECB’s electronic tendering system before, you need to register via the above link (click on ‘Register’). Subsequently to the registration, you will receive an automated notification with your user credentials to log in (click on ‘Login’) and to access the tender documentation. Please note that: — A registration to the above system is only required once and you can reuse your user credentials in all future procedures of the ECB which are conducted via the above system. Therefore, please keep your user credentials for the future; — In case you should have participated in previous ECB tender procedure(s) in the past which were conducted via the ECB’s prior online system, you nevertheless need to register once to the ECB’s electronic tendering system under the above address; — Your mere registration does not constitute an application/tender. You must submit your application/tender via the ECB’s electronic tendering system as further instructed in the application/tender documentation. The system reference number for the above procurement is: RFX-PT-2024-000017: PRO-007693-R1- Audiovisual Communication. To download the tender documents, log on to the ECB’s electronic tendering system with your login and password. Expand the field ‘Public Tenders – Upcoming Events’. Click on ‘Click to request an invitation to this event’ for the above procedure and close the new window which opens. Once the request is completed (this can take a few minutes), the status of the participation request will change to ‘Invited’ and the RFx documentation will be accessible via the RFx tab. Under the above link you also find user guides for detailed information on how to use the system and contact details for technical support. Should you require technical help when using the system, please contact the ECB’s technical support team at [sourcing.support@ecb.europa.eu](mailto:sourcing.support@ecb.europa.eu) by quoting the reference number and the problem experienced. Any other queries relating to this procurement procedure and the content of the procurement documentation shall be submitted as message via the ECB’s e-tendering system (under the tab ‘Discussion’). The ECB endeavours to answer all queries as quickly as possible but cannot guarantee a minimum time response. The ECB shall not be bound to reply to queries received less than seven calendar days before the time-limit for the submission of tenders.

Legal basis:


2.1.6. **Grounds for exclusion:**

Purely national exclusion grounds: Based on Art. 30 of the ECB Procurement rules (Decision ECB/2016/2, as amended)

5. Lot

5.1. **Lot: LOT-0001**

Title: Audiovisual Communications & Multi-channel Campaigns

Description: Audiovisual Communications & Multi-channel Campaigns as detailed in the procurement documents

Internal identifier: PRO-007693

5.1.1. **Purpose**
Main nature of the contract: Services
Main classification (cpv): 79416200 Public relations consultancy services
Options:
Description of the options: The contract is not subject to renewal.

5.1.3. **Estimated duration**
Duration: 48 Months

5.1.6. **General information**
Reserved participation: Participation is not reserved.
The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known
Procurement Project not financed with EU Funds.

5.1.9. **Selection criteria**
Criterion:
Type: Other
Name: As specified in the procurement documents.
Description: As specified in the procurement documents.
Use of this criterion: Used
The criteria will be used to select the candidates to be invited for the second stage of the procedure
Information about the second stage of a two-stage procedure:
Minimum number of candidates to be invited for the second stage of the procedure: 3
The procedure will take place in successive stages. At each stage, some participants may be eliminated
The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.11. **Procurement documents**
Access to certain procurement documents is restricted
Languages in which the procurement documents are officially available: English
Deadline for requesting additional information: 29/05/2024 23:59:59 (UTC+2)
Ad hoc communication channel:
Name: ECB’s e-tendering platform

5.1.12. **Terms of procurement**
Terms of submission:
Electronic submission: Required
Languages in which tenders or requests to participate may be submitted: English
Electronic catalogue: Not allowed
Variants: Not allowed
Deadline for receipt of requests to participate: 04/06/2024 11:59:59 (UTC+2)
Deadline until which the tender must remain valid: 12 Months
Terms of contract:
Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes
Information about review deadlines: Within 10 days of receipt of the notification in accordance with Article 34(1) or the first sentence of Article 34(3) of Decision ECB/2016/2 laying down the rules on public procurement. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

5.1.15. Techniques
Framework agreement: Framework agreement, without reopening of competition
Maximum number of participants: 3
Information about the dynamic purchasing system: No dynamic purchase system

5.1.16. Further information, mediation and review
Mediation organisation: The European Ombudsman
Review organisation: European Central Bank
Organisation providing more information on the review procedures: European Central Bank

8. Organisations

8.1. ORG-0004
Official name: European Central Bank
Registration number: 0001
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postcode: 60314
Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)
Country: Germany
Contact point: Central Procurement Office
Email: procurement@ecb.europa.eu
Telephone: +49 69 13440
Internet address: http://www.ecb.europa.eu
Other contact points:
Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postcode: 60314
Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)
Country: Germany
Contact point: Legal Advice Team
Email: LegalServices@ecb.europa.eu
Telephone: +49 6913440
Fax: +49 6913446886
Internet address: http://www.ecb.europa.eu
Roles of this organisation:
Buyer
Review organisation
Organisation providing more information on the review procedures
8.1. **ORG-0005**
Official name: The European Ombudsman  
Registration number: 0002  
Postal address: 1 avenue du Président Robert Schuman, CS 30403  
Town: Strasbourg  
Postcode: 67001  
Country subdivision (NUTS): Bas-Rhin (FRF11)  
Country: France  
Email: eo@ombudsman.europa.eu  
Telephone: +33 3 88 17 23 13  

**Roles of this organisation:**  
Mediation organisation

11. Notice information

11.1. **Notice information**
Notice identifier/version: f123d51f-5559-4bd7-80c4-253799b68538 - 01  
Form type: Competition  
Notice type: Contract or concession notice – standard regime  
Notice dispatch date: 30/04/2024 13:16:58 (UTC)  
Languages in which this notice is officially available: English

11.2. **Publication information**
Notice publication number: 265086-2024  
OJ S issue number: 87/2024  
Publication date: 03/05/2024