Germany-Frankfurt am Main: Crisis Communication Solution and Media Training Services
2022/S 167-472704

Contract award notice

Results of the procurement procedure

Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses
Official name: European Central Bank
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Postal code: 60314
Country: Germany
Contact person: Central Procurement Office
E-mail: procurement@ecb.europa.eu
Telephone: +49 69/13440
Fax: +49 69/13447110
互联网地址(es):
Main address: http://www.ecb.europa.eu

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:
Crisis Communication Solution and Media Training Services
Reference number: PRO-006424

II.1.2) Main CPV code
79416100 Public relations management services

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, including banking supervision, and coordinates communication activities across the euro area and beyond with a view of enhancing the ECB’s reputation and the trust in the institution. It is vital that ECB as well as key Single Supervisory Mechanism 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, DG/C looked for suppliers to develop and provide crisis communication solution and media training services. The provision of these services were divided into two different lots. Tenderers had the possibility to bid for lot 1 or 2, or for both 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: 472 000.00 EUR

II.2) Description

II.2.1) Title:
Provision of Crisis Communication Solution in English
Lot No: 1

II.2.2) Additional CPV code(s)
79416200 Public relations consultancy services
79430000 Crisis management services

II.2.3) Place of performance
NUTS code: DE Deutschland
Main site or place of performance:
ECB premises, remotely (i.e. online via MS Teams or Webex), or, exceptionally, at any other location agreed upon between the two parties in the Frankfurt area.

II.2.4) Description of the procurement:
The crisis communication solution consists of:
(i) the review and upgrade of the existing crisis communication manual (CCM);
(ii) the development and execution of an annual training plan detailing the envisaged crisis communication exercises; and
(iii) ad-hoc consultancy services.
The services shall be delivered in English. All details were included in the tendering documentation.

II.2.5) Award criteria
Quality criterion - Name: Quality of the tender / Weighting: 50
Price - Weighting: 50

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

II.2) Description

II.2.1) Title:
Provision of Media Training Services in English (Optionally, upon Request also in German, French, Dutch, Italian or Spanish)
Lot No: 2

II.2.2) Additional CPV code(s)
79416200 Public relations consultancy services
II.2.3) **Place of performance**
NUTS code: DE Deutschland
Main site or place of performance:
ECB premises in Frankfurt, remotely (i.e. online via MS Teams or Webex), or exceptionally at any other location agreed upon between the parties in the Frankfurt area.

II.2.4) **Description of the procurement:**
The requested services for this lot consist of the development and provision of media training for different target groups as described further below.
The tenderer must develop and provide media training to the members of the ECB Executive Board/Supervisory Board, senior managers and staff in a non-senior managerial position. The training sessions must be based on the general media training concept and tailored to the requirements of these three target groups. The media training must be provided in English language and optionally upon request, in one of the following languages: German, French, Dutch, Italian or Spanish.

II.2.5) **Award criteria**
Quality criterion - Name: Quality of the tender / Weighting: 50
Price - Weighting: 50

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**
Open procedure

IV.1.3) **Information about a framework agreement or a dynamic purchasing system**
The procurement involves the establishment of a framework agreement

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: 2022/S 021-050812

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**

Lot No: 1

Title:
Provision of Crisis Communication Solution in English
A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**
09/06/2022

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: 3
Number of tenders received from tenderers from non-EU Member States: 1
Number of tenders received by electronic means: 4
The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**
Official name: Hill+Knowlton Strategies GmbH
Town: Frankfurt
NUTS code: DE Deutschland
Country: Germany
The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**
Total value of the contract/lot: 472 000.00 EUR

V.2.5) **Information about subcontracting**

Section V: Award of contract

V.2.1) **Date of conclusion of the contract:**
07/06/2022

V.2.2) **Information about tenders**
Number of tenders received: 3
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: 1
Number of tenders received by electronic means: 3
The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**
Official name: Dods Group Limited
Town: London
NUTS code: UK United Kingdom
Country: United Kingdom
The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**
Total value of the contract/lot: 472 000.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **Additional information:**

The total values of the procurement and contracts indicated in Section II.1.7) and Sections V.2.4) are an indicative non-binding spending estimate at the time of contract award.

VI.4) Procedures for review

VI.4.1) Review body
Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postal code: 60314
Country: Germany
Telephone: +49 69134440
Fax: +49 6913446886
Internet address: http://www.ecb.europa.eu

VI.4.2) Body responsible for mediation procedures
Official name: The European Ombudsman
Postal address: 1 avenue du Président Robert Schuman, CS 30403
Town: Strasbourg Cedex
Postal code: 67001
Country: France

VI.4.3) Review procedure
Precise information on deadline(s) for review procedures:
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 Procurement, as amended. 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
Official name: Central Procurement Office of the European Central Bank c/o Legal Advice Team
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postal code: 60314
Country: Germany
E-mail: procurement@ecb.europa.eu
Telephone: +49 6913440
Fax: +49 6913447110
Internet address: http://www.ecb.europa.eu

VI.5) Date of dispatch of this notice:
19/08/2022