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**D-Frankfurt-on-Main: ECB - Performance of quantitative and qualitative research
2012/S 78-127234**

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1) Name, addresses and contact point(s)

European Central Bank

Kaiserstraße 29

Contact point(s): For downloading documentation for this procurement procedure, please see Section VI.3

For the attention of: Ramón van Deelen

60311 Frankfurt-on-Main

GERMANY

Telephone: +49 6913448631

E-mail: procurement@ecb.europa.eu

Fax: +49 6913447110

Internet address(es):

General address of the contracting authority: <http://www.ecb.europa.eu>

Further information can be obtained from: The above mentioned contact point(s)

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from: The above mentioned contact point(s)

Tenders or requests to participate must be sent to: The above mentioned contact point(s)

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 by the contracting authority:

Performance of quantitative and qualitative research.

II.1.2) Type of contract and location of works, place of delivery or of performance

Services

Service category No 10: Market research and public opinion polling services

NUTS code DE712

II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)

The notice involves the establishment of a framework agreement

II.1.4) Information on framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 5

Justification for a framework agreement, the duration of which exceeds four years: Research activities in this context encompass 'ex post' measurements of the campaigns as rolled out by the selected agencies. These measurements determine the performance of the agencies and ultimately the remuneration of the creative and media agencies. Furthermore, the research contract — irrespective of the company awarded the contract — needs to remain in place unchanged over the research period because any change in the methodology applied for the tracking would invalidate the results and create distortion. As companies have different set-ups and methodologies it is therefore indispensable to link the duration of the contract for research activities to the campaigns, i.e. at least 5 years with the possibility of an extension for 2 more years in case the campaigns last for more than 5 years.

II.1.5) 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 are 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.1.6) Common procurement vocabulary (CPV)

79300000, 79310000, 73110000, 73210000

II.1.7) Information about Government Procurement Agreement (GPA)

II.1.8) Lots

This contract is divided into lots: no

II.1.9) Information about variants

Variants will be accepted: no

II.2) Quantity or scope of the contract

II.2.1) Total quantity or scope:

Upon the ECB's request under the framework agreement, the awarded contractor shall conduct surveys with a regular frequency (annual, biannual or biennial) as well as ad hoc or on the basis of specific timelines and time-frames, for the general public and/or special target groups.

II.2.2) Information about options

Options: no

II.2.3) Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

II.3) Duration of the contract or time limit for completion

Duration in months: 60 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1) Conditions relating to the contract

III.1.1) Deposits and guarantees required:

No deposit is required, but where applicable, the successful tenderer (or in the case of a successful consortium bid, each member of the consortium) may be required to provide a parent company guarantee.

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:

Method of payment will be in accordance with the terms and conditions of the contract.

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:

The establishment of a temporary grouping of companies is allowed under the conditions laid down in the call for applications/invitation to tender.

III.1.4) Other particular conditions

The performance of the contract is subject to particular conditions: no

III.2) Conditions for participation

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers

Information and formalities necessary for evaluating if the requirements are met: Please see the details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.2.2) Economic and financial ability

Information and formalities necessary for evaluating if the requirements are met: Please see the details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

Minimum level(s) of standards possibly required: The tenderers' economic and financial capacity will be assessed on the basis of their financial situation (turnover) during the last 3 financial years. As a minimum, tenderers shall have had, in the last 3 financial years, an annual net turnover of at least 3 000 000 EUR excluding VAT. In the case of a temporary grouping, one of the members shall have achieved on its own 60 % of the above amount.

III.2.3) Technical capacity

Information and formalities necessary for evaluating if the requirements are met:

Please see the details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

Minimum level(s) of standards possibly required:

The tenderers' technical and professional capacity will be assessed on the applicant's general capacity to carry out a project of the reach described earlier in terms of network, financial, technical resources and human resources, as well as on the applicant's general experience and expertise based on references from clients to which the applicant has supplied services of similar nature within the European Union. Therefore tenderers' technical and professional capacity will be assessed on the basis of the following criteria, for the fulfilment of which the tenderer will need to provide documentation:

(a) tenderers shall have supplied services of comparable scope and scale during the last 3 calendar years (2010/2011/2012) to at least 3 reference clients within the European Union;

(b) the tenderer's conformity with professional codes of practice and/or market research quality standards such as the ICC/Esomar code or similar;

(c) the tenderer's accreditation to ISO 9001, or similar;

(d) the tenderer's experience in ad hoc quantitative surveys as well as qualitative research. A minimum of 3 years of experience is required;

(e) the tenderer's capacity to perform 'Omnibus' surveys. A minimum of 3 years of experience is required;

- (f) the tenderer's capacity to perform B2B and industrial research. A minimum of 3 years of experience is required;
- (g) the tenderer's capacity to perform continuous research including panels. A minimum of 1 year of experience is required;
- (h) the tenderer's capacity to perform desk and Web-enabled research. A minimum of 1 year of experience is required.

III.2.4) **Information about reserved contracts**

III.3) **Conditions specific to services contracts**

III.3.1) **Information about a particular profession**

Execution of the service is reserved to a particular profession: no

III.3.2) **Staff responsible for the execution of the service**

Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service: no

Section IV: Procedure

IV.1) **Type of procedure**

IV.1.1) **Type of procedure**

Open

IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate**

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue**

IV.2) **Award criteria**

IV.2.1) **Award criteria**

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document

IV.2.2) **Information about electronic auction**

An electronic auction will be used: no

IV.3) **Administrative information**

IV.3.1) **File reference number attributed by the contracting authority:**

16989/CO/PAI/2010.

IV.3.2) **Previous publication(s) concerning the same contract**

IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document**

IV.3.4) **Time limit for receipt of tenders or requests to participate**

4.6.2012 - 17:00

IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates**

IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up**

English.

IV.3.7) **Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

IV.3.8) **Conditions for opening tenders**

Section VI: Complementary information

VI.1) **Information about recurrence**

This is a recurrent procurement: no

VI.2) **Information about European Union funds**

The contract is related to a project and/or programme financed by European Union funds: no

VI.3) **Additional information**

The documentation for this procurement can be downloaded from an Internet platform. If you are interested in participating in the procurement procedure please register via the Internet platform using the following Internet address, user name and password:

Internet: <https://www.ecb.europa.eu/secure/procurement/login.html>

user name: 16989/CO/PAI/2010

password: 9CB4FB

After having registered an e-mail will be sent to you with a new user name and password. The Internet address will remain the same.

Please use the new user name and password to download the procurement documentation.

Should you experience any problems in accessing the Internet platform for registration and/or downloading the procurement documentation please do not hesitate to contact us under the following e-mail address:

'procurement@ecb.europa.eu' quoting the procurement number and problem experienced.

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 ECB shall exclude tenderers that are in one of the situations described in Article 24(4) of Decision ECB/2007/5 (e.g. conviction for fraud or corruption) or put on a blacklist in accordance with Article 24(7) of Decision ECB/2007/5.

The ECB may exclude tenderers that are in one of the situations described in Article 24(5) of Decision ECB/2007/5 (e.g. insolvency; grave professional misconduct; misrepresentation). Further information about ECB procurement rules and procedures may be obtained at <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

VI.4) **Procedures for appeal**

VI.4.1) **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

Strasbourg

FRANCE

VI.4.2) **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.4.3) **Service from which information about the lodging of appeals may be obtained**

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

11.4.2012