

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:125920-2022:TEXT:EN:HTML>

**Germany-Frankfurt am Main: Provision of Services and Works in the Area of Communication (PRO-003000) Lot 2
2022/S 049-125920**

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

Internet address(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:

Provision of Services and Works in the Area of Communication (PRO-003000) Lot 2
Reference number: PRO-003000

II.1.2) Main CPV code

79416200 Public relations consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description:

The Directorate-General Communications (DG-C) at the ECB intends to award framework agreements to specialised communications suppliers under the following lot:

Lot 2: Services and works in support of the ECB physical Visitor's Centre including maintenance of physical exhibitions, media installations and technical infrastructure, and further concept development and implementation in support of the ECB's related communication and outreach activities.

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: 4 200 000.00 EUR

II.2) Description

II.2.1) Title:

Services and Works for the ECB Visitor's Centre
Lot No: 2

II.2.2) Additional CPV code(s)

92521210 Preservation services of exhibits

II.2.3) Place of performance

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Main site or place of performance:

Maintenance for the operation of the Visitor's Centre will be at the ECB premises in Frankfurt am Main. Consultancy services for further development will be mainly at the contractor's premises.

II.2.4) Description of the procurement:

Services and works in support of the ECB physical Visitor's Centre including maintenance of physical exhibitions, media installations and technical infrastructure, and further concept development and implementation in support of the ECB's related communication and outreach activities.

II.2.5) Award criteria

Quality criterion - Name: Quality of technical offer / 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

The total value of the procurement referred to in Section II.1.7) of this contract award notice refers exclusively to the value of the contract being awarded for the lot referred to in this contract award notice.

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.1.8) 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: [2019/S 095-228492](#)

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: 2

Title:

Lot 2 - Services and Works for the ECB Visitor's Centre

A contract/lot is awarded: yes

V.2) **Award of contract**

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

18/10/2021

V.2.2) **Information about tenders**

Number of tenders received: 3

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

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

Official name: Markenfilm Crossing GmbH

Town: Hamburg

NUTS code: DE6 Hamburg

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: 4 200 000.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **Additional information:**

The total values of the procurement and contract(s) indicated in Section II.1.7) and 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**

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 6913440

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:

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**

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:**

03/03/2022