



EUROPEAN CENTRAL BANK

EUROSYSTEM

ECB- PUBLIC

**MARKET SURVEY FOR
GUIDED TOURS OF THE ECB PREMISES
(Reference: PRO-005535)**

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| 1. Scope and aim of the market survey | <p>Directorate General Communications (DG/C) of the European Central Bank (ECB) is launching a market survey to identify suppliers for the provision of guided tours at the ECB premises and registration of participants for such guided tours.</p> <p>The aim of this survey is to identify sufficiently skilled and experienced suppliers who would be willing and able to provide the ECB with such services. The survey is being carried out for information purposes only and does not form part of a formal procurement procedure.</p> <p>The formal procurement procedure is planned to be launched after completion of this market survey. The ECB intends to award a contract for 48 months to the supplier offering the best quality and value for money.</p> |
| 2. Background information | |
| Business area | Directorate General Communications, Public Communication Division |
| Function | <p>The Directorate General Communications communicates the official views of the ECB/Eurosystem/ESCB and informs the public and the media about the ECB's tasks, missions and organisation. The Public Communication Division (PCOM) is responsible for the ECB's public communication activities, including the Visitor Centre – located in the historic Grossmarkthalle of the ECB main building.</p> <p>Over 50,000 citizens from all over the world, with a majority coming from Europe, have been to the ECB for visits and tailored lectures since the opening of the ECB Visitor Centre, and 5.600 citizens have attended virtual lectures and visits since 2020.</p> <p>The public continuously expresses a high interest in visiting the ECB main building and its office towers as well as the ECB art collection. Building on the public's high interest in visiting the ECB main building (including its high-rises) and the ECB art collection, this activity would complement the ECB's current offer to visitors (see www.ecb.europa.eu/ecb/visits) as a unique way to experience the different facets of the ECB and its premises.</p> |
| 3. Scope of the services | <p>Suppliers must be able to coordinate the organisational aspects of the guided tours including registration of participants and provide guided tours of the ECB main building in English, German and occasionally French. In addition to these tours the ECB may also require tours through its permanent art collection or temporary art exhibitions.</p> <p>In this context we seek suppliers to:</p> <ul style="list-style-type: none">• promote the guided tours on their communication platform(s) in agreement with the ECB;• coordinate all related organisational aspects and the registration of participants;• provide a registration tool for visitors to register for tours together with accompanying persons in line with the ECB's data protection regulations and cyber-security policy;• welcome visitors, accompany them through security checks, host the tour and accompany them back to the exit; |

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| | <ul style="list-style-type: none"> • guide the tour participants at the ECB main building in English, German or French; • provide monthly feedback reports. |
| <p>4. Required skills</p> | <p>The suppliers should be able to provide</p> <ul style="list-style-type: none"> • two project managers (one main contact person and one backup); • a minimum of six and up to ten guides, respecting gender diversity, for regular and ad-hoc tours of the ECB Main Building in English and German; in addition, tour guides may be required for guided tours of the ECB Main Building in French <p>Both project managers and all tour guides shall have at least C1 level of English and German in all category skills according to Europass. It would be of advantage if the team also includes tour guides who have C1 level of French in all categories skills.</p> <p>All project managers should have at least two years of relevant experience in organising comparable tours, and tour guides shall have at least two years of experience with guiding tours.</p> <p>The selected tour guides, who should already be familiar with the role of the ECB, will be briefed and trained by the ECB on the various historical and architectural features of the ECB main building and on the ECB's mission and tasks at the ECB's premises.</p> |
| <p>5. How to participate in the market survey</p> | <p>Suppliers interested in participating in this market survey are invited to express their interest by submitting</p> <ul style="list-style-type: none"> • a short description of the company including the number of employees and/or freelancers and a brief summary of the companies' experience with providing guided tours in multiple languages; no CVs and detailed personal information are required at this stage, but the description should confirm that the required skills and number of managers and tour guides quoted above can be met. • a brief description of the registration tool. <p>Suppliers should quote the above reference number and send their expression of interest to claudia.dorn@ecb.europa.eu.</p> <p>Upon sending the documentation to the e-mail address above, suppliers will receive a confirmation of receipt reply from the ECB.</p> |
| <p>6. Data protection</p> | <p>The ECB will process personal data received (such as names, contact details and other personal information provided) in accordance with Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC.</p> <p>The ECB as the controller will process such personal data solely for the purpose of maintaining a database of potential suppliers. The processing of personal data for the purpose indicated above is based on Articles 5.1 (a) and (b) of Regulation (EU) 2018/1725. Recipients of personal data are dedicated ECB staff members. Personal data provided as an indication of interest regarding future procurements will be retained for a maximum period of 5 years following the completion of the survey.</p> <p>Data subjects have the right to access their personal data and correct any data that is inaccurate or incomplete. They also have (with some limitations) the rights to have their personal data deleted, restrict or object to the processing of their personal data in line with the relevant provisions of Regulation (EU) 2018/1725.</p> <p>The ECB's Data Protection Officer at dpo@ecb.europa.eu answers all queries relating to personal data.</p> <p>Data subjects have the right to have recourse to the European Data Protection Supervisor at any time if they consider that their rights under Regulation (EU) 2018/1725 have been</p> |

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| | <p>infringed as a result of the processing.</p> <p>Suppliers should duly inform their internal and external staff members and subcontractors whose personal data are submitted in this survey about the aforementioned elements of the processing of their personal data (e.g. the purpose and legal basis of the data processing, the recipients of personal data, the retention period, their data subject rights, and the contact information).</p> |
| <p>Follow-up to the market survey</p> | <p>Participation in this survey does not constitute any obligation on the part of the ECB to invite the participants in the market survey to any future ECB procurement procedure, to award them a contract, or to reimburse them for any expenses incurred in completing this market survey.</p> <p>However, the ECB may subsequently decide to invite suitable and available suppliers¹ to submit proposals for the provision of guided tours with a view to potentially awarding framework contracts.</p> |
| <p>Closing date:</p> | <p>11 November 2022</p> |

¹ Please note that the ECB collects market information on suitable and interested suppliers from many different sources. Therefore, other suppliers could be invited even if they did not participate in this market survey.