

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:541120-2019:TEXT:EN:HTML>

**Germany-Frankfurt-am-Main: ECB - Tender Procedure for the Provision of Talent Acquisition Outreach Services  
2019/S 221-541120**

**Contract notice**

**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  
Postal code: 60314  
Country: Germany  
Contact person: Central Procurement Office  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Fax: +49 69/13447110

**Internet address(es):**

Main address: <http://www.ecb.europa.eu>

**I.2) Information about joint procurement**

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html>  
Additional information can be obtained from the abovementioned address  
Tenders or requests to participate must be submitted electronically via: <http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html>  
Tenders or requests to participate must be submitted to the abovementioned address

**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:**

Tender Procedure for the Provision of Talent Acquisition Outreach Services  
Reference number: PRO-004765

**II.1.2) Main CPV code**

79630000

**II.1.3) Type of contract**

Services

II.1.4) **Short description:**

The business partnering division within the Directorate General Human Resources (DG-HR/BPA) is looking for providers of outreach services to support the talent acquisition function. This includes the following services:  
— provision of services related to the promotion of job vacancy notices,  
— provision of services related to student and graduate outreach.

II.1.5) **Estimated total value**

II.1.6) **Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

II.2) **Description**

II.2.1) **Title:**

Provision of Services related to the Promotion of Job Vacancy Notices  
Lot No: 1

II.2.2) **Additional CPV code(s)**

79630000

II.2.3) **Place of performance**

NUTS code: DE712

II.2.4) **Description of the procurement:**

Provision of services related to the promotion of job vacancy notices in  
(i) internet job boards/portals;  
(ii) international print media where required; and  
(ii) targeted advertising such as google, Facebook, Spotify etc. Scope includes the purchase or booking at favourable conditions of slots in these media, preparation and layout of posting in formats required by the selected source, posting of advertisement as well as any auxiliary services. Access to effective channels and maximum number of portals, data and consultancy to enable us to select the most appropriate channels, and analytics enabling us to track performance are also part of the scope.

II.2.5) **Award criteria**

Criteria below

Quality criterion - Name: Quality of the proposed services / Weighting: 35

Quality criterion - Name: Experience and language skills of the proposed contact people and project team / Weighting: 10

Quality criterion - Name: Time required to provide the services / Weighting: 5

Price - Weighting: 50

II.2.6) **Estimated value**

Value excluding VAT: 337 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Possibility to extend up to 2 additional years.

II.2.9) **Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

Among the candidates meeting the minimum requirements, the ECB shall select those which best meet the following selection criteria:

(a) the candidate's general experience and expertise, assessed on the basis of the candidate's past experience and its reference contracts which are comparable in terms of scope, size and complexity with the Contract tendered by the ECB (weighting of this criterion: 80 %);

(b) the candidate's environmental policy in place, if any (weighting of this criterion: 20 %).

II.2.10) **Information about variants**

Variants will be accepted: no

II.2.11) **Information about options**

Options: no

II.2.12) **Information about electronic catalogues**

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 Services related to Student and Graduate Outreach

Lot No: 2

II.2.2) **Additional CPV code(s)**

79630000

II.2.3) **Place of performance**

NUTS code: DE712

II.2.4) **Description of the procurement:**

Scope includes promoting job postings via universities (particularly those nationalities currently under-represented in terms of applications), targeted email campaigns, employer profile, options for engagement with students and graduates (i.e. virtual career fairs, chat features, on campus promotion), active sourcing, and data analytics to enable us to track impact.

II.2.5) **Award criteria**

Criteria below

Quality criterion - Name: Reach of the proposed services / Weighting: 15

Quality criterion - Name: Quality of the proposed services / Weighting: 20

Quality criterion - Name: Experience and language skills of the proposed contact people and project team / Weighting: 10

Quality criterion - Name: Time required to provide the services / Weighting: 5

Price - Weighting: 50

II.2.6) **Estimated value**

Value excluding VAT: 300 000.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Possibility to extend up to 2 additional years.

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

Among the candidates meeting the minimum requirements, the ECB shall select those which best meet the following selection criteria:

(a) the Candidate's general experience and expertise, assessed on the basis of the Candidate's past experience and its reference contracts which are comparable in terms of scope, size and complexity with the Contract tendered by the ECB (weighting of this criterion: 80 %);

(b) the Candidate's environmental policy in place, if any (weighting of this criterion: 20 %).

**II.2.10) Information about variants**

Variants will be accepted: no

**II.2.11) Information about options**

Options: no

**II.2.12) Information about electronic catalogues**

**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 III: Legal, economic, financial and technical information**

**III.1) Conditions for participation**

**III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

**III.1.2) Economic and financial standing**

List and brief description of selection criteria:

Annual net turnover for the last 3 financial years.

Minimum level(s) of standards possibly required:

Annual net turnover of 200 000 EUR for each of the last 3 financial years: if the candidate is a temporary grouping-one of the members shall have achieved on its own 60 % of the above amount.

**III.1.3) Technical and professional ability**

List and brief description of selection criteria:

Similar contracts.

Minimum level(s) of standards possibly required:

At least one similar contract performed during the last 3 financial years, which are comparable in terms of scope, size and complexity with this contract.

**III.1.5) Information about reserved contracts**

**III.2) Conditions related to the contract**

**III.2.1) Information about a particular profession**

**III.2.2) Contract performance conditions:**

**III.2.3) Information about staff responsible for the performance of the contract**

**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

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 2

**IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

**IV.1.5) Information about negotiation**

**IV.1.6) Information about electronic auction**

**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**

**IV.2.2) Time limit for receipt of tenders or requests to participate**

Date: 10/12/2019

Local time: 12:00

**IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.2.4) Languages in which tenders or requests to participate may be submitted:**

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

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

**IV.2.7) Conditions for opening of tenders**

**Section VI: Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: no

**VI.2) Information about electronic workflows**

**VI.3) 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>

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-2019-000026: PRO-004765-R1-Talent Acquisition]

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 7 calendar days before the time-limit for the submission of tenders.

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 ECB Decision 2016/2 laying down the Rules on Procurement (as amended), available on the ECB website at <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>.

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**

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](mailto: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:**  
03/11/2019