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**Germany-Frankfurt am Main: Media Monitoring and Analysis Services (PRO-006252)  
2021/S 158-417217**

**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 Frankfurt am Main, Kreisfreie Stadt  
Postal code: 60314  
Country: Germany  
Contact person: Giuseppe Bitti  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Telephone: +49 69/13440  
Fax: +49 69/13447110

**Internet address(es):**

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

**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:**

Media Monitoring and Analysis Services (PRO-006252)  
Reference number: PRO-006252

**II.1.2) Main CPV code**

92400000 News-agency services

**II.1.3) Type of contract**

Services

II.1.4) **Short description:**

The ECB, via DG/C-GMR, is seeking suppliers for the provision of Media Monitoring and Analysis Services. The Media Monitoring and Analysis Services shall include monitoring of print and online media (newspapers and magazines), social media and broadcast (radio and TV) from the European Union and international financial media, as well as media analysis.

Envisaged number of contracts to be awarded: 2.

II.1.5) **Estimated total value**

Value excluding VAT: 15 000 000.00 EUR

II.1.6) **Information about lots**

This contract is divided into lots: no

II.2) **Description**

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

92312211 Writing agency services

II.2.3) **Place of performance**

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Main site or place of performance:

The services may be provided mainly at the premises of the contractor.

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

The ECB, via DG/C-GMR, is seeking suppliers for the provision of Media Monitoring and Analysis Services. The Media Monitoring and Analysis Services shall include monitoring of print and online media (newspapers and magazines), social media and broadcast (radio and TV) from the European Union and international financial media, as well as media analysis.

Envisaged number of contracts to be awarded: 2.

II.2.5) **Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) **Estimated value**

Value excluding VAT: 15 000 000.00 EUR

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

Option to extend the contract for an additional 12 months twice.

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

Envisaged minimum number: 3

Maximum number: 5

Objective criteria for choosing the limited number of candidates:

The ECB shall invite candidates (i) whose applications comply with the formal requirements; (ii) who meet the eligibility criteria; and (iii) who best meet the selection criteria - all of which is defined in the call for application documentation.

II.2.10) **Information about variants**

Variants will be accepted: no

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 indicated in the sections II.1.5) and II.2.6), is an indicative non-binding spending estimate. The actual value may differ.

**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**

List and brief description of conditions:

As stated in the procurement documents.

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

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

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing 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

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Option to extend needed considering financial investments needed from the suppliers' side, including platform customisation for the ECB.

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

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

IV.1.5) **Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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

Date: 13/09/2021

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: 12 (from the date stated for receipt of tender)

**Section VI: Complementary information**

VI.1) **Information about recurrence**

This is a recurrent procurement: no

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

Electronic invoicing will be accepted

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-2021-000055: PRO-006252-R1-Media monitoring & analysis]

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 seven 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 <https://www.ecb.europa.eu/ecb/legal/1001/procurement/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**

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 ECB Decision 2016/2 laying down the Rules on Public Procurement. 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](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:**

05/08/2021