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**Germany-Frankfurt am Main: Provision of Quantitative and Qualitative Research
2021/S 010-015587**

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: Berengere Giraud
E-mail: procurement@ecb.europa.eu
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 Quantitative and Qualitative Research
Reference number: PRO-005337

II.1.2) Main CPV code

79311000 Survey services

II.1.3) Type of contract

Services

II.1.4) Short description:

The European Central Bank is seeking through this open procedure suppliers for the provision of qualitative and quantitative survey research and intends to award two framework agreements (the 'Contracts') to the suppliers

offering the best value for money, provided that a sufficient number of suppliers meet the selection and award criteria.

The ECB may conduct procurements on its own behalf and for the benefit of institutions entitled to participate in the activities of the Eurosystem Procurement Coordination Office.

The ECB and the Participating EPCO Members continuously strive to have a better understanding of public attitudes towards payment habits and preferences, perception and awareness about euro banknotes, knowledge about the institution itself and about news consumption habits through research that draws from opinion polls among the general public, merchants, cash handlers or other specific target groups.

II.1.6) **Information about lots**

This contract is divided into lots: no

II.1.7) **Total value of the procurement (excluding VAT)**

Value excluding VAT: 30 000 000.00 EUR

II.2) **Description**

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

79311100 Survey design services
79311200 Survey conduction services
79311210 Telephone survey services
79311300 Survey analysis services
79342310 Customer survey services
79342311 Customer satisfaction survey
79300000 Market and economic research; polling and statistics
79320000 Public-opinion polling services

II.2.3) **Place of performance**

NUTS code: DE DEUTSCHLAND

Main site or place of performance:

The works and services may be provided mainly at the premises of the contractor, or at any other place indicated in a specific order. Please refer to the tender documentation.

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

The data collected via different polls and opinion surveys is instrumental to help shape communications policies and strategic decisions that can contribute to improving the efficiency and resilience of the cash cycle and the payment system as a whole. Surveys may be required before starting designing the next generation of euro banknotes. A comprehensive assessment of the preferences and needs of the general public and cash handlers or public consultations may be sought in order to define possible design elements, security features and issuance modalities. Surveys may also be used, when applicable, to measure the impact of communications

campaigns on the occasion of euro changeovers in countries deciding to adopt the euro or to assess the impact of possible counterfeiting attacks.

The successful tenderer(s) shall conduct two types of surveys:

- (i) general public surveys to be conducted in three formats;
 - (a) standard general public surveys;
 - (b) target group surveys, such as among cash handlers, teachers, special interest groups, etc.; and
 - (c) payment diary surveys (only applicable for quantitative surveys);
- (ii) company surveys.

The two types of surveys shall mainly be conducted in all euro area countries. However, surveys may also be held in only one or a few selected euro area countries, EU countries and/or non-EU countries.

The ECB may conduct procurements on its own behalf and for the benefit of institutions entitled to participate in the activities of the Eurosystem Procurement Coordination Office (EPCO), such as the national central banks (NCBs) of the European System of Central Banks (ESCB) and National Competent Authorities (NCAs) of the Member States of the European Union participating in the Single Supervisory Mechanism (SSM), which are or may become members of EPCO, in accordance with Decision ECB/2008/17. The current EPCO members are available at the following link: <http://www.epco.lu/links.php>

Institutions other than central banks may also participate in EPCO's activities, such as national authorities of member states, EU agencies and bodies or international organisations, upon invitation by the Governing Council of the ECB. In addition, in-house printing works (PWs), as part of the relevant NCBs (according to Decision ECB/2008/17 as amended by Decision ECB/2020/27), may directly participate in EPCO joint tender procedures for procurement of goods and services necessary for the performance by those in-house printing works of Eurosystem tasks. For the purpose of this tender procedure and of this document all the entities participating in EPCO's activities are called Participating EPCO members (PEMs).

Under this open procedure, the ECB is the leading central bank carrying out the joint tender procedure for its own account and for the benefit of the national central banks (NCBs) of the ESCB (including their in-house printing works) and the NCAs (altogether PEMs), which are entitled to participate in this joint tender procedure. All these entities may directly order Deliverables under the Contract(s) by entering into individual bilateral specific agreements ('Orders') with the successful tenderer(s).

II.2.5) **Award criteria**

Quality criterion - Name: Quality / 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**

Section IV: Procedure

IV.1) **Description**

IV.1.1) **Type of procedure**

Open procedure

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: [2020/S 142-348307](#)

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

Contract No: 1

Title:

Provision of Quantitative and Qualitative Research

A contract/lot is awarded: yes

V.2) **Award of contract**

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

14/12/2020

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: IPSOS NV

Town: Berchem

NUTS code: BE BELGIQUE-BELGIË

Country: Belgium

The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 30 000 000.00 EUR

Total value of the contract/lot: 30 000 000.00 EUR

V.2.5) **Information about subcontracting**

Section V: Award of contract

Contract No: 2

Title:

Provision of Quantitative and Qualitative Research

A contract/lot is awarded: yes

V.2) **Award of contract**

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

16/12/2020

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: Kantar Belgium SA

Town: Brussels

NUTS code: BE BELGIQUE-BELGIË

Country: Belgium

The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 30 000 000.00 EUR

Total value of the contract/lot: 30 000 000.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **Additional information:**

This tender procedure is conducted via the ECB's electronic tendering system (eTendering) 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-2020-000039: PRO-005337-Survey Research)

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 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 eTendering 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 <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

This should be the right link which leads directly to the Decisions.

<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: European Central Bank c/o Legal Advice Team
Town: Frankfurt-am-Main
Country: Germany
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
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
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:**

05/01/2021