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Germany-Frankfurt-am-Main: Tender Procedure for the Provision of Talent Acquisition Outreach Services 2020/S 184-443228

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
Fax: +49 69/13447110
Internet address(es):
Main address: http://www.ecb.europa.eu
Information about joint procurement
Type of the contracting authority
European institution/agency or international organisation
Main activity

I.5) Main activity Economic and financial affairs

Section II: Object

- II.1) Scope of the procurement
- II.1.1) Title:

1.2)

1.4)

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

II.1.2) Main CPV code

79630000 Personnel services except placement and supply services

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.1.6)	Information about lots This contract is divided into lots: yes
II.1.7)	Total value of the procurement (excluding VAT) Value excluding VAT: 570 000.00 EUR
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 Personnel services except placement and supply services
II.2.3)	Place of performance NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
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 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.2.11)	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 and the contract(s) indicated in this contract award notice is/are indicative non-binding spending estimate(s) at the time of contract award. The actual value of the contract(s) may differ and will be determined by actual business needs.
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 Personnel services except placement and supply services
II.2.3)	Place of performance NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
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II.2.4) **Description of the procurement:**

Scope includes promoting job postings via universities (particularly those nationalities currently underrepresented 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

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.2.11) 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 and the contract(s) indicated in this contract award notice is/are indicative non-binding spending estimate(s) at the time of contract award. The actual value of the contract(s) may differ and will be determined by actual business needs.

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.1.6) 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** Notice number in the OJ S: 2019/S 221-541120
- 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

Lot No: 1

Title:

Provision of Services Related to the Promotion of Job Vacancy Notices

A contract/lot is awarded: yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract: 20/07/2020

V.2.2)	Information about tenders
	Number of tenders received: 2
	The contract has been awarded to a group of economic operators: no
V.2.3)	Name and address of the contractor
	Official name: VONQ BV
	Town: Rotterdam
	NUTS code: NL NEDERLAND
	Country: Netherlands 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: 337 000.00 EUR
	Total value of the contract/lot: 299 227.23 EUR
V.2.5)	Information about subcontracting
Section V: Award of contract	
<u></u>	Contract No: 2
	Lot No: 2
	Title:
	Provision of Services Related to Student and Graduate Outreach
	A contract/lot is awarded: yes
V.2)	Award of contract
V.2.1)	Date of conclusion of the contract:
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V.2.2)	Information about tenders
	Number of tenders received: 2
	The contract has been awarded to a group of economic operators: no
V.2.3)	Name and address of the contractor
	Official name: Graduateland ApS
	Town: København
	NUTS code: DK DANMARK
	Country: Denmark The contractor is an SME: no
V.2.4)	Information on value of the contract/lot (excluding VAT)
v.2.4)	Initial estimated total value of the contract/lot: 300 000.00 EUR
	Total value of the contract/lot: 270 400.00 EUR
V.2.5)	Information about subcontracting
Section V: Award of contract	
	Contract No: 3
	Lot No: 1
	Title:
	Provision of Services Related to the Promotion of Job Vacancy Notices
	A contract/lot is awarded: yes
V.2)	Award of contract
V.2.1)	Date of conclusion of the contract:

23/07/2020

V.2.2) Information about tenders Number of tenders received: 2 The contract has been awarded to a group of economic operators: no

V.2.3) Name and address of the contractor

Official name: Broadbean Technology Ltd Town: London NUTS code: UKI LONDON Country: United Kingdom The contractor is an SME: yes

V.2.4) Information on value of the contract/lot (excluding VAT) Initial estimated total value of the contract/lot: 337 000.00 EUR Total value of the contract/lot: 268 682.71 EUR

V.2.5) Information about subcontracting

Section V: Award of contract

Contract No: 4

Lot No: 2

Title:

Provision of Services Related to Student and Graduate Outreach

A contract/lot is awarded: yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract: 17/08/2020

V.2.2) Information about tenders Number of tenders received: 2

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

V.2.3) Name and address of the contractor

Official name: Terra Firma Associates SPRL Town: Brussels NUTS code: BE1 RÉGION DE BRUXELLES-CAPITALE / BRUSSELS HOOFDSTEDELIJK GEWEST Country: Belgium The contractor is an SME: yes

V.2.4) Information on value of the contract/lot (excluding VAT) Initial estimated total value of the contract/lot: 300 000.00 EUR Total value of the contract/lot: 499 600.00 EUR

V.2.5) Information about subcontracting

Section VI: Complementary information

VI.3) Additional information:

The procurement procedure has been conducted in accordance with Decision ECB/2016/2 of 9 February 2016 laying down the rules on procurement, OJ L 45, 20 February 2016, p. 15 (as amended) available on the ECB website: http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html.

The total value of the contracts indicated in Section(s) 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:

The estimated value indicated per contract for multi-supplier framework agreements in each case represents the total value of the overall procurement/lot as the value of orders awarded per contractor may not be determined upfront.

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

Body responsible for mediation procedures VI.4.2)

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

Date of dispatch of this notice: VI.5) 10/09/2020