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**Germany-Frankfurt am Main: Crisis Communication Solution and Media Training Services  
2022/S 167-472704**

**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](mailto:procurement@ecb.europa.eu)  
Telephone: +49 69/13440  
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:**  
Crisis Communication Solution and Media Training Services  
Reference number: PRO-006424
- II.1.2) **Main CPV code**  
79416100 Public relations management services
- II.1.3) **Type of contract**  
Services
- II.1.4) **Short description:**  
The Directorate General Communications (DG/C) is responsible for developing and implementing the internal and external communication strategy of the ECB, including banking supervision, and coordinates communication activities across the euro area and beyond with a view of enhancing the ECB's reputation and the trust in the institution. It is vital that ECB as well as key Single Supervisory Mechanism personnel, who are

in regular contact with media, gain a good understanding of how they are perceived by both the media and other core audiences (e.g. citizens, financial analysts), and learn how to effectively communicate in a crisis situation. To facilitate this, DG/C looked for suppliers to develop and provide crisis communication solution and media training services. The provision of these services were divided into two different lots. Tenderers had the possibility to bid for lot 1 or 2, or for both lots.

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: 472 000.00 EUR

II.2) **Description**

II.2.1) **Title:**

Provision of Crisis Communication Solution in English  
Lot No: 1

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

79416200 Public relations consultancy services  
79430000 Crisis management services

II.2.3) **Place of performance**

NUTS code: DE Deutschland  
Main site or place of performance:  
ECB premises, remotely (i.e. online via MS Teams or Webex), or, exceptionally, at any other location agreed upon between the two parties in the Frankfurt area.

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

The crisis communication solution consists of:  
(i) the review and upgrade of the existing crisis communication manual (CCM);  
(ii) the development and execution of an annual training plan detailing the envisaged crisis communication exercises; and  
(iii) ad-hoc consultancy services.  
The services shall be delivered in English. All details were included in the tendering documentation.

II.2.5) **Award criteria**

Quality criterion - Name: Quality of the tender / 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**

II.2) **Description**

II.2.1) **Title:**

Provision of Media Training Services in English (Optionally, upon Request also in German, French, Dutch, Italian or Spanish)  
Lot No: 2

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

79416200 Public relations consultancy services

II.2.3) **Place of performance**

NUTS code: DE Deutschland

Main site or place of performance:

ECB premises in Frankfurt, remotely (i.e. online via MS Teams or Webex), or exceptionally at any other location agreed upon between the parties in the Frankfurt area.

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

The requested services for this lot consist of the development and provision of media training for different target groups as described further below.

The tenderer must develop and provide media training to the members of the ECB Executive Board/Supervisory Board, senior managers and staff in a non-senior managerial position. The training sessions must be based on the general media training concept and tailored to the requirements of these three target groups. The media training must be provided in English language and optionally upon request, in one of the following languages: German, French, Dutch, Italian or Spanish.

II.2.5) **Award criteria**

Quality criterion - Name: Quality of the tender / 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: [2022/S 021-050812](#)

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**

**Lot No:** 1

**Title:**

Provision of Crisis Communication Solution in English

A contract/lot is awarded: yes

V.2) **Award of contract**

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

09/06/2022

V.2.2) **Information about tenders**

Number of tenders received: 4  
Number of tenders received from SMEs: 3  
Number of tenders received from tenderers from other EU Member States: 3  
Number of tenders received from tenderers from non-EU Member States: 1  
Number of tenders received by electronic means: 4  
The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**  
Official name: Hill+Knowlton Strategies GmbH  
Town: Frankfurt  
NUTS code: DE Deutschland  
Country: Germany  
The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**  
Total value of the contract/lot: 472 000.00 EUR

V.2.5) **Information about subcontracting**

**Section V: Award of contract**

**Contract No:** 2

**Lot No:** 2

**Title:**

Provision of Media Training Services in English (Optionally, upon Request also in German, French, Dutch, Italian or Spanish)

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**  
07/06/2022

V.2.2) **Information about tenders**  
Number of tenders received: 3  
Number of tenders received from SMEs: 3  
Number of tenders received from tenderers from other EU Member States: 2  
Number of tenders received from tenderers from non-EU Member States: 1  
Number of tenders received by electronic means: 3  
The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**  
Official name: Dods Group Limited  
Town: London  
NUTS code: UK United Kingdom  
Country: United Kingdom  
The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**  
Total value of the contract/lot: 472 000.00 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, 20.2.2016, p. 15 (as amended) available on the ECB website: <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>.

The total values of the procurement and contracts indicated in Section II.1.7) and Sections V.2.4) are an indicative non-binding spending estimate at the time of contract award.

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 Decision ECB/2016/2 laying down the Rules on Procurement, as amended. 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:**

19/08/2022