

**Netherlands-Arnhem: Advertising campaign services**  
**OJ S 2/2024 03/01/2024**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Provincie Gelderland  
National registration number: 51468751  
Postal address: Markt 11  
Town: Arnhem  
NUTS code: NL Nederland  
Postal code: 6811CG  
Country: Netherlands  
Contact person: Anne-Greet Janssen  
E-mail: [a.janssen1@gelderland.nl](mailto:a.janssen1@gelderland.nl)  
Telephone: +31 652801831

**Internet address(es):**

Main address: <https://www.gelderland.nl>  
Address of the buyer profile: <https://www.gelderland.nl>

**I.1. Name and addresses**

Official name: Provincie Gelderland  
National registration number: 23-470575-001  
Town: arnhem  
NUTS code: NL Nederland  
Country: Netherlands  
E-mail: [inkoop@gelderland.nl](mailto:inkoop@gelderland.nl)

**Internet address(es):**

Main address: <https://www.gelderland.nl>  
Address of the buyer profile: [www.gelderland.nl](http://www.gelderland.nl)

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

The contract involves joint procurement

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Aanvraag voor de Europese openbare aanbesteding 'Interventies en communicatie aanpak tegen Afleiding in het verkeer en Rijden Onder Invloed voor provincies Gelderland en Overijssel'.

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7. Total value of the procurement**

Value excluding VAT: 1 800 000,00 EUR

**II.2. Description**

**II.2.1. Title**

Perceel 1: thema Afleiding in het verkeer  
Lot No: 1

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

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: NL Nederland

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

Het aanbieden/ontwikkelen en uitvoeren van interventies om te voorkomen dat de doelgroepen een mobiel apparaat in het verkeer gebruiken en/of dat dit een slechte gewoonte wordt, ter voorkoming en vermindering van risico's.

Het opstellen en uitvoeren van een communicatieplan met betrekking tot de interventies (projectcommunicatie).

Het opstellen en uitvoeren van een strategisch regionaal media- en communicatieplan rondom de MONO-campagne met een visie op de media- en communicatiestrategie. Dit ten behoeve van het vergroten van het bereik en de betrokkenheid.

Een bijdrage leveren aan de sociale norm: als ik deelneem aan het verkeer, staat mijn telefoon op niet-storen, zet ik hem uit of laat ik hem in mijn tas.

**II.2.5. Award criteria**

Quality criterion - Name: zie aanbestedingsdocumenten / Weighting: 100  
Price - Weighting: 100

**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**

Perceel 2: thema Rijden onder invloed  
Lot No: 2

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

79341400 Advertising campaign services

##### **II.2.3. Place of performance**

NUTS code: NL Nederland

##### **II.2.4. Description of the procurement**

Het aanbieden/ontwikkelen en uitvoeren van interventies om te voorkomen dat de doelgroepen onder invloed van alcohol aan het verkeer deelnemen (provincies Gelderland en Overijssel) en onder invloed van drugs (provincie Gelderland) ter voorkoming en vermindering van risico's.

Het opstellen en uitvoeren van een communicatieplan met betrekking tot de interventies (projectcommunicatie)

Het opstellen en uitvoeren van een strategisch regionaal media- en communicatieplan rondom de Bob-campagne (in Overijssel) met een visie op de media- en communicatiestrategie. Dit ten behoeve van het vergroten van het bereik en de betrokkenheid. In Gelderland komt er dan naast het Bob-onderdeel in het plan ook een visie op de media- en communicatiestrategie bij over drugs.

Een sociale norm stellen: als ik deelneem aan het verkeer, ben ik nuchter en rij ik niet onder invloed van alcohol, drugs of een combinatie hiervan.

##### **II.2.5. Award criteria**

Quality criterion - Name: zie aanbestedingsdocument / Weighting: 100

Price - Weighting: 100

##### **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**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 144-459669](#)

##### **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**

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**Contract No:** perceel 1

**Lot No:** 1

**Title:**

Afleiding in het verkeer

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

20/12/2023

##### **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: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: yes

##### **V.2.3. Name and address of the contractor**

Official name: XTNT

National registration number: 30121570

Postal address: Daalseplein 101

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3511SX

Country: Netherlands

The contractor is an SME: yes

##### **V.2.3. Name and address of the contractor**

Official name: Responsible Young Drivers (RYP),

Town: Drachten

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: yes

##### **V.2.3.**

**Name and address of the contractor**

Official name: Keijzer

Town: 's-Gravenhage

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: VVN

Town: Amersfoort

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 900 000,00 EUR

Total value of the contract/lot: 900 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Value excluding VAT: 900 000,00 EUR Proportion: 100 % Short description of the part of the contract to be subcontracted:

zie aanbestedingsstukken

**Section V: Award of contract**

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**Contract No:** perceel 2

**Lot No:** 2

**Title:**

Rijden onder invloed

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

20/12/2023

**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: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: XTNT

National registration number: 30121570

Postal address: Daalseplein 101

Town: Utrecht

NUTS code: NL Nederland  
Postal code: 3511SX  
Country: Netherlands  
The contractor is an SME: no

**V.2.3. Name and address of the contractor**

Official name: RYD  
Town: Drachten  
NUTS code: NL Nederland  
Country: Netherlands  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Keijzer  
Town: 's-Gravenhager  
NUTS code: NL Nederland  
Country: Netherlands  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: VVN  
Town: Amersfoort  
NUTS code: NL Nederland  
Country: Netherlands  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 900 000,00 EUR  
Total value of the contract/lot: 900 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Value excluding VAT: 900 000,00 EUR Proportion: 100 % Short description of the part of the contract to be subcontracted:  
zie aanbestedingsstukken

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**Section VI: Complementary information**

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Rechtbank Arnhem  
Town: Arnhem  
Country: Netherlands

**VI.5. Date of dispatch of this notice**

29/12/2023