

**Netherlands-Amsterdam: Marketing services**  
**OJ S 6/2022 10/01/2022**  
**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: Vervoerregio Amsterdam  
National registration number: 331691324  
Postal address: Jodenbreestraat 25  
Town: AMSTERDAM  
NUTS code: NL Nederland  
Postal code: 1011NH  
Country: Netherlands  
Contact person: Sander Clement  
E-mail: [contractbeheer@vervoerregio.nl](mailto:contractbeheer@vervoerregio.nl)  
Telephone: +31 205273700  
**Internet address(es):**  
Main address: <http://www.vervoerregio.nl>

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

Body governed by public law

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Campagnes en communicatie Verkeersveiligheid

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

De Raamovereenkomst heeft als doel om binnen vastgestelde kaders Nadere Opdrachten te verstrekken aan de Opdrachtnemer voor de uitvoering van campagnes inclusief communicatieaanpak, gericht op het verhogen van de verkeersveiligheid in de Vervoerregio Amsterdam.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 5 250 000,00 EUR

## **II.2. Description**

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

NUTS code: NL1 Noord-Nederland

NUTS code: NL2 Oost-Nederland

NUTS code: NL31 Utrecht

NUTS code: NL329 Groot-Amsterdam

NUTS code: NL33 Zuid-Holland

NUTS code: NL34 Zeeland

NUTS code: NL4 Zuid-Nederland

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

In het Beschrijvend Document is een toelichting opgenomen over de activiteiten die onder de Raamovereenkomst vallen, evenals beschikbare budgetten.

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

Quality criterion - Name: Kwaliteit / Weighting: 80

Price - Weighting: 20

### **II.2.11. Information about options**

Options: yes

Description of options:

Optie tot verlenging

### **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**

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: yes

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

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

Notice number in the OJ S: [2021/S 181-470584](#)

#### **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:** 1

**Title:**

Campagnes en communicatie Verkeersveiligheid

A contract/lot is awarded: yes

### V.2. Award of contract

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

01/01/2022

#### V.2.2. Information about tenders

Number of tenders received: 4

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: Van Hulzen Public Relations B.V.

National registration number: 27352234

Postal address: Schoolstraat 174

Town: VOORSCHOTEN

NUTS code: NL Nederland

Postal code: 2252CN

Country: Netherlands

E-mail: [info@vanhulzencommunicatie.nl](mailto:info@vanhulzencommunicatie.nl)

Telephone: +31 715602060

Internet address: <http://www.vanhulzencommunicatie.nl>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 5 250 000,00 EUR

Total value of the contract/lot: 5 250 000,00 EUR

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

De opdracht voor Campagnes en communicatie verkeersveiligheid ten behoeve van de Vervoerregio Amsterdam is definitief gegund aan de combinatie Van Hulzen Communicatie en Bureau Buhrs B.V..

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: College van Beroep voor het bedrijfsleven (CBb)

Postal address: Prins Clauslaan 60

Town: s'-Gravenhage

Postal code: 2595 AJ

Country: Netherlands

E-mail: [cbb@rechtspraak.nl](mailto:cbb@rechtspraak.nl)

Telephone: +31 883623910

Fax: +31 883612012

Internet address: <http://www.rechtspraak.nl>

**VI.4.2. Body responsible for mediation procedures**

Official name: College van Beroep voor het bedrijfsleven

Town: Den Haag

Country: Netherlands

E-mail: [mediation.cbb@rechtspraak.nl](mailto:mediation.cbb@rechtspraak.nl)

Internet address: <http://www.rechtspraak.nl>

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: College van Beroep voor bedrijfsleven (CBb)

Town: Den Haag

Country: Netherlands

E-mail: [cbb@rechtspraak.nl](mailto:cbb@rechtspraak.nl)

Internet address: <http://www.rechtspraak.nl>

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

05/01/2022