

NL-The Hague: advertising and marketing services

OJ S 13/2012 20/01/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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**I.1. Name and addresses**

Official name: Cordaid, in deze begeleid door Pro 10 B.V., Partners in Procurement & Tendering

Postal address: Carolina van Nassaustraat 27

Town: Den Haag

Postal code: 2595 TK

Country: Netherlands

Contact person: Pro 10 B.V.

For the attention of: mevrouw mr. K. Hulscher/de heer drs. A.A.J. van Beurden

E-mail: [ea@pro10.nl](mailto:ea@pro10.nl)

Telephone: +31 703819724

Fax: +31 703352403

**Internet address(es):**

General address of the contracting authority: <http://www.cordaid.nl>

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address

**I.2. Type of the contracting authority**

Other

**I.3. Main activity**

Other

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

Europese aanbesteding Telemarketing Cordaid.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 27: Other services

Main site or place of performance: Den Haag.

NUTS code NL Nederland

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

The procurement involves the establishment of a framework agreement

### **II.1.4. Information about framework agreement**

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: 4

#### **Duration of the framework agreement**

Duration in years: 3

### **II.1.5. Short description of the contract or purchase(s)**

Deze aanbesteding heeft als doel om via de openbare procedure volgens het volledige regiem van het BAO met vier (4) Inschrijvers een Raamovereenkomst te sluiten voor een periode van drie (3) jaar met een optie tot verlenging van één jaar voor het verlenen van Telemarketingdiensten. De Telemarketingdiensten van deze aanbesteding omvatten zowel het Koud bellen als de enigszins "lauwe trajecten". Met "lauwe trajecten" wordt bedoeld het telefonisch benaderen van leads. De gegevens van deze leads zijn verkregen door leadgeneratie van de Opdrachtnemer, maar kunnen ook door Cordaid zelf gegenereerd en aangeleverd worden.

Voor meer informatie, zie aanbestedingsleidraad. Deze is gratis te downloaden via [www.aanbestedingskalender.nl](http://www.aanbestedingskalender.nl).

### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **II.1.8. Lots**

This contract is divided into lots: no

### **II.1.9. Information about variants**

Variants will be accepted: no

## **II.2. Scope of the procurement**

### **II.2.1. Total quantity or scope**

### **II.2.2. Information about options**

Options: yes

### **II.2.3. Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 12 (from the award of the contract)

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 36 (from the award of the contract)

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

### **III.1.1. Deposits and guarantees required**

n.v.t.

### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

n.v.t.

### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

n.v.t.

### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

## **III.2. Conditions for participation**

### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: Zie aanbestedingsleidraad. Deze is gratis te downloaden via [www.aanbestedingskalender.nl](http://www.aanbestedingskalender.nl).

### **III.2.2. Economic and financial ability**

List and brief description of conditions: Zie aanbestedingsleidraad. Deze is gratis te downloaden via [www.aanbestedingskalender.nl](http://www.aanbestedingskalender.nl).

Minimum level(s) of standards possibly required: Omzet:

Inschrijver dient over de afgelopen drie boekjaren (2008, 2009 en 2010), of indien hij later is opgericht sinds zijn oprichting, een gemiddelde eigen jaaromzet te hebben gehad van minimaal 250 000,- EURO.

Liquiditeit:

De Inschrijver dient over 2010 een quick ratio (Vlottende Activa minus voorraden / Vlottende Passiva) van minimaal 0,80 gerealiseerd te hebben.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Zie aanbestedingsleidraad. Deze is gratis te downloaden via [www.aanbestedingskalender.nl](http://www.aanbestedingskalender.nl)

Minimum level(s) of standards possibly required:

Het is voor Cordaid van belang dat de Inschrijver aan wie de opdracht wordt gegund beschikt over voldoende ervaring met de gevraagde diensten als behandeld in deze aanbestedingsleidraad. Inschrijver dient precies drie referenties te overleggen van opdrachten die is geheel of gedeeltelijk zijn uitgevoerd tussen 1.1.2009 en 1.1.2012. Voor de overige vereisten: zie aanbestedingsleidraad. Deze is gratis te downloaden via [www.aanbestedingskalender.nl](http://www.aanbestedingskalender.nl).

### **III.2.4. Information about reserved contracts**

## **III.3. Conditions specific to services contracts**

### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

## Section IV: Procedure

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### IV.1. Type of procedure

#### IV.1.1. Type of procedure

Open

#### IV.1.2. Information about the limits on the number of candidates to be invited

#### IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

### IV.2. Award criteria

#### IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### IV.2.2. Information about electronic auction

An electronic auction will be used: no

### IV.3. Administrative information

#### IV.3.1. File reference number attributed by the contracting authority

EA 192 Telemarketing Cordaid

#### IV.3.2. Previous publication concerning this procedure

no

#### IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 28.2.2012 - 12:00  
Payable documents: no

#### IV.3.4. Time limit for receipt of tenders or requests to participate

28.2.2012 - 12:00

#### IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

#### IV.3.6. Languages in which tenders or requests to participate may be submitted

Dutch.

#### IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in days: 90 (from the date stated for receipt of tender)

#### IV.3.8. Conditions for opening of tenders

Date: 28.2.2012 - 12:05

Place:

Den Haag.

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

## **VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

## **VI.3. Additional information**

Vragen e.d. over de aanbesteding kunnen uitsluitend tot de daarvoor in de planning gestelde termijn, per e-mail worden gesteld op het volgende adres: [ea@pro10.nl](mailto:ea@pro10.nl) onder vermelding van "EA 192 Telemarketing Cordaid" in het onderwerp. Voor verdere informatie, zie aanbestedingsleidraad. Gratis te downloaden via [www.aanbestedingskalender.nl](http://www.aanbestedingskalender.nl).

## **VI.4. Procedures for review**

### **VI.4.1. Review body**

Official name: Rechtbank Den Haag

Town: Den Haag

Country: Netherlands

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

**Body responsible for mediation procedures**

Country: Netherlands

### **VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: Binnen 15 kalenderdagen na mededeling voorlopige gunning aan de Inschrijvers.

### **VI.4.3. Service from which information about the review procedure may be obtained**

Country: Netherlands

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

18.1.2012