

**Denmark-Copenhagen: Business services: law, marketing, consulting, recruitment, printing and security**

**OJ S 12/2022 18/01/2022**

**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: Digitaliseringsstyrelsen

National registration number: 34 05 11 78

Postal address: Landgreven 4

Town: København K

NUTS code: DK Danmark

Postal code: 1301

Country: Denmark

Contact person: Kommunikation DIS

E-mail: [kontraktstyring@digst.dk](mailto:kontraktstyring@digst.dk)

**Internet address(es):**

Main address: <https://www.ethics.dk/ethics/eo#/8710c5f5-b688-4525-aec7-ccc9de2c5fc7/homepage>

Address of the buyer profile: [www.digst.dk](http://www.digst.dk)

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

Ministry or any other national or federal authority, including their regional or local subdivisions

### **I.5. Main activity**

General public services

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## **Section II: Object**

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

#### **II.1.1. Title**

Dynamisk indkøbssystem vedrørende kommunikationsydelser i forbindelse med større kommunikationsopgaver

#### **II.1.2. Main CPV code**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Digitaliseringsstyrelsen ønsker med dette udbud at etablere et dynamisk indkøbssystem for levering af kommunikationsydelser til Digitaliseringsstyrelsen.

#### **II.1.6.**

## Information about lots

This contract is divided into lots: no

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

Value excluding VAT: 32 000 000,00 DKK

## II.2. Description

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

79310000 Market research services, 79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79960000 Photographic and ancillary services, 79951000 Seminar organisation services, 79956000 Fair and exhibition organisation services, 79952000 Event services, 79952100 Cultural event organisation services, 92211000 Radio production services, 92111250 Information film production, 92111260 Information video-tape production, 79961100 Advertising photography services, 79419000 Evaluation consultancy services, 79553000 Desktop publishing services, 79821100 Proofreading services, 79822500 Graphic design services

### II.2.3. Place of performance

NUTS code: DK0 Danmark

Main site or place of performance: København

### II.2.4. Description of the procurement

Det dynamiske indkøbssystem omfatter ydelser, der indgår i større kommunikationsopgaver. Det dynamiske indkøbssystem vil omfatte større kommunikationsopgaver, der både kan være fra analyse til eksekvering og dele af større kampagner. Opgaverne kan eksempelvis omfatte alt fra strategiudvikling, udarbejdelse af kampagnemateriale, pressehåndtering og til rådgivning /sparring til styrelsens egne kommunikationsmedarbejdere. Kommunikationsydelseerne vil fx skulle leveres i forbindelse med udrulning af nye it-løsninger, awareness indsatser mv.

Optagne ansøgere forventes blandt andet være i besiddelse af følgende kompetencer:

Strategiudvikling, analyser, kreativ eksekvering i forbindelse med kampagner, rådgivning i forbindelse med kommunikation, PR og sociale medier indeholdt bl.a. og ikke udtømmende:

- Kreativ konceptudvikling i forbindelse med tværmediale kampagner,
- Eksekvering af samlede kampagner,
- Særlige analyser i forbindelse med kampagner,
- Interessentanalyser mv,
- Strategiudvikling og rådgivning i forbindelse med kommunikationsopgaver, PR og sociale medier,
- Rådgivning i forbindelse med kritiske sager i pressen og på sociale medier.
- Medietræning.
- Webinarer, e-læring, podcast og lignende

Alle leverandører, som opfylder de under III.1.2) Økonomisk og finansiel kapacitet og III.1.3)

Teknisk og faglig kapacitet angivne krav, vil kunne optages på det dynamiske indkøbssystem. Systemet etableres efter, at Ordregiver har færdigbehandlet de ansøgninger, der er modtaget indenfor minimumsfristen på 30 dage efter afsendelse af udbudsbekendtgørelsen.

Interesserede leverandører kan dog løbende optages i hele systemets løbetid.

Når Ordregiver har et konkret indkøbsbehov, vil der blive udsendt notifikation til de leverandører, som er optaget på systemet. Leverandørerne vil derefter få adgang til beskrivelsen af den konkrete opgave og mulighed for at afgive tilbud.

### II.2.5. Award criteria

Quality criterion - Name: Kvalitet / Weighting: 60 - 90 %

Price - Weighting: 10 - 40 %

#### **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**

Restricted procedure

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

A dynamic purchasing system was set up

##### **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 237-624558](#)

##### **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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A contract/lot is awarded: yes

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

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

22/12/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

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: 1

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

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

Official name: Primetime Kommunikation P/S

National registration number: 40416137

Postal address: Nørrebrogade 45

Town: København N  
NUTS code: DK Danmark  
Postal code: 2200  
Country: Denmark  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 32 000 000,00 DKK  
Total value of the contract/lot: 32 000 000,00 DKK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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A contract/lot is awarded: yes

**V.2. Award of contract**

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

04/01/2022

**V.2.2. Information about tenders**

Number of tenders received: 1  
Number of tenders received from SMEs: 1  
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: 1  
The contract has been awarded to a group of economic operators: no

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

Official name: envision Reklamebureau A/S  
National registration number: 13930635  
Town: Aarhus  
NUTS code: DK Danmark  
Country: Denmark  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 32 000 000,00 DKK  
Total value of the contract/lot: 32 000 000,00 DKK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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A contract/lot is awarded: yes

**V.2. Award of contract**

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22/12/2021

**V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1  
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: 1  
The contract has been awarded to a group of economic operators: no

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

Official name: Radius CPH  
Town: København K  
NUTS code: DK Danmark  
Country: Denmark  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 32 000 000,00 DKK  
Total value of the contract/lot: 32 000 000,00 DKK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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A contract/lot is awarded: yes

**V.2. Award of contract**

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

22/12/2021

**V.2.2. Information about tenders**

Number of tenders received: 1  
Number of tenders received from SMEs: 0  
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: 1  
The contract has been awarded to a group of economic operators: no

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

Official name: Bording Danmark A/S  
Town: Glostrup  
NUTS code: DK Danmark  
Country: Denmark  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 32 000 000,00 DKK  
Total value of the contract/lot: 32 000 000,00 DKK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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A contract/lot is awarded: yes

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

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

04/01/2022

### **V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

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: 1

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

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

Official name: LEAD Agency

Town: København N

NUTS code: DK Danmark

Country: Denmark

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 32 000 000,00 DKK

Total value of the contract/lot: 32 000 000,00 DKK

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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A contract/lot is awarded: yes

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

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

11/01/2022

### **V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 0

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: 1

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

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

Official name: Rambøll Management Consulting

Town: København S

NUTS code: DK Danmark

Country: Denmark

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 32 000 000,00 DKK

Total value of the contract/lot: 32 000 000,00 DKK

## V.2.5. Information about subcontracting

### Section V: Award of contract

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A contract/lot is awarded: yes

#### V.2. Award of contract

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

11/01/2022

##### V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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: 1

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

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

Official name: Advice

Town: København V

NUTS code: DK Danmark

Country: Denmark

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 32 000 000,00 DKK

Total value of the contract/lot: 32 000 000,00 DKK

## V.2.5. Information about subcontracting

### Section V: Award of contract

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A contract/lot is awarded: yes

#### V.2. Award of contract

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

11/01/2022

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Number of tenders received from SMEs: 1

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: 1

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

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

Official name: Operate

Town: København N

NUTS code: DK Danmark

Country: Denmark  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 32 000 000,00 DKK

Total value of the contract/lot: 32 000 000,00 DKK

#### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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

Ansøger skal være opmærksom på, at der kan være behov for at indgå databehandlersaftale i forbindelse med konkrete opgaver, der tildeles på det dynamiske indkøbssystem og at der i nogle tilfælde kan være tale om skærpede krav i databehandlersaftalen, eksempelvis såfremt der skal behandles persondata om børn.

Ansøgeren vil blive udelukket fra deltagelse i udbudsproceduren, hvis ansøgeren er omfattet udelukkelsesgrundene anført i udbudslovens § 137, stk. 1, nr. 2 medmindre ansøger har fremlagt tilstrækkelig dokumentation for, at denne er pålidelig i overensstemmelse med udbudslovens § 138.

Angående etablering af det dynamiske indkøbssystem (herefter benævnt DIS):

Beskrivelse af det dynamiske indkøbssystem:

##### **1. Tilmelding til DIS**

Anmodning om optagelse skal afgives elektronisk via ETHICS, jf. adressen i punkt I.3). For at få adgang, skal ansøger være registreret eller registrere sig som bruger. Det er gratis at oprette sig som bruger.

Når der ansøges om optagelse på DIS (både under og efter EU-udbud), skal der afleveres både ESPD dokument og dokumentation for oplysningerne i ESPD dokumentet (for danske tilbudsgivere vil det sige, at der skal afleveres en serviceattest.)

##### **1.1. EU-udbud af DIS**

Når DIS oprettes via EU-udbud, foregår det som begrænset udbud, hvor alle de leverandører, der lever op til de stillede egnethedskrav, gives adgang til systemet efter udløbet af fristen for ansøgning, og efter at ordregiver har færdigbehandlet de modtagne ansøgninger. Der skal ikke afgives tilbud i forbindelse med etableringen af et DIS, idet tilbud først afgives i forbindelse med afholdelse af miniudbud efter DIS-plattformens etablering.

##### **1.2. Efterfølgende optag af leverandører**

DIS er åben for optag af egnede leverandører i hele systemets levetid, også efter EU-udbuddets afslutning. Hvis en leverandør lever op til de stillede egnethedskrav har leverandøren, i hele systemets levetid, fri adgang til at blive optaget i systemet.

##### **2. Omkostninger / forpligtelser som leverandør på DIS**

Det er gratis for leverandørerne at være optaget på DIS, og det er frit for leverandøren, om denne ønsker at forblive leverandør på DIS i hele systemets levetid, eller om leverandøren på et tidspunkt ønsker at træde ud af systemet.

Såfremt en leverandør i løbet af systemets levetid ikke længere lever op til egnethedskravene eller bliver omfattet af en udelukkelsesgrund, vil leverandøren blive udelukket af systemet. I så fald vil det være muligt for leverandøren at anmode om genoptagelse på systemet, når leverandøren igen lever op til egnethedskravene eller ikke længere er omfattet af den pågældende udelukkelsesgrund.

Leverandøren er altid forpligtet til at levere opdateret ESPD-dokument og/eller fornyet dokumentation på ordregivers anmodning.

### 3. Hvordan får man en ordre gennem DIS?

Ordregiver vil, når et indkøb skal foretages via DIS, afholde et miniudbud for alle de leverandører som er optaget i systemet. Når man som leverandør er optaget i DIS vil man få besked hver gang, der oprettes et miniudbud. Disse miniudbud har man som leverandør mulighed for at byde på gennem systemet, og hvis man er den leverandør, der har afgivet det bedste tilbud i henhold til kriterierne for tildeling, der er beskrevet i forbindelse med miniudbuddet, vil man få tildelt ordren.

Alle processer foregår elektronisk og gennem DIS-plattformen.

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

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

Official name: Klagenævnet for Udbud

Postal address: Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: [kfu@naevneneshus.dk](mailto:kfu@naevneneshus.dk)

Telephone: +45 72405600

Internet address: <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

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

Official name: Konkurrence- og Forbrugerstyrelsen

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

E-mail: [kfst@kfst.dk](mailto:kfst@kfst.dk)

Telephone: +45 41715000

Internet address: [www.kfst.dk](http://www.kfst.dk)

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

13/01/2022