

**Netherlands-The Hague: Market research services**  
**OJ S 11/2023 16/01/2023**  
**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: Stichting Voedingscentrum Nederland

National registration number: 41159550

Postal address: Eisenhowerlaan 107

Town: Den Haag

NUTS code: NL Nederland

Postal code: 2517 KL

Country: Netherlands

Contact person: Jelle Jager

E-mail: [jager@voedingscentrum.nl](mailto:jager@voedingscentrum.nl)

Telephone: +32 703068869

**Internet address(es):**

Main address: <http://www.voedingscentrum.nl>

Address of the buyer profile: <https://platform.negometrix.com/PublishedTenders.aspx?tenderid=192624>

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

Body governed by public law

**I.5. Main activity**

Health

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**Section II: Object**

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

**II.1.1. Title**

EA Marktonderzoeken Voedingscentrum 2022

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Deze tender betreft de Europese aanbesteding voor de Raamovereenkomst marktonderzoek voor het Voedingscentrum (voluit Stichting Voedingscentrum Nederland) Aanleiding en doelstelling

De huidige Raamovereenkomsten voor marktonderzoek lopen per 1 september 2022 af Negometrix

Deze aanbestedingsprocedure verloopt volledig in Negometrix. De volgende instructies bevatten informatie over het digitaal aanbieden in Negometrix:

Instructie Registreren op Negometrix

Instructie Digitaal Aanbieden

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 550 000,00 EUR

### **II.2. Description**

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

79310000 Market research services

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

NUTS code: NL Nederland

Main site or place of performance: Den Haag

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

Het Voedingscentrum wil een Raamovereenkomst met één Odrachtnemer sluiten voor het uitvoeren van kwantitatieve marktonderzoeken.

Kwantitatief onderzoek is gericht op cijfermatige resultaten over de onderzoeksgroep. Het wordt gebruikt om bijvoorbeeld kennis, houding, mening en gedrag bij grote aantal mensen (ordegrootte n=1.000) te meten door middel van een vragenlijst met grotendeels gesloten vragen die worden voorgelegd aan de doelgroep.

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

Quality criterion - Name: Kwaliteit / Weighting: n.v.t.

Price - Weighting: n.v.t.

#### **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**

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: [2022/S 045-116232](#)

#### **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

**Lot No:** 1

**Title:**

Marktonderzoeken Voedingscentrum 2022

A contract/lot is awarded: yes

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

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

07/07/2022

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

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 5

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

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

Official name: Motivaction International BV

Town: Amsterdam

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: no

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

Total value of the contract/lot: 500 000,00 EUR

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

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

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

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

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

Official name: Rechtbank Den Haag

Town: 's-Gravenhage

Country: Netherlands

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Zoals vermeld in de aanbestedingsstukken.

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

11/01/2023