

Norway-Oslo: Advertising and marketing services

OJ S 15/2020 22/01/2020

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Oslo kommune v/Utdanningsetaten

National registration number: 976 820 037

Postal address: Postboks 6127 Etterstad

Town: Oslo

NUTS code: NO Norge

Postal code: 0602

Country: Norway

Contact person: Hilde-Kristin Borgly

E-mail: hilde.kristin.borgly@ude.oslo.kommune.no

Telephone: +47 22636100

Internet address(es):Main address: <https://www.ude.oslo.kommune.no>Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/309496>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=261454&B=OSLO

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=261454&B=OSLO

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

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Framework Agreement for Advertising and Media Services

Reference number: 1-UDE-2020

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

We would like to enter into a framework agreement with a tenderer who can assist the education agency with media and advertising agency services.

The education agency has a very important job in society in ensuring that all children and youths acquire the knowledge and competence they need to become self-sufficient adults who can create a good life.

We would like to cooperate with an agency that understands the education agency's job in society and that can show good understanding of the contracting authority's framework conditions. Tenderers must have good experience with the target group and interested parties that the contracting authority would like to reach through ongoing work and campaigns.

The education agency would like a tenderer with employees who have a high degree of creativity and who can deliver good, new and exciting high-quality solutions that are suitable to our values and wishes. At the same time we will comply with the guidelines that are given in Oslo Municipality's visual profile.

See Annex 1 of SSA-O for further details on the contracting authority's description of the assignment.

II.1.5. Estimated total value

Value excluding VAT: 16 000 000,00 NOK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: NO Norge

Main site or place of performance: Oslo.

II.2.4. Description of the procurement

We would like to enter into a framework agreement with a tenderer who can assist the education agency with media and advertising agency services.

The agency for education has a very important job in society in ensuring that all children and youths get the knowledge and competence they need to become self-sufficient adults who can create a good life.

We would like to cooperate with an agency that understands the education agency's job in society and that can show good understanding of the contracting authority's framework conditions. Tenderers must have good experience with the target group and interested parties that the contracting authority would like to reach through ongoing work and campaigns.

The education agency would like a tenderer with employees who have a high degree of creativity and who can deliver good, new and exciting high-quality solutions that are suitable to our values and wishes. At the same time we will comply with the guidelines that are given in Oslo Municipality's visual profile.

See Annex 1 of SSA-O for further details on the contracting authority's description of the assignment.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Option for the contracting authority to extend for a further 2 years, 1 year at a time.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Tenderers must be a legally established company.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

The tenderer must have sufficient economic and financial capacity to fulfil the contract.

Tenderers must be creditworthy.

Minimum level(s) of standards possibly required:

Tenderers must be creditworthy.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

1) Sufficient capacity to fulfil the contract is required.

2) Good experience is required from equivalent contracts.

III.2. Conditions related to the contract

III.2.3. 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

Section IV: Procedure

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

Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 26/02/2020 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Norwegian

IV.2.7. Conditions for opening of tenders

Date: 26/02/2020 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Oslo tingrett

Town: Oslo

Country: Norway

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

10-day waiting period.

VI.5. Date of dispatch of this notice

21/01/2020