

Sweden-Skellefteå: Advertising and marketing services

OJ S 13/2023 18/01/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Science City Skellefteå AB
National registration number: 559006-5826
Postal address: Laboratorgränd 9
Town: Skellefteå
NUTS code: SE Sverige
Postal code: 931 77
Country: Sweden
Contact person: Andreas Luiga
E-mail: andreas.luiga@sidecore.se
Telephone: +46 702416151

Internet address(es):

Main address: <https://skellefteasciencecity.se/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.e-avrop.com/Sciencecity/e-Upphandling/NoticeLink.aspx?id=80664>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.e-avrop.com/Sciencecity/e-Upphandling/NoticeLink.aspx?id=80664>

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

I.4. Type of the contracting authority

Other type: Kommunalt aktiebolag

I.5. Main activity

Other activity: Regional utveckling

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationstjänster
Reference number: UH-2022-20

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Skellefteå Science City avser att teckna avtal med en kreativ leverantör som kan tillhandahålla hela kedjan av kommunikationsinsatser, från analys och strategi till färdiga kampanjer och produktioner till olika kanaler på en regional, nationell och internationell marknad. Särskilt viktig är förmåga till strategiskt och långsiktigt arbete för att utveckla Skellefteå Science Citys varumärke hos utvalda målgrupper.

II.1.5. Estimated total value

Value excluding VAT: 6 000 000,00 SEK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE Sverige

NUTS code: SE3 Norra Sverige

II.2.4. Description of the procurement

Kommunikationstjänster

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

Value excluding VAT: 6 000 000,00 SEK

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

Start: 01/04/2023 End: 31/03/2024

This contract is subject to renewal: yes

Description of renewals:

Förlängningsoption till: 2025-03-31

Förlängningsoption till: 2026-03-31

Förlängningsoption till: 2027-03-31

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 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: 13/02/2023

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

Swedish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 14/05/2023

IV.2.7. Conditions for opening of tenders

Date: 14/02/2023 Local time: 00:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Uppsala

Postal address: Box 1853

Town: Uppsala

Postal code: 751 48

Country: Sweden

E-mail: forvaltningsratteni uppsala@dom.se

Telephone: +46 18-4316300

Fax: +46 18-100034

Internet address: <http://www.forvaltningsratteni uppsala.domstol.se>

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

Official name: Förvaltningsrätten i Umeå

Postal address: Box 193

Town: Umeå

Postal code: 901 05

Country: Sweden

VI.5. Date of dispatch of this notice

13/01/2023