

Estonia-Tallinn: Advertising services

OJ S 16/2022 24/01/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Riigi Tugiteenuste Keskus

National registration number: 70007340

Postal address: Lökke tn 4

Town: Tallinn

NUTS code: EE Eesti

Postal code: 10122

Country: Estonia

Contact person: REGINA VESKIMÄE

E-mail: hanked@rtk.ee

Telephone: +372 6631958

Internet address(es):

Main address: <http://www.rtk.ee>

I.1. Name and addresses

Official name: Sotsiaalministeerium

National registration number: 70001952

Postal address: Suur-Ameerika tn 1

Town: Tallinn

NUTS code: EE Eesti

Postal code: 10122

Country: Estonia

Contact person: REGINA VESKIMÄE

E-mail: info@sm.ee

Telephone: +372 6631958

Internet address(es):

Main address: <http://www.sm.ee>

I.2. Information about joint procurement

The contract involves joint procurement

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://riigihanked.riik.ee/rhr-web/#/procurement/3930828/general-info>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://riigihanked.riik.ee/rhr-web/#/procurement/3930828/tenders>

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

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

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Loovlahenduste tellimine vaksineerimise teavituskampaaniate läbiviimiseks

Sotsiaalministeeriumile

Reference number: 244062

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Hanke eesmärgiks on sõlmida raamleping kuni 5 pakkujaga loovlahenduste väljatöötamiseks ja elluviimiseks.

II.1.5. Estimated total value

Value excluding VAT: 400 000,00 EUR

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, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: EE Eesti

II.2.4. Description of the procurement

Hanke eesmärgiks on sõlmida raamleping kuni 5 pakkujaga loovlahenduste väljatöötamiseks ja elluviimiseks.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Kampaania loovkontseptsioon ning selle vastavus kampaania eesmärkidele ja nõuetele / Weighting: 70.0

Cost criterion - Name: Loovjuhtimise tunnihind / Weighting: 3.0

Cost criterion - Name: Copywriteri (eesti keel) tunnihind / Weighting: 2.0

Cost criterion - Name: Copywriteri (vene keel) tunnihind / Weighting: 2.0

Cost criterion - Name: Näidiskampaania maksumus / Weighting: 15.0

Cost criterion - Name: Disaineri tunnihind / Weighting: 3.0

Cost criterion - Name: Projektijuhtimise tunnihind / Weighting: 3.0

Cost criterion - Name: Copywriteri (inglise keel) tunnihind / Weighting: 2.0

II.2.6. Estimated value

Value excluding VAT: 400 000,00 EUR

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

End: 31/12/2023

This contract is subject to renewal: yes

Description of renewals:

Vastavalt raamlepingus sätetatud tingimustele.

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:
yes

Identification of the project: Teenust rahastatakse osaliselt Euroopa Liidu poolt rahastatavast projektist 15.1.2 COVID-19 vaktsineerimine (REACT-EU ERF).

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Vaata hankepassist <https://riigihanked.riik.ee/rhr-web/#/procurement/3930828/procurement-passport> või alusdokumendist <https://riigihanked.riik.ee/rhr-web/#/procurement/3930828/documents?group=B>

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 several operators

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: 22/02/2022 Local time: 10:00

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

Estonian

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

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 22/02/2022 Local time: 11:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

Hange ei ole jaotatud osadeks, täpsem põhjendus on toodud lisateabe dokumendis.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: vako@fin.ee

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

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

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: vako@fin.ee

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

VI.5. Date of dispatch of this notice

19/01/2022