

**Sweden-Lund: Advertising and marketing services**  
**OJ S 35/2016 19/02/2016**  
**Contract notice – utilities**  
**Services**

**Directive 2004/17/EC**

**Section I: Contracting entity**

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**I.1. Name and addresses**

Official name: Krafringen Energi AB (publ.)

Postal address: Box 25

Town: Lund

Postal code: SE-221 00

Country: Sweden

For the attention of: Milena Parashkevova

E-mail: [milena.parashkevova@krafringen.se](mailto:milena.parashkevova@krafringen.se)

**Additional information can be obtained from:**

Official name: TendSign

Internet address: <https://tendsign.com/doc.aspx?ID=96544>

**Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from:** Official name: TendSign

Internet address: <https://tendsign.com/doc.aspx?ID=96544&Goto=Docs>

**Tenders or requests to participate must be submitted:** Official name: TendSign

Internet address: <https://tendsign.com/doc.aspx?ID=96544&Goto=Tender>

**I.2. Main activity**

Production, transport and distribution of gas and heat

Electricity

**I.3. Contract award on behalf of other contracting entities**

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting entity**

PR byrå.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

Main site or place of performance: Lund.

NUTS code SE224 Skåne län

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

The procurement involves the establishment of a framework agreement

**II.1.4. Information about framework agreement**

**II.1.5. Short description of the contract or purchase(s)**

Upphandlingens huvudsakliga syfte är att teckna avtal med en (1) leverantör för PR-

byråttjänster.

Målet med upphandlingen och efterföljande avtal är att:

- ha en strategisk bollplank med spetskompetens inom pr och kommunikation,
- ha tillgång till resurser vid resursbrist i den egna organisationen.

Leverantören ska stödja koncernens Kommunikationsenhet med exempelvis:

- rådgivning,
- opinionsbildning,
- PR-analyser,
- kriskommunikation,
- medieträning,
- strategiskt kommunikationsstöd,
- omvärldsbevakning.

#### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services, 79341000 Advertising services, 79342000 Marketing services, 79416000 Public relations services

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

#### **II.1.8. Information about lots**

This contract is divided into lots: no

#### **II.1.9. Information about variants**

#### **II.2. Scope of the procurement**

##### **II.2.1. Total quantity or scope**

##### **II.2.2. Information about options**

##### **II.2.3. Information about renewals**

#### **II.3. Duration of the contract or time limit for completion**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions related to the contract**

##### **III.1.1. Deposits and guarantees required**

##### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

##### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

##### **III.1.4. Contract performance conditions**

#### **III.2. Conditions for participation**

##### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

##### **III.2.2. Economic and financial ability**

##### **III.2.3. Technical and professional ability**

#### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

##### **III.3.1. Information about a particular profession**

##### **III.3.2. Information about staff responsible for the performance of the contract**

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

Negotiated

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

##### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

#### **IV.3. Administrative information**

##### **IV.3.1. File reference number attributed by the contracting entity**

15/00185

##### **IV.3.2. Previous publication concerning this procedure**

##### **IV.3.3. Conditions for obtaining specifications and additional documents**

(except for a DPS)

##### **IV.3.4. Time limit for receipt of tenders or requests to participate**

17.3.2016

##### **IV.3.5. Languages in which tenders or requests to participate may be submitted**

##### **IV.3.6. Minimum time frame during which the tenderer must maintain the tender**

##### **IV.3.7. Conditions for opening of tenders**

Date: 18.3.2016 - 0:00

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

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#### **VI.1. Information about recurrence**

#### **VI.2. Information about European Union funds**

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

Visma TendSign-annons: <http://www.opic.com/notice.asp?req=ditgkxvp>

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

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

##### **VI.4.2. Review procedure**

##### **VI.4.3. Service from which information about the review procedure may be obtained**

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

16.2.2016