

SE-Stockholm: Advertising services
OJ S 41/2013 27/02/2013
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Stadsledningskontoret, Stockholms Stad
Postal address: Registrator Stadshuset Ragnar Östbergs Plan 1
Town: Stockholm
Postal code: SE-105 35
Country: Sweden
E-mail: upphandling.stockholmsstad@affarsconcept.se

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Visma Opic AB
National registration number: 556533-8745
Postal address: Box 396
Town: Linköping
Postal code: SE-581 04
Country: Sweden
For the attention of: Beställning
E-mail: request@visma.com
Fax: +46 134747560
Internet address: <http://www.opic.com/notice.asp?req=dimsvtdm>

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

I.2. Type of the contracting authority

Regional or local agency/office

I.3. Main activity

General public services
Environment
Housing and community amenities
Social protection
Recreation, culture and religion

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Produktion av kommunikationstjänster

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: Stockholm

NUTS code SE110 Stockholms 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

Framework agreement with several operators

Number Envisaged maximum number of participants to the framework agreement: 3

Duration of the framework agreement

Duration in years: 4

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

Tjänsten innebär att leverantören på uppdrag av avropsberättigade ska producera målgruppsanpassade produktionstjänster i de olika gränssnitt och kanaler som staden använder, inom olika områden, i enlighet med gällande styrdokument.

Leverantörens åtagande innebär allt från framställning av enkla foldrar till framtagande av hela kampanjer i olika kanaler.

Genomförda produktionstjänster ska skapa ett mervärde för Stockholms stad och stärka Stockholms stads profil och varumärke. Med stor professionalism och med utgångspunkt i långsiktighet och resurseffektivitet ska leverantören genomföra produktionstjänster utifrån avropsberättigads förutsättningar och önskemål. Dessa produktionstjänster ska på ett effektivt sätt leda till att uppdragets ställda mål nås. Stockholms stad ska uppfattas som en tydlig avsändare.

Mer information om uppdragets innehåll i detalj framgår av förfrågningsunderlagets avsnitt 3 Krav på tjänsten.

II.1.6. CPV code(s)

79341000 Advertising services, 22460000 Trade-advertising material, commercial catalogues and manuals, 22462000 Advertising material, 79341400 Advertising campaign services, 92111200 Advertising, propaganda and information film and video-tape production

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

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Behovet av produktionstjänsterna för de ingående bolagen och förvaltningarna uppskattas till 15-18 MSEK/år. Inga garantier avseende framtida volymer kan lämnas.

II.2.2. Information about options

Options: no

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

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

The performance of the contract is subject to particular conditions: no

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

Minimum level(s) of standards possibly required:

Leverantören ska bedriva etablerad verksamhet inom produktionsområdet och ha minst tre års dokumenterad erfarenhet av att genomföra uppdrag i enlighet med ställda krav i förfrågningsunderlaget avsnitt 3.4 Uppdragsbeskrivning.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. 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: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Criteria below

1. Arbetssätt

2. Anbudspris

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 authority

125-1523/2012

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

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

4.4.2013

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Swedish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 9 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: På begäran av en anbudsgivare ska en av en handelskammare utsedd person närvara. Kostnaderna för detta ska betalas av den som framställt begäran.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

Visma Opic-annons: <http://www.opic.com/notice.asp?req=dimsvtdm>
Anbudsgivaren bekostar beställning av papperskopior av förfrågningsunderlagen.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm

Country: Sweden

VI.4.2. Review procedure

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

Official name: Stadsledningskontoret

Postal address: Ragnar Östbergs Plan 1

Town: Stockholm

Postal code: SE-105 35

Country: Sweden

VI.5. Date of dispatch of this notice

22.2.2013