

Norway-Bergen: Marketing services

OJ S 40/2014 26/02/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Hordaland fylkeskommune v/Skyss

National registration number: 938626367

Postal address: Postboks 7900

Town: Bergen

Postal code: 5020

Country: Norway

For the attention of: Andreas Hjortland

E-mail: andreas.hjortland@inventura.no

Telephone: +47 97517234

Internet address(es):

General address of the contracting authority: <http://www.skyss.no>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/2651>

Electronic access to information: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

Electronic submission of tenders and requests to participate: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

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:

the abovementioned address

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

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

General public services

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

Framework agreement for the last marketing step for Skyss.

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: Hordaland fylke.
NUTS code NO051 Hordaland

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 a single operator

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT: 2 000 000 NOK

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

The agreement that this competition applies to shall support the existing framework agreement for late stage marketing that Skyss has and which is now released.

Skyss needs personnel for information stands, events and other activities aimed at customers. This can for example be to convey information of route changes to the travellers, modification of terminals, pathway changes, extension of the light rail, new sales channels and more. In addition to Skyss activities aimed at customers in connection with the study start, mobility week, 17th of May and price adjustments and more.

II.1.6. CPV code(s)

79342000 Marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342200 Promotional services, 79342300 Customer services

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

The value of the agreement is assessed to be approx. 500 000 NOK excluding VAT per year, totalling 2 000 000 NOK excluding VAT over the entire contractual period including all options. The assignment amount will vary with needs and budget. During 2012 and 2013, Skyss carried out all together approx. 17 different late stage activities.

II.2.2. Information about options

Options: yes

Description of options: The framework agreements shall be valid for two years. The Contracting Authority has the option to extend the agreements by 1 + 1 year.

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

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

Start 5.10.2014. Completion 4.10.2016

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

List and brief description of conditions: The supplier must be a legally established enterprise. Norwegian suppliers shall document this with a certificate of registration. Foreign suppliers must document this with a confirmation that the provider is registered in a trade or business register as described by law in the country where the Vendor is established.

III.2.2. Economic and financial ability

List and brief description of conditions: The supplier shall have sufficient financial strength to be able to fulfil the contract. The supplier shall document this with the Annual Report, including notes, and the management and audit reports for 2011, 2012 and 2013.

If the Annual Report for 2013 is not complete when the tender deadline expires, the supplier shall instead enclose a provisional annual report for that year.

The contracting authority reserves the right to obtain a credit rating from Experian.

The supplier may choose to rely on the capacity of other enterprises to strengthen said economic and financial position.

The supplier must then document the resources of the enterprises he will rely on and document disposal of the necessary resources needed throughout the contract period. This can be done by enclosing a declaration binding the partners, guarantees, collaborative agreement or the like. The template for the binding declaration located in the qualification documents may be used.

This applies regardless of the legal nature of the relationship between enterprises, i.e. that partners providing support may either be the parent of the provider, another enterprise in the same group, a collaborator or something similar.

III.2.3. Technical and professional ability

List and brief description of conditions:

The supplier shall have good implementation ability. The supplier shall document this with an explanation for the enterprise's business side and core competencies related to the delivery

scope, an overview of the history, organisation and ownership conditions, a description of current activities and a description of how the supplier is organised to carry out this contract. The supplier shall have good experience from similar deliveries. The supplier shall document this with a completed reference form. The supplier shall describe three relevant reference projects/-clients from the last five years, and name contact people that Skyss is able to contact.

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

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

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

HFK-14-0034

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

10.4.2014 - 09:00

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

Other: Norwegian.

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

until: 10.7.2014

IV.3.8. Conditions for opening of tenders

Persons authorised to be present at the opening of tenders: no

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

Interested suppliers must be registered in the supplier portal for Hordaland County Council to access the qualification documents and deliver the request for participation in the competition: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>.

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

25.2.2014