

Sweden-Stockholm: Advertising and marketing services

OJ S 25/2023 03/02/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: BROTTSFÖREBYGGANDE RÅDET

National registration number: 202100-0068

Postal address: Box 1386

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 11193

Country: Sweden

Contact person: Zina Norin

E-mail: zina.norin@bra.se**Internet address(es):**Main address: <http://www.bra.se>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afzpgekdpl&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afzpgekdpl&GoTo=Tender>

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

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Upphandling av strategisk kommunikationsbyrå

Reference number: 0464/22

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Brottsförebyggande rådet, i fortsättningen kallat Brå, bjuder in att lämna anbud på konsulttjänster för upphandling av strategiskt kommunikationsstöd. Den strategiska kommunikationsbyrån ska användas till idé- och konceptutveckling av kommunikationsinsatser. Det kan exempelvis handla om att kommunikationsbyrån ska producera kommunikativ strategi, målgruppskännedom, planering och uppföljning, kreativa idéer, kanalval och publiceringar.

II.1.5. Estimated total value

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, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Brottsförebyggande rådet, i fortsättningen kallat Brå, bjuder in att lämna anbud på konsulttjänster för upphandling av strategiskt kommunikationsstöd. Den strategiska kommunikationsbyrån ska användas till idé- och konceptutveckling av kommunikationsinsatser. Det kan exempelvis handla om att kommunikationsbyrån ska producera kommunikativ strategi, målgruppskännedom, planering och uppföljning, kreativa idéer, kanalval och publiceringar.

Notera att en allmän information avseende denna upphandling, förhandsannonserades den 7 december 2022 i syfte att förkorta anbudstiden.

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

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

Start: 13/03/2023 End: 31/03/2025

This contract is subject to renewal: yes

Description of renewals:

3 förlängning/ar á 12 månader

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

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: 16/02/2023 Local time: 23:59

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: 18/05/2023

IV.2.7. Conditions for opening of tenders

Date: 17/02/2023 Local time: 00:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Mercell annons: <https://opic.com/id/afzpgekdpl>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

30/01/2023