

## Sweden-Falun: Advertising and marketing services

OJ S 28/2022 09/02/2022

### Contract notice

### Services

#### Legal Basis:

Directive 2014/24/EU

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Kopparstaden AB

National registration number: 556049-4865

Postal address: Box 1985

Town: Falun

NUTS code: SE312 Dalarnas län

Postal code: 791 19

Country: Sweden

Contact person: Åsa Lindström

E-mail: [asa.lindstrom@kopparstaden.se](mailto:asa.lindstrom@kopparstaden.se)

#### Internet address(es):

Main address: <http://www.kopparstaden.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=afhjcxnryp&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=afhjcxnryp&GoTo=Tender>

### I.4. Type of the contracting authority

Regional or local agency/office

### I.5. Main activity

Housing and community amenities

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

RAMAVTAL Kommunikationstjänster

Reference number: Ä2021-5497

#### II.1.2. Main CPV code

79340000 Advertising and marketing services

#### II.1.3. Type of contract

Services

#### II.1.4. Short description

Ramavtalet syftar till att täcka Kopparstadens behov av kommunikationstjänster utöver det som täcks av egna resurser och omfattar tre områden; varumärkesstrategi, kommunikationsstrategi och reklambyråttjänster.

Avtalstiden är 2022-04-01 – 2024-03-31 med option på 1 + 1 år.

#### **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, 79413000 Marketing management consultancy services

#### **II.2.3. Place of performance**

NUTS code: SE312 Dalarnas län

Main site or place of performance: Falun

#### **II.2.4. Description of the procurement**

Ramavtalet syftar till att täcka Kopparstadens behov av kommunikationstjänster utöver det som täcks av egna resurser och omfattar tre områden; varumärkesstrategi, kommunikationsstrategi och reklambyråttjänster.

Avtalstiden är 2022-04-01 – 2024-03-31 med option på 1 + 1 år.

#### **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: 01/04/2022 End: 31/03/2024

This contract is subject to renewal: yes

Description of renewals:

2 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**

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#### **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: 07/03/2022 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: 07/06/2022

**IV.2.7. Conditions for opening of tenders**

Date: 08/03/2022 Local time: 00:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

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

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Falun

Country: Sweden

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

04/02/2022