

Netherlands-Houten: Advertising and marketing services

OJ S 30/2021 12/02/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting De Drie AOCs

National registration number: 516147630

Postal address: De Molen 94

Town: Houten

NUTS code: NL Nederland

Postal code: 3995 AX

Country: Netherlands

Contact person: Karin Reitsma-Hooijmans

E-mail: karin@karinreitsma.nl

Telephone: +31 617680328

Internet address(es):

Main address: <http://www.wellant.citaverde.helicon.nl>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/064656e5ceb129b4b01d086e5cbb8f4c>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/064656e5ceb129b4b01d086e5cbb8f4c>

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

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Vertaling van communicatie en marketing strategie naar online experience

Reference number: 211002

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

Het doel van deze aanbesteding is één (1) overeenkomst af te sluiten met 1 (één) Opdrachtnemer.

Vanaf 1.8.2021 wil Stichting De Drie AOCs zich profileren en werven vanuit Yuverta als eenheid. Wij zijn ons er terdege van bewust dat gezien de korte tijdspanne tussen gunning en 1.8.2021, het niet haalbaar is om m.i.v. 1.8.2021 de meest optimale online experience te hebben.

Per 1.4.2022 wil De Drie AOCs wél werken met een optimale online experience om haar doelstellingen te behalen.

In de overgangperiode tussen 1.8.2021 en 1.4.2022, zal Stichting De Drie AOCs gebruik maken van de huidige online middelen (in de huisstijl van Yuverta) én online paid en owned campagnes van Yuverta op diverse online kanalen.

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)

72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: NL Nederland

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Houten.

II.2.4. Description of the procurement

> 214 000 EUR

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Prijs / Weighting: 0

Price - Weighting: 0

II.2.6. Estimated value

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

Start: 16/06/2021 End: 15/06/2027

This contract is subject to renewal: yes

Description of renewals:

Daarna is er de mogelijkheid tot verlenging. We verlengen de overeenkomst maximaal één keer voor maximaal 1 jaar de overeenkomst eindigt alsdan op 15.6.2027.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5 Objective criteria for choosing the limited number of candidates:

— Criterium: technische bekwaamheid en beroepsbekwaamheid Kerncompetentie /referentieopdracht 5,

- Criterium: technische bekwaamheid en beroepsbekwaamheid Kerncompetentie /referentieopdracht 4,
- Criterium: technische bekwaamheid en beroepsbekwaamheid Kerncompetentie /referentieopdracht 3,
- Criterium: technische bekwaamheid en beroepsbekwaamheid Kerncompetentie /referentieopdracht 1,
- Criterium: technische bekwaamheid en beroepsbekwaamheid Kerncompetentie /referentieopdracht 2.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

De overeenkomst wordt aangegaan voor een periode van drie jaar. De verwachte ingangsdatum is 16.6.2021 de overeenkomst eindigt alsdan op 15.6.2024. Daarna is er mogelijkheid (eenzijdig door ons uit te oefenen) tot verlenging.

We verlengen de overeenkomst maximaal één keer voor maximaal 2 jaar de overeenkomst eindigt alsdan op 15.6.2026.

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

- Uniform Europees aanbestedingsdocument (UEA),
- Gedragsverklaring aanbesteden,
- Bedrijfsaansprakelijkheid,
- Beroepsbevoegdheid,
- Kwaliteitsborging.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

- Financiële en economische draagkracht.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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: 12/03/2021 Local time: 09:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 31/03/2021

IV.2.4. Languages in which tenders or requests to participate may be submitted

Dutch

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: www.rechtspraak.nl

Postal address: Prins Clauslaan 60

Town: Den Haag

Postal code: 2595 AJ

Country: Netherlands

E-mail: mediation.rb.denhaag@rechtspraak.nl

Telephone: +31 883622000

Internet address: <http://www.rechtspraak.nl>

VI.5. Date of dispatch of this notice

09/02/2021