

Norway-Trondheim: Business and management consultancy services

OJ S 32/2020 14/02/2020

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direktoratet for arbeidstilsynet

National registration number: 974 761 211

Postal address: Statens hus

Town: Trondheim

NUTS code: NO Norge

Postal code: 7468

Country: Norway

Contact person: Trond Erlend Rotabakk

E-mail: trond.erlend.rotabakk@arbeidstilsynet.no

Telephone: +47 90365860

Internet address(es):Main address: <http://www.arbeidstilsynet.no>Address of the buyer profile: <https://kgv.doffin.no/ctm/Company/CompanyInformation/Index/1003>**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**

Framework Agreement for Communication Services

Reference number: 2019/85367

II.1.2. Main CPV code

79410000 Business and management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

The labour inspection authority needs services related to strategic communication advisory services, development of campaigns that are adapted to different target groups and channels as well as media training. The provider must collaborate with the labour inspection authority and any national and international collaborators in relation to the design and implementation of

each assignment. The labour inspection authority requests a creative provider who can challenge us with straightforward and useful inputs to ensure short- and long-term goal achievements and good results.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 16 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79420000 Management-related services

II.2.3. Place of performance

NUTS code: NO Norge

Main site or place of performance: Trondheim

II.2.4. Description of the procurement

The labour inspection authority wants to enter into a framework agreement with three suppliers that can assist in solving complex communication challenges at both strategic and operational levels.

The tenderers must have expertise in strategic communication advisory services and be able to develop and implement overall communication procedures. This includes i.a. the development of communication strategies, communication plans and clear messages to relevant target groups.

II.2.5. Award criteria

Quality criterion - Name: Competence and experience of the core group / Weighting: 30

Quality criterion - Name: Description of the system and method / Weighting: 40

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Option for 1 + 1 year extension on verbatim terms.

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

The procurement involves the establishment of a framework agreement

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 229-563331](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 2020/6471

Title:

Framework Agreement — Communication Services — First Priority

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/02/2020

V.2.2. Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 13

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Zynk AS

Town: Oslo

NUTS code: NO Norge

Country: Norway

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 16 000 000,00 NOK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020/6641

Title:

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/02/2020

V.2.2. Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 13

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Tibe T Reklamebyrå AS

Town: Trondheim

NUTS code: NO Norge

Country: Norway

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 16 000 000,00 NOK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2020/6639

Title:

Framework Agreement — Communication Services — Third Priority

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/02/2020

V.2.2. Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 13

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Geelmuyden Kiese AS

Town: Oslo

NUTS code: NO Norge

Country: Norway
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 16 000 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Direktoratet for arbeidstilsynet
Town: Trondheim
Country: Norway

VI.4.2. Body responsible for mediation procedures

Official name: Sør-Trøndelag tingrett
Town: Trondheim
Country: Norway

VI.5. Date of dispatch of this notice

13/02/2020