

SE-Stockholm: Public relations services
OJ S 60/2013 26/03/2013
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Stadsledningskontoret, Stockholms Stad
Postal address: Registrator Stadshuset Ragnar Östbergs Plan 1
Town: Stockholm
Postal code: SE-105 35
Country: Sweden
E-mail: upphandling.stockholmsstad@affarsconcept.se

Internet address(es):

General address of the contracting authority: <http://www.stockholm.se/>

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:

Official name: Visma Opic AB
National registration number: 556533-8745
Postal address: Box 396
Town: Linköping
Postal code: SE-581 04
Country: Sweden
For the attention of: Beställning
E-mail: request@visma.com
Fax: +46 134747560

Internet address: <http://www.opic.com/notice.asp?req=difpswql>

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

I.2. Type of the contracting authority

Regional or local agency/office

I.3. Main activity

General public services
Environment
Housing and community amenities
Social protection
Recreation, culture and religion

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

PR-tjänster

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: Stockholm

NUTS code SE110 Stockholms län

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 several operators

Number Envisaged maximum number of participants to the framework agreement: 3

Duration of the framework agreement

Duration in years: 4

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

Upphandlingen omfattar PR-tjänster inom olika områden. Uppdraget inbegriper alla typer av PR-relaterade tjänster, från övergripande PR-strategisk rådgivning till stöd och rådgivning i PR-frågor till budskapsformulering, löpande mediekontakter, internationell PR, utvärdering och uppföljning, workshops etcetera. Mer information om uppdragets innehåll i detalj framgår av förfrågningsunderlagets avsnitt 3 Krav på tjänsten.

II.1.6. CPV code(s)

79416000 Public relations services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79400000 Business and management consultancy and related services, 79416100 Public relations management services, 79416200 Public relations consultancy 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

Behovet av PR-tjänster uppskattas till cirka 2 miljoner SEK per år. Ramavtalet innebär inget åtagande från Avropsberättigade att köpa en viss volym under avtalstiden.

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

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

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: Stadsledningskontoret kommer som en del av prövningen att kontrollera att anbudsgivande företag och eventuella underleverantörer uppfyller kravet avseende registreringsskyldighet, socialförsäkringsavgifter och skatt genom att inhämta uppgifter om detta.

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

Minimum level(s) of standards possibly required:

Leverantören ska inneha resurser och kompetens för att klara Avropsberättigades utmaningar inom PR-området och kunna leverera följande tjänster:

- Strategisk rådgivning inom PR-området.
- Ta fram mediestrategier och -planer samt genomföra dem och följa upp resultatet.
- PR-insatser kring aktiviteter och evenemang.
- Löpande mediekontakter.
- Teoretisk och praktisk medieträning.
- Stöd och rådgivning i PR-frågor avseende kanalval, medierelationer etcetera.
- Internationell PR samt
- Uppföljningar, mätningar och utvärderingar av PR-tjänster.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

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 Criteria below

1. Anbudspris
2. Kvalitet - Idékoncept

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

125-1618/2012

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 30.4.2013

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

30.4.2013

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

Swedish.

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

Duration in months: 9 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 2.5.2013

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

Visma Opic-annons: <http://www.opic.com/notice.asp?req=difpswql>

Anbudsgivaren bekostar beställning av papperskopior av förfrågningsunderlagen.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm

Country: Sweden

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

21.3.2013