

Netherlands-Eindhoven: Advertising and marketing services

OJ S 40/2022 25/02/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting ROC Summa College

National registration number: 23496909

Postal address: Sterrenlaan 10

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5631KA

Country: Netherlands

Contact person: Inkoop Meesters

E-mail: post@inkoopmeesters.nl**Internet address(es):**Main address: <http://www.summacollege.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/b2ce927d21ec2ed38e0d1f7b531bcac7>

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/b2ce927d21ec2ed38e0d1f7b531bcac7>

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**

Reclamebureau

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

De opdracht betreft het voor Summa College ontwikkelen, vormgeven, (laten) produceren van on- en offline communicatiemiddelen op basis van de huidige positionering, identiteit en merkstrategie. Er zal een overeenkomst worden gesloten met twee partijen. De opdrachten worden zo goed mogelijk gelijkwaardig verdeeld.

Buiten de scope van de opdracht valt:

- Strategische opdrachten welke samenhangen met het ontwikkelen of herzien van de identiteit, positionering en merkstrategie van Summa College, naar oordeel van Summa College;
- Het ontwikkelen en vormgeven van campagnes (o.a. campagnes door creative artdirector);
- Het onderhouden en doorontwikkelen van de website;
- Het onderhouden en doorontwikkelen van het intranet.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: NL414 Zuidoost-Noord-Brabant

Main site or place of performance: Eindhoven

II.2.4. Description of the procurement

Op basis van de afgelopen vier jaar is te zeggen dat de omvang van de opdracht ongeveer € 200.000 per jaar zal zijn. Aan dit bedrag kunnen geen rechten worden ontleend.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Kwaliteit - proefopdrachten / Weighting: 30

Quality criterion - Name: Kwaliteit - open vragen / Weighting: 40

Price - Weighting: 30

II.2.6. Estimated value

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

Duration in months: 48

This contract is subject to renewal: no

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 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:

- Verplichte uitsluitingsgronden,
- Faillissement of Surseance van betaling

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Kerncompetenties

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

Framework agreement with several operators
Envisaged maximum number of participants to the framework agreement: 2

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: 06/05/2022 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

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)

IV.2.7. Conditions for opening of tenders

Date: 07/05/2022 Local time: 00:05

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: Rechtbank Oost Brabant

Town: Den Bosch

Country: Netherlands

E-mail: cib@rechtspraak.nl

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

VI.5. Date of dispatch of this notice

21/02/2022