

Norway-Bergen: Market research services
OJ S 68/2017 06/04/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norges Handelshøyskole (NHH)

National registration number: 974 789 523

Postal address: Helleveien 30

Town: Bergen

NUTS code: NO Norge

Postal code: 5045

Country: Norway

Contact person: Sigbjørn Råsberg

E-mail: sigbjorn.rasberg@nhh.no

Telephone: +47 55959736

Internet address(es):

Main address: <http://nhh.no/>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Company/CompanyInformation/Index/1395>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework agreement for scientific market surveys.

Reference number: 2016-604920

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

The Choice Lab (TCL) aims to conclude a framework agreement with multiple suppliers for survey based experiments.

TCL plans to use incentivized experiments with nationally representative populations. A typical experimental approach will be that a participant (spectator) is matched with a unique setpair

of workers who have done some real effort tasks for TCL. The spectator has to make a real decision which will determine the workers' payment. The participants, who will be functioning as spectators, will be recruited through the supplier.

TCL is an active research group. In the next 4, 5 years we expect to conduct at least one large scale survey based experiment (60 countries, 60 000 participants), one middle scale experiment (5-12 countries, 5-12 000 participants) and most likely 2-4 smaller experiments (1-2 countries, up to 1 000 participants). The experiments are conducted both in developed and developing countries.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 15 000 000,00 NOK

II.2. Description

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

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II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 40

Quality criterion - Name: Communication / Weighting: 20

Price - Weighting: 40

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

IV.1. Description

IV.1.1.

Type of procedure

Competitive procedure with negotiation

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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2016/S 247-453217](#)

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**

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

31/03/2017

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Gallup

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: TNS Kantar

Town: Oslo

NUTS code: NO Norge

Country: Norway

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Norstat

Town: Oslo

NUTS code: NO Norge

Country: Norway

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: IPSOS

Town: Oslo

NUTS code: NO Norge

Country: Norway

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 15 000 000,00 NOK

Total value of the contract/lot: 15 000 000,00 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: NHH

Town: Bergen

Country: Norway

VI.5. Date of dispatch of this notice

04/04/2017