

Sweden-Stockholm: Advertising and marketing services

OJ S 45/2023 03/03/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: PENSIONSMYNDIGHETEN

National registration number: 202100-6255

Postal address: Box 38 190

Town: Stockholm

NUTS code: SE Sverige

Postal code: 100 64

Country: Sweden

Contact person: Adnan Ganic

E-mail: Adnan.Ganic@pensionsmyndigheten.se

Telephone: +46 104542285

Internet address(es):Main address: <http://pensionsmyndigheten.se/>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.e-avrop.com/Pensionsmyndigheten/e-Upphandling/NoticeLink.aspx?id=81823>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.e-avrop.com/Pensionsmyndigheten/e-Upphandling/NoticeLink.aspx?id=81823>**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

Social protection

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Upphandling av ramavtal avseende medieförmedlingstjänster

Reference number: UPP 2023-7

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Syftet med upphandlingen är att hitta en strategisk partner för medieförmedlingstjänster som Pensionsmyndigheten kan ha ett effektivt och flexibelt samarbete med, i syfte att nå allmänheten som målgrupp. Pensionsmyndigheten kan vid behov själv genomföra medieköp och placering i mindre omfattning.

Se upphandlingsdokumenten för mer information om upphandlingen.

II.1.5. Estimated total value

Value excluding VAT: 16 000 000,00 SEK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE Sverige

II.2.4. Description of the procurement

Pensionsmyndigheten uppskattar upphandlingens totala omfattning inklusive arvode och mediebudget upp till fyra (4) miljoner SEK årligen exklusive mervärdesskatt. Denna budget fördelar sig på en större marknadsföringsaktivitet och ett antal mindre löpande marknadsföringsaktiviteter. Den större aktiviteten är en kampanj som genomförs årligen.

De angivna volymerna kan ge anbudsgivarna en uppskattning om omfattningen av Pensionsmyndighetens behov.

Pensionsmyndigheten garanterar inga volymer under avtalsperioden.

Ramavtalets takvolym är 20 miljoner SEK exklusive mervärdesskatt.

Se upphandlingsdokumenten för mer information om upphandlingen.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 16 000 000,00 SEK

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Förlängningsoption 1 löptid: 12 månader

Förlängningsoption 2 löptid: 12 månader

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 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 a single operator

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: 04/04/2023

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

Swedish

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

Tender must be valid until: 04/10/2023

IV.2.7. Conditions for opening of tenders

Date: 05/04/2023 Local time: 00:00

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: Förvaltningsrätten i Stockholm och migrationsdomstol
Town: Stockholm

Postal code: 115 76

Country: Sweden

E-mail: forvaltningsrattenistockholm@dom.se

Telephone: +46 8-56168000

Fax: +46 8-56168001

Internet address: <http://www.forvaltningsrattenistockholm.domstol.se>

VI.5. Date of dispatch of this notice

27/02/2023