

Sweden-Stockholm: Advertising and marketing services

OJ S 77/2016 20/04/2016

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Arbetsmiljöverket

National registration number: 202100-2148

Town: Stockholm

Postal code: SE-112 79

Country: Sweden

For the attention of: Karin Holmgren

E-mail: karin.holmgren@av.se

Telephone: +46 10-7309952

Internet address(es):

General address of the contracting authority: Arbetsmiljöverket (Av)

Address of the buyer profile: <https://www.e-avrop.com/av>Electronic access to information: <https://www.e-avrop.com/av/e-Upphandling/Announcement.aspx?id=29102>Electronic submission of tenders and requests to participate: <https://www.e-avrop.com/av/e-Upphandling/Announcement.aspx?id=29102>**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:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

General public services

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**

Reklambyråtjänster inkl. strategiska kommunikationstjänster.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

NUTS code SE11 Stockholm

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 a single operator

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT: 21 000 000 SEK

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

Arbetsmiljöverket söker en leverantör av strategiska kommunikationsbyråttjänster som dels ska ha förståelse för den föränderliga kommunikationsvärld som råder, dels för de specifika förutsättningar, krav och förväntningar som uppdragsgivare och omvärld har på en statlig myndighet med ett viktigt samhällsuppdrag.

II.1.6. CPV code(s)

79340000 Advertising and marketing 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

Estimated value excluding VAT: 21 000 000 SEK

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

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

Duration in months: 24 (from the award of the contract)

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: Se ramavtal.

III.2.2. Economic and financial ability

List and brief description of conditions: Se ramavtal.

III.2.3. Technical and professional ability

List and brief description of conditions:
Se ramavtal.

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: yes
Reference to the relevant law, regulation or administrative provision:

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: yes

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

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

2016/058685

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: 25.5.2016

Payable documents: no

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

25.5.2016

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

Other: Svenska.

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

Duration in months: 4 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 26.5.2016

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm

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

15.4.2016