

**Norway-Tromsø: Survey services**  
**OJ S 57/2021 23/03/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Norges Sjømatråd  
National registration number: 988 597 627  
Postal address: Stortorget 1  
Town: Tromsø  
NUTS code: NO074 Troms og Finnmark  
Postal code: 9008  
Country: Norway  
Contact person: Tom Meland  
E-mail: [tom.meland@seafood.no](mailto:tom.meland@seafood.no)  
**Internet address(es):**  
Main address: <http://www.seafood.no>

**I.4. Type of the contracting authority**

National or federal agency/office

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Seafood Market Consumer Surveys — B2B and B2C  
Reference number: 20/5

**II.1.2. Main CPV code**

79311000 Survey services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Sjømatrådet (the Norwegian Seafood Council) is conducting a repetitive consumer survey in around 15 — 20 markets per year. The survey will be conducted on about 1 000 respondents per country. The original form is in English, but will be translated and conducted in local languages in the different markets. The consumer survey measures attitudes and behaviour related to fish and seafood consumption. It also measures knowledge and preferences for the primary Norwegian species and the Norwegian source.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 10 000 000,00 NOK

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79311100 Survey design services, 79311200 Survey conduction services

#### **II.2.3. Place of performance**

NUTS code: NO074 Troms og Finnmark

#### **II.2.4. Description of the procurement**

Sjømatrådet (the Norwegian Seafood Council) is conducting a repetitive consumer survey in around 15 — 20 markets per year. The survey will be conducted on about 1 000 respondents per country. The original form is in English, but will be translated and conducted in local languages in the different markets. The consumer survey measures attitudes and behaviour related to fish and seafood consumption. It also measures knowledge and preferences for the primary Norwegian species and the Norwegian source. The survey is actively used for decision support, both for the Norwegian Seafood Council's strategies, marketing, and communication work. In addition, the survey is used to measure the effect of the work the Norwegian Seafood Council does in the markets where the Norwegian Seafood Council has activities.

#### **II.2.5. Award criteria**

Quality criterion - Name: Experience, competence and assignment comprehension / Weighting : 60

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**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **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: [2020/S 245-608902](#)

### 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

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A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

25/02/2021

#### V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

#### V.2.3. Name and address of the contractor

Official name: Ipsos MMI

National registration number: 947 636 936

Postal address: Postboks 9143 Grønland

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0133

Country: Norway

Internet address: <http://ipsos-mmi.no>

The contractor is an SME: no

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

Total value of the contract/lot: 10 000 000,00 NOK

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

Visma notice: <https://opic.com/id/afqkxslgi>

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Nord-Troms Tingrett

Town: Tromsø

Postal code: 9270

Country: Norway

Internet address: <https://www.domstol.no/Enkelt-domstol/nord-troms-tingrett/>

#### VI.5. Date of dispatch of this notice

18/03/2021