

Netherlands-Roermond: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 50/2023 10/03/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Waterschap Limburg

National registration number: 27489264

Postal address: Maria Theresialaan 99

Town: Roermond

NUTS code: NL Nederland

Postal code: 6043 CX

Country: Netherlands

Contact person: Inge Bonné

E-mail: Inkoop@waterschaplimburg.nl

Telephone: +31 614195097

Internet address(es):Main address: <http://www.waterschaplimburg.nl>**I.4. Type of the contracting authority**

Other type: Waterschap

I.5. Main activity

Other activity: Integraal Waterbeheer

Section II: Object

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

Strategische en tactische communicatiediensten

Reference number: 2020-Z1972

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Aanbestedende dienst wenst een raamovereenkomst te sluiten met drie (3) raamcontractanten voor het uitvoeren van de strategische en tactische communicatiediensten. Hierbij wordt gezocht naar raamcontractanten die als partner fungeren in de doorvertaling van de missie, visie en strategie van de organisatie naar effectieve communicatie met en voor de omgeving. Deze ondersteuning bestrijkt een breed palet: van strategisch advies t.a.v.

communicatie en participatie tot en met de inzet van bijzondere expertises en extra handen. Hierbij heeft de afdeling van aanbestedende dienst de regierol: een effectieve, adequate en resultaatgerichte 'regisseur' die de organisatiedoelstellingen van WL met de hulp van een netwerk van betrouwbare partners weet om te zetten in betekenisvolle en onderscheidende communicatie.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 6 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NL42 Limburg (NL)

II.2.4. Description of the procurement

Geraamde waarde van €6.000.000

II.2.5. Award criteria

Quality criterion - Name: K1 - Plan van Aanpak / Weighting: 35

Quality criterion - Name: K2 - Casus (inclusief presentatie) / Weighting: 35

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Verlengingsoptie

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

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2022/S 181-512617](#)

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

Contract No: 1

Title:

Strategische en tactische communicatiediensten

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: Connect B.V.

National registration number: 68509227

Postal address: Kastanjelaan 400

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5616LZ

Country: Netherlands

E-mail: info@connect-nederland.nl

Telephone: +31 0403098001

Fax: +32 11456820

Internet address: <http://www.connect-nederland.nl>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Beck Communicatie B.V.

National registration number: 17121417

Postal address: Vlamovenweg 2

Town: Helmond

NUTS code: NL Nederland

Postal code: 7508 JV

Country: Netherlands

E-mail: info@beckcommunicatie.nl

Telephone: +31 492255210

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

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Zandbeek Communication Group B.V.

National registration number: 17027207

Postal address: Bogert 14

Town: EINDHOVEN

NUTS code: NL Nederland

Postal code: 5612 LZ

Country: Netherlands

E-mail: info@zandbeek.com

Telephone: +31 402324646

Internet address: <http://www.zandbeek.com>

The contractor is an SME: yes

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

Total value of the contract/lot: 6 000 000,00 EUR

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: Rechtbank Limburg

Postal address: Willem II Singel 67

Town: Roermond

Postal code: 6041HR

Country: Netherlands

E-mail: br.kort.geding.RB-LIM.roermond@rechtspraak.nl

Telephone: +31 883612222

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

10 kalenderdagen op de selectiebeslissing, 20 kalenderdagen op de gunningsbeslissing

VI.5. Date of dispatch of this notice

06/03/2023