

**Norway-Tromsø: Evaluation consultancy services**  
**OJ S 61/2021 29/03/2021**  
**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**

Evaluation of Returns from the Norwegian Seafood Council's Investments  
Reference number: 20/6

**II.1.2. Main CPV code**

79419000 Evaluation consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Norwegian Seafood Council (NSC) is a market organisation for Norwegian seafood. The aim of the Norwegian Seafood Council is to increase the value of Norwegian seafood through increased knowledge and demand for Norwegian seafood in new and established markets. This is done through, amongst other things, generic marketing of Norwegian seafood. The Norwegian Seafood Council is now looking for persons, researchers, and/or actors outside the Norwegian Seafood Council who can evaluate the return on NSC's marketing investments.

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

This contract is divided into lots: no

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

Value excluding VAT: 3 550 000,00 NOK

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

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

73110000 Research services, 79311300 Survey analysis services, 79311400 Economic research services

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

NUTS code: NO074 Troms og Finnmark

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

The Norwegian Seafood Council (NSC) is a market organisation for Norwegian seafood. It was established in 1991 and is owned by the Ministry of Trade, Industry and the Fisheries. The Norwegian Seafood Council is financed by a duty on exports of seafood from Norway. The aim of the Norwegian Seafood Council is to increase the value of Norwegian seafood through increased knowledge and demand for Norwegian seafood in new and established markets.

This is carried out as:

- generic marketing for Norwegian seafood;
- communication and emergency preparedness;
- market information;
- market access.

In an organisation such as the Norwegian Seafood Council, there is no direct link between investments and income. As the Norwegian Seafood Council invests money on behalf of the Norwegian seafood industry, it is particularly important to evaluate the effect of the work that is done. The Norwegian Seafood Council has a relatively extensive evaluation plan that spans from how consumers' attitudes change, to the execution of marketing campaigns and satisfaction in the industry. The Norwegian Seafood Council is now looking for persons, researchers, and/or actors outside the Norwegian Seafood Council who can evaluate the return on NSC's investments.

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

Quality criterion - Name: Solution proposals and method description, documented experience, as well as knowledge of the seafood industry / Weighting: 70

Price - Weighting: 30

#### **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 251-634025](#)

#### **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**

23/02/2021

#### **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: Oslo Economics

National registration number: 993 924 741

Postal address: Dronning Mauds Gate 10

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0250

Country: Norway

Internet address: <http://www.osloeconomics.no>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 000 000,00 NOK

Total value of the contract/lot: 3 550 000,00 NOK

#### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

Mercell notice: <https://opic.com/id/afpjnkadfy>

#### **VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Nord-Troms Tingrett

Postal address: Postboks 2510

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**

24/03/2021