

**Norway-Kongsberg: Direct marketing services**

OJ S 94/2016 18/05/2016

**Contract notice****Services****Directive 2004/18/EC****Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Høgskolen i Sørøst-Norge

National registration number: 911770709

Postal address: Postboks 235

Town: Kongsberg

Postal code: 3603

Country: Norway

For the attention of: Stig Sneen Fjeldsæter

E-mail: [stig.fjeldsater@hbv.no](mailto:stig.fjeldsater@hbv.no)

Telephone: +47 31008000

Fax: +47 31008000

**Internet address(es):**General address of the contracting authority: <http://www.usn.no>Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/1110>Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/144150>**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**

National or federal agency/office

**I.3. Main activity**

Education

**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**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Framework agreement for communication and recruitment services.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Kongsberg, Norway.

NUTS code NO Norge

**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:

Range: between 6 000 000 and 8 000 000 NOK

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

South East Norway University College (HSN) shall procure services to design, make and operationalise a campaign to recruit students to HSN's study programmes. The first campaign shall start in late autumn 2016 and be intensified in spring 2017.

**II.1.6. CPV code(s)**

79342100 Direct marketing services, 79310000 Market research services, 79341000 Advertising 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:

Range: between 6 000 000 and 8 000 000 NOK

**II.2.2. Information about options**

Options: no

**II.2.3. Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 12 (from the award of the contract)

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

Start 26.8.2016. Completion 26.8.2020

**Section III: Legal, economic, financial and technical information**

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**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: Tax and VAT certificate, not older than 6 months and any arrears shall be insignificant.

Company Registration Certificate, tenderers must be a legally established company.

Tenderers shall accept the use of SSA-B and annexes as the contract.

**III.2.2. Economic and financial ability**

List and brief description of conditions: The company's annual accounts and recent information of relevance for the company's accounting figures.

Minimum level(s) of standards possibly required: The supplier must not be subject to bankruptcy proceedings or be the subject of debt negotiations.

The supplier must have the solvency, liquidity and financial capacity to fulfil the contract.

**III.2.3. Technical and professional ability**

List and brief description of conditions:

1. Overview of the contracting authorities, primarily within the public sector.
2. Established internal control or equivalent system.
3. Overview of the organisation and a description of business areas.
4. Describe the organisation's competence.

Minimum level(s) of standards possibly required:

1. Tenderers are required to have comprehensive experience with assisting contracting authorities with equivalent assignments. Assignments for institutions in the education sector is an advantage.
2. Tenderers shall confirm that a system for internal control is established and followed.
3. Tenderers shall be robust and have the necessary organisational prerequisites to fulfil the assignment.
4. Tenderers shall show that they have the necessary competence to cover the disciplines included in the assignment.

**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: no

**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: no

## **Section IV: Procedure**

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## **IV.1. Type of procedure**

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

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures) no

### **IV.1.2. Information about the limits on the number of candidates to be invited**

Envisaged minimum number 3: and Maximum number 5

Objective criteria for choosing the limited number of candidates: Assessment and ranking on the basis of fulfilling the qualification requirements in Part III. The 3 to 5 best ranked tenderers will then be invited to submit a tender based on the tender document and the accompanying award criteria.

### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated yes

## **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**

16/05025

### **IV.3.2. Previous publication concerning this procedure**

no

### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

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

13.6.2016 - 12:00

### **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: Norwegian.

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

### **IV.3.8. Conditions for opening of tenders**

## **Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**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: Høgskolen i Sørøst-Norge

National registration number: 911770709

Postal address: Postboks 235

Town: Kongsberg

Postal code: 3603

Country: Norway

E-mail: [stig.fjeldsater@hbv.no](mailto:stig.fjeldsater@hbv.no)

**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**

13.5.2016