

Sweden-Stockholm: Advertising consultancy services
OJ S 101/2014 27/05/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Skolverket
Postal address: Fleminggatan 14
Town: Stockholm
Postal code: SE-106 20
Country: Sweden
For the attention of: Nils-Erik Sandberg
E-mail: nils-erik.sandberg@skolverket.se

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

Education

I.4. Contract award on behalf of other contracting authorities

Section II: Object of the contract

II.1. Description

II.1.1. Title

Reklam- och kommunikationsbyråtjänster.

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: Stockholm.
NUTS code SE110 Stockholms län

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

Skolverket inbjuder er härmed att lämna anbud avseende en fortsatt informationskampanj om lärar- och förskolläraryrkena och de nya utbildningarna under 2014 och 2015. Syftet med kampanjen är att attrahera ungdomar och unga vuxna med ett genuint intresse för pedagogik och lärande. Det uppdrag som ska upphandlas omfattar rådgivning, projektledning, produktion och genomförande av kampanjinsatser. Skolverket kommer att teckna avtal med en leverantör för uppdraget.

II.1.5. CPV code(s)

79341100 Advertising consultancy services, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services

II.1.6. Information about the Government Procurement Agreement (GPA)

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

2014:153

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 24-038007](#) of 4.2.2014

Section V: Award of contract

Contract No: 1

Lot title: Le Bureau Suède AB

V.1. Date of conclusion of the contract

16.4.2014

V.2. Information about tenders

Number of tenders received: 12

V.3. Name and address of the contractor

Official name: Le Bureau Suède AB

Postal address: Lilla Bantorget 11, bv

Town: Stockholm

Postal code: 111 23

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

Visma TendSign-annons: <http://www.opic.com/notice.asp?req=diqmzzhc>

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

22.5.2014