

Norway-Oslo: Marketing services
OJ S 99/2016 25/05/2016
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Innovasjon Norge [Innovation Norway]

National registration number: 986399445

Postal address: Akersgata 13

Town: Oslo

Postal code: 0158

Country: Norway

For the attention of: Hans Petter Aalmo

E-mail: arkiv@innovasjon Norge.no

Telephone: +47 22002500

Internet address(es):

General address of the contracting authority: <http://www.innovasjon Norge.no>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/1023>

Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/144103>

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

Body governed by public law

I.3. Main activity

Economic and financial affairs

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

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Editorial 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: Oslo.

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: 2

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

About Visit Norway.

Visit Norway is a department in Innovation Norway that works on building brands and marketing Norway as a tourist destination. Content of various formats for various channels are required for this commitment. This procurement requires the production and management of content for the internet, databases, social media, newsletters, etc. The most important concrete channel is the website Visitnorway with 15 country domains. Visit Norway has existing and different providers of services within design, media procurements, campaigns and concepts, brands and PR.

About the website Visitnorway.

Visitnorway.com with sub domains is Norway's official tourist website and Innovation Norway's website for tourists, the press, branch and MICE. Visitnorway shall inspire potential tourists to come to Norway and function as a planning tool for holidays.

Visitnorway consists of an English version, which currently has approx. 500 editorial pages and 20 000 products, which often functions as a template for a further 14 local language versions. These are Swedish, Danish, German, Dutch, French, Russian, Spanish, Italian, British English, American English, Polish, Chinese, Norwegian and Portuguese for the Brazilian market. The local versions represents each of the prioritised markets for Innovation Norway Tourism. The language versions include market adapted content and campaigns, which do not exist on .com.

Tenders shall be adapted to the hire of editorial resources for the production, publication and management of the content for the website Visitnorway, with the existing and future sub domains.

Visitnorway.com has approx. 100 partners in the Norwegian tourist industry, which consist of regional companies, destinations and individual actors. There is daily dialogue with the partners.

Visitnorway.com is run and developed by SimpleView, which is an American platform provider to the tourist industry.

About the procurement.

The procurement is divided into 2 contracts:

Tenderers can apply for either contract 1 or contract 2. Separate contracts will be entered into for contract 1 and contract 2.

Contract 1 — Regular production of new content, publication, translations and market adaptations and management of content.

Contract 1 is for most of the delivery, evenly distributed throughout the contract period. The contracting authority will decide which deliveries shall be distributed to contract 2.

Contract 2 — Production of new content for special needs.

Contract 2 is to be seen as a sub delivery. This applies for special needs, e.g. for deliveries on a given topic, geographical region, concept or editorial commitment.

II.1.6. CPV code(s)

79342000 Marketing 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: yes

Tenders may be submitted for one lot only

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

It is not possible to stipulate a value for the framework agreements.

II.2.2. Information about options

Options: yes

Description of options: The contracting authority shall have an option to extend the contracts on the same terms for 1 + 1 year, to a maximum 4 years total duration for the contracts.

Provisional timetable for recourse to these options:

in months: 24 (from the award of the contract)

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: 24 (from the award of the contract)

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

Start 1.4.2017. Completion 1.4.2019

Information about lots

Lot No: 1

Lot title: Regular production of new content, publication, translations and market adaptations and management of content

1) Short description

Contract 1 is for most of the delivery, evenly distributed throughout the contract period. The contracting authority will decide which deliveries shall be distributed to contract 2.

2) CPV code(s)

79342000 Marketing services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Production of new content for special needs

1) Short description

Contract 2 is to be seen as a sub delivery. This applies for special needs, e.g. for deliveries on a given topic, geographical region, concept or editorial commitment.

- 2) **CPV code(s)**
79342000 Marketing services
- 3) **Quantity or scope**
- 4) **Indication about different time frame or duration**
- 5) **Additional information about lots**

Section III: Legal, economic, financial and technical information

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: Tenderers shall have their tax and VAT payments in order.

Please note that tax certificate and VAT certificate have been changed so that now this is 1 document.

The certificate must not be older than 6 months from the tender deadline.

Foreign tenderers must provide certificates from equivalent authorities to the Norwegian authorities.

Tenderers shall be a legally established enterprise. — Company registration certificate.

III.2.2. Economic and financial ability

List and brief description of conditions: The tenderer must have the financial capacity to implement the assignment/contract.

— Credit appraisal/rating, not older than 1 year, based on the last known fiscal figures. The rating shall be performed by a publicly approved credit rating agency and it shall not be lower than D&B score A, or equivalent.

III.2.3. Technical and professional ability

List and brief description of conditions:

Contract 1: Regular production of new content, publication, translations and market adaptations and management of content:

Requirement Documentation Requirement.

The service provider shall have experience from a minimum of 3 equivalent contracts during the last 5 years.

Tenderers shall attach a list of the most important relevant tasks over the last 5 years with details of:

— The customer.

- Length of the customer relationship.
- The assignment (e.g. number of languages, pages, traffic figures etc. for the assignment).
- Describe any sub-suppliers and their portion of the assignment and the content of the delivery.
- Total value of the assignment including sub-assignments.
- Date of implementation.
- Reference with the name and telephone number of a contact person at the customer.

References may be contacted if necessary.

The tenderer shall have sufficient available resources.

Tenderers shall enclose an overview of the number of available relevant resources, as specified in annex 1. E.g. publication systems/certifications/authorisations where relevant (not CVs).

Support.

Tenderers shall have a support apparatus. Support can be required in English. Tenderers shall account for how they will provide support for a large number of editors and partners.

Training.

Tenderers shall have a system for training their own and other relevant resources, such as sub-suppliers and freelancers.

Tenderers shall provide an account of how they will provide training for their resources.

Tool for work flow and quality assurance.

Tenderers shall have experience with using the tool and quality assurance. Tenderers shall give an account of how their employees work with work flow and quality assurance.

Contract 2: Production of new content for special needs.

Requirement Documentation Requirement.

The service provider shall have experience from a minimum of 3 equivalent contracts during the last 5 years.

The tenderer shall attach a list of the most important, relevant assignment with information about:

- The customer.
- The assignment.
- Any sub-suppliers.
- Date of implementation.
- References with the name and telephone numbers of contact persons at the customers (the references can be contacted if needed).

The tenderer shall have sufficient available resources.

Tenderers shall enclose an overview of the number of available relevant resources, as specified in annex 1.

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: yes

Section IV: Procedure

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

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

2016/109135

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

15.8.2016 - 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

English.

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

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

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

21.5.2016