

**Estonia-Tallinn: Marketing services**  
**OJ S 70/2021 12/04/2021**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Sihtasutus KredEx  
National registration number: 90006012  
Postal address: Hobujaama tn 4  
Town: Tallinn  
NUTS code: EE Eesti  
Postal code: 10151  
Country: Estonia  
Contact person: Marge Kato  
E-mail: [kredex@kredex.ee](mailto:kredex@kredex.ee)  
Telephone: +372 5640060  
**Internet address(es):**  
Main address: <http://www.kredex.ee>

**I.1. Name and addresses**

Official name: Aktsiaselts KredEx Krediidikindlustus  
National registration number: 11948506  
Postal address: Hobujaama tn 4  
Town: Tallinn  
NUTS code: EE Eesti  
Postal code: 10151  
Country: Estonia  
Contact person: Marge Kato  
E-mail: [krediidikindlustus@kredex.ee](mailto:krediidikindlustus@kredex.ee)  
Telephone: +372 5640060  
**Internet address(es):**  
Main address: <https://riigihanked.riik.ee/rhr-web/#/procurement/3068393/general-info>

**I.2. Information about joint procurement**

The contract involves joint procurement

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://riigihanked.riik.ee/rhr-web/#/procurement/3068393/general-info>  
Additional information can be obtained from the abovementioned address  
Tenders or requests to participate must be submitted electronically via: <https://riigihanked.riik.ee/rhr-web/#/procurement/3068393/tenders>  
Tenders or requests to participate must be submitted to the abovementioned address

**I.4.**

## **Type of the contracting authority**

Body governed by public law

### **I.5. Main activity**

Other activity: Riiklikud tagatised, toetused

## **Section II: Object**

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### **II.1. Scope of the procurement**

#### **II.1.1. Title**

Turundusteenuste tellimine

Reference number: 234859

#### **II.1.2. Main CPV code**

79342000 Marketing services

#### **II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Hanke eesmärgiks on raamlepingu sõlmimine turunduse täisteenust pakkuva agentuuriga, kes on strateegiliseks ja taktikaliseks koostööpartneriks Sihtasutusele KredEx ning ka Sihtasutuse KredEx sidusettevõttele, Aktsiaseltsile KredEx Krediidikindlustus, turundustegevuste osas kuni 31.12.2022.a. Raamlepingu alusel tellitavate teenuste täpne kirjeldus on kättesaadav hanke alusdokumentide hulgas avaldatud tehnilisest kirjeldusest.

#### **II.1.5. Estimated total value**

Value excluding VAT: 360 000,00 EUR

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

This contract is divided into lots: no

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

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

79342000 Marketing services

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

NUTS code: EE Eesti

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

Hanke eesmärgiks on raamlepingu sõlmimine turunduse täisteenust pakkuva agentuuriga, kes on strateegiliseks ja taktikaliseks koostööpartneriks Sihtasutusele KredEx ning ka Sihtasutuse KredEx sidusettevõttele, Aktsiaseltsile KredEx Krediidikindlustus, turundustegevuste osas kuni 31.12.2022.a. Raamlepingu alusel tellitavate teenuste täpne kirjeldus on kättesaadav hanke alusdokumentide hulgas avaldatud tehnilisest kirjeldusest.

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

Criteria below

Quality criterion - Name: Näidistöö / Weighting: 40.0

Cost criterion - Name: Fikseeritud tunnitasu projektijuhtimisele / Weighting: 8.0

Cost criterion - Name: Fikseeritud tunnitasu loovlahenduse loomisele ja juhtimisele / Weighting : 8.0

Cost criterion - Name: Fikseeritud tunnitasu tootmise juhtimisele ja järelevalvele / Weighting: 6.0

Cost criterion - Name: Fikseeritud tunnitasu strateegia loomisele ja juhtimisele / Weighting: 8.0

Cost criterion - Name: Fikseeritud tunnitasu loovkirjutamisele / Weighting: 8.0

Cost criterion - Name: Fikseeritud tunnitasu sotsiaalmeedia kampaaniate haldamiseks ja optimeerimiseks / Weighting: 7.0

Cost criterion - Name: Fikseeritud tunnitasu tehnilisele tööle / Weighting: 7.0

Cost criterion - Name: Fikseeritud tunnitasu disainile / Weighting: 8.0

#### **II.2.6. Estimated value**

Value excluding VAT: 360 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

End: 31/12/2022

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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: yes

Identification of the project: Startup Estonia programmi (projekti number EU50651) raames Euroopa Regionaalarengu Fondi vahendid.

#### **II.2.14. Additional information**

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

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#### **III.1. Conditions for participation**

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Vaata hankepassist <https://riigihanked.riik.ee/rhr-web/#/procurement/3068393/procurement-passport> või alusdokumendist <https://riigihanked.riik.ee/rhr-web/#/procurement/3068393/documents?group=B>

### **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**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

## **IV.2. Administrative information**

### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 14/05/2021 Local time: 10:00

### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Estonian

### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

### **IV.2.7. Conditions for opening of tenders**

Date: 14/05/2021 Local time: 11:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

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

Antud hanget ei ole osadeks jagatud, kuna hankemenetluse raames sõlmitava raamlepingu esemeks on määratud perioodi jooksul osutada terviklikku turundusteenuste kogumit teenusepakkuja poolt, kes on hankijale ühtlasi strateegiliseks partneriks.

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

#### **VI.4.1. Review body**

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

#### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

### **VI.5.**

**Date of dispatch of this notice**

07/04/2021