

Netherlands-The Hague: Advertising and marketing services

OJ S 68/2022 06/04/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ministerie van Algemene Zaken, Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: DEN HAAG

NUTS code: NL Nederland

Postal code: 2513 AH

Country: Netherlands

Contact person: Laurens Snijders

E-mail: IUCCommunicatie@minaz.nl**Internet address(es):**Main address: <http://www.rijksoverheid.nl/dpc>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/2aafdbe61a93cf3790b07bbac6a77649>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/2aafdbe61a93cf3790b07bbac6a77649>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Communicatieadvies en -uitvoering (Ea0102)

Reference number: Ea0102

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

De te sluiten raamovereenkomsten hebben als doel nadere opdrachtgevers binnen de Rijksoverheid op efficiënte wijze, onder de juiste voorwaarden, tegen marktconforme tarieven en van hoogwaardige kwaliteit van full-service communicatiedienstverlening te voorzien (strategisch advies en coördinatie en uitvoering van middelen). Het doel is om raamovereenkomsten te sluiten met in totaal tien (10) partijen. Zes (6) partijen binnen perceel 1 en vier (4) partijen binnen perceel 2.

II.1.5. Estimated total value

Value excluding VAT: 29 020 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Ontwikkeling communicatiestrategie, eventueel inclusief uitvoering
Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

De omvang van Perceel 1 is geraamd op 13.500.000,-.

II.2.5. Award criteria

Criteria below
Quality criterion - Name: Kwaliteit / Weighting: 85
Price - Weighting: 15

II.2.6. Estimated value

Value excluding VAT: 13 500 000,00 EUR

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

Duration in months: 24
This contract is subject to renewal: yes
Description of renewals:
De initiële looptijd van de raamovereenkomst heeft een looptijd van twee jaar met twee maal een verlengingsoptie van één jaar.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 15 Maximum number: 20

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes
Description of options:

Verlengingen

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

II.2. Description

II.2.1. Title

Ontwikkeling communicatiestrategie, eventueel inclusief uitvoering
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

De omvang van Perceel 2 is geraamd op 15.520.000,-.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Kwaliteit / Weighting: 85

Price - Weighting: 15

II.2.6. Estimated value

Value excluding VAT: 15 520 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

De initiële looptijd van de raamovereenkomst heeft een looptijd van twee jaar met twee maal een verlengingsoptie van één jaar.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 15 Maximum number: 20

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Verlengingen

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

- Uniform Europees Aanbestedingsdocument (UEA)

III.1.2. Economic and financial standing

List and brief description of selection criteria:

- Economisch en financiële draagkracht,
- Terbeschikkingverklaring derde [OPTIONEEL],
- Verklaring aansprakelijkheid concern/holding [OPTIONEEL]

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Referentieformulier

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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 several operators
Envisaged maximum number of participants to the framework agreement: 10
In the case of framework agreements, provide justification for any duration exceeding 4 years:

De raamovereenkomst heeft een looptijd van twee jaar met twee maal een verlengingsoptie van één jaar.

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: [2022/S 045-115602](#)

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

Date: 12/05/2022 Local time: 12:00

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

Date: 12/07/2022

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

Dutch

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)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Den Haag

Postal address: Prins Clauslaan 60

Town: Den Haag

Postal code: 2595 AJ

Country: Netherlands

E-mail: info@rechtbankdenhaag.nl

Internet address: <http://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Den-Haag>

VI.5. Date of dispatch of this notice

01/04/2022