

Netherlands-The Hague: Advertising and marketing services

OJ S 76/2022 19/04/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Hogeschool Inholland
National registration number: 22669292
Postal address: Theresiastraat 8
Town: Den Haag
NUTS code: NL Nederland
Postal code: 2593 AN
Country: Netherlands
Contact person: Thijs van Mullem
E-mail: thijs.vanmullem@inholland.nl
Internet address(es):
Main address: <http://www.inholland.nl>

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/8a166a6c8a3a9cf50c0a876939aa8c24>

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/8a166a6c8a3a9cf50c0a876939aa8c24>

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

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

EA Media- en reclamediensden (creatief concept, advies en media-inkoop)

Reference number: 7934-2022-0008

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

In het kader van de ambities van Inholland zijn we op zoek naar een full-servicebureau dat ons op tactisch en operationeel niveau kan ondersteunen de ambities op het gebied van marketing- en communicatievraagstukken waar te maken.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

Inholland gaat uit van een geraamde totale opdrachtwaarde (inclusief optie jaren) van circa €2.325.416,- tot €4.325.416,- euro exclusief btw voor de uitvoering van media- en reclamediensdiensten

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Kwaliteit / Weighting: 60

Price - Weighting: 40

II.2.6. Estimated value

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

Duration in months: 72

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:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

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

In the case of framework agreements, provide justification for any duration exceeding 4 years:

Opdrachtgever is voornemens over te gaan tot het sluiten van een Overeenkomst met een looptijd van 4 jaar met één, éézijdig door Opdrachtgever uit te oefenen, optie tot verlenging van 2 jaar. Er is voor deze looptijd gekozen zodat er een goede samenwerking/relatie kan worden opgebouwd met de leverancier waarbij wederzijds vertrouwen kan worden opgebouwd en de samenwerking geoptimaliseerd kan worden. Dit is eveneens in lijn met de looptijd van zes jaar van het strategisch plan dat in de zomer van 2022 gepubliceerd wordt.

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

Date: 30/05/2022 Local time: 16:00

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

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)

IV.2.7. Conditions for opening of tenders

Date: 30/05/2022 Local time: 16:01

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@rechtspraak.nl

Internet address: <http://www.rechtspraak.nl>

VI.5. Date of dispatch of this notice

14/04/2022