

Finland-Helsinki: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 105/2017 02/06/2017

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Finpro Oy

Postal address: Porkkalankatu 1

Town: Helsinki

NUTS code: FI Suomi / Finland

Postal code: 00180

Country: Finland

E-mail: hankinnat@finpro.fi**Internet address(es):**Main address: www.finpro.fi**I.4. Type of the contracting authority**

Other type: Valtion omistama osakeyhtiö

I.5. Main activity

Economic and financial affairs

Section II: Object

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

Viestintäpalvelut.

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Finpron viestintä- ja markkinointiyksikkö haki yhteistyökumppaneita Finpron viestinnän suunnitteluun ja toteutukseen strategisella, taktisella ja operatiivisella tasolla.

Hankittavat asiantuntijapalvelut on jaettu seitsemään (7) osa-alueeseen palveluiden luonteen ja sisällön mukaan.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 800 000,00 EUR

II.2. Description

II.2.1. Title

A. Viestinnän strateginen suunnittelu ja konsultointi

Lot No: 1

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Kumppani auttaa Finproa, sen yksiköitä ja kasvuohjelmia viestinnän strategisessa suunnittelussa. Kumppani tarjoaa konsultointia viestinnän suunnitteluun, tavoitteiden asetantaan, strategiseen viestimäärittelyyn sekä vaikuttavuuden lisäämiseen eri sidosryhmille.

II.2.5. Award criteria

Quality criterion - Name: Tiimin Referenssit / Weighting: 40

Quality criterion - Name: Tiimin osaaminen / Weighting: 30

Quality criterion - Name: Hinta / Weighting: 30

Price - Weighting: 30

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

II.2. Description

II.2.1. Title

B. Sisällöntuotanto suomeksi ja englanniksi: artikkelit, uutiset, kolumnit, mielipidekirjoitukset

Lot No: 2

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Kumppani tuottaa toimeksiantokohtaisesti suomeksi ja englanniksi erilaisia sisältöjä eri kanaviin, kuten uutiskirjeisiin, mediaan, nettisivuille. Sisällöntuotanto edellyttää kykyä perehtyä ja taustoittaa asiakokonaisuuksia, toteuttaa haastatteluja ja tuottaa niiden pohjalta laadukasta sisältöä suomeksi ja englanniksi.

II.2.5. Award criteria

Quality criterion - Name: Tiimin Referenssit / Weighting: 40

Quality criterion - Name: Tiimin osaaminen / Weighting: 30

Quality criterion - Name: Hinta / Weighting: 30

Price - Weighting: 30

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

II.2. Description

II.2.1. Title

C. Mediaviestintä Suomessa ja kansainvälisesti: mediayhteydet, mediamateriaalit
Lot No: 3

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Suomessa Finpro tuo mediaan suomalaista pk-kenttää kiinnostavia uutisia ja mahdollisuuksia. Finpro toimii mediassa osaltaan myös kasvun ja kansainvälistymisen asiantuntijana. Kansainvälisesti Finpro voi auttaa suomalaisia osaamisklustereista tai pk-yrityksiä saamaan näkyvyyttä. Tavoitteena on suomalaisen osaamisen tunnettuuden lisääminen yritysten kasvun ja kansainvälistymisen tukemiseksi sekä investointien ja turistien houkuttelemiseksi Suomeen. Kumppani toimii mediaviestinnän asiantuntijana ja toteuttajana Suomessa ja maailmalla.

II.2.5. Award criteria

Quality criterion - Name: Tiimin Referenssit / Weighting: 40

Quality criterion - Name: Tiimin osaaminen / Weighting: 30

Quality criterion - Name: Hinta / Weighting: 30

Price - Weighting: 30

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

II.2. Description

II.2.1. Title

D. Vaikuttajaviestintä
Lot No: 4

II.2.2.

Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Finpro auttaa suomalaisyrityksiä kasvamaan ja menestymään kansainvälisillä markkinoilla, hankkii Suomeen ulkomaisia investointeja ja lisää ulkomaisten matkailijoiden virtaa Suomeen. Finpron toiminnan kannalta on tärkeää, että suomalaisen politiikan ja elinkeinoelämän päättäjät tuntevat Finpron toimintaa. Kumppani toimii vaikuttajaviestinnän asiantuntijana ja toteuttajana Suomessa.

II.2.5. Award criteria

Quality criterion - Name: Tiimin Referenssit / Weighting: 40

Quality criterion - Name: Tiimin osaaminen / Weighting: 30

Quality criterion - Name: Hinta / Weighting: 30

Price - Weighting: 30

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**II.2. Description****II.2.1. Title**

E. Tutkimus ja mittaaminen

Lot No: 5

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Finpron tavoitteena on yhä paremmin vastata asiakkaidensa ja sidosryhmiensä tarpeisiin. Vaikuttavuuden lisääminen on toiminnan ytimessä ja toimintaa on myös kyettävä mittaamaan. Kumppani toimii asiantuntijana ja toteuttajana viestintään, tunnettuuteen ja sidosryhmiin liittyvissä tutkimuksissa toiminnan seuraamiseksi ja kehittämiseksi. Kumppani tarjoaa asiantuntija-apua viestinnän vaikuttavuuden lisäämiseen ja mittaamiseen liittyen.

II.2.5. Award criteria

Quality criterion - Name: Tiimin Referenssit / Weighting: 40

Quality criterion - Name: Tiimin osaaminen / Weighting: 30

Quality criterion - Name: Hinta / Weighting: 30

Price - Weighting: 30

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

II.2. Description

II.2.1. Title

F. Valmennus ja mediakoulutus
Lot No: 6

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Palveluntuottaja tarjoaa Finpron määrittelemiä valmennuksia ja asiantuntijoille mediakoulutusta.

II.2.5. Award criteria

Quality criterion - Name: Tiimin Referenssit / Weighting: 40

Quality criterion - Name: Tiimin osaaminen / Weighting: 30

Quality criterion - Name: Hinta / Weighting: 30

Price - Weighting: 30

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

II.2. Description

II.2.1. Title

G. Henkilöresurssi
Lot No: 7

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FI Suomi / Finland

II.2.4. Description of the procurement

Määräaikainen (keskimäärin 4-6 kk) henkilö, suunnittelu ja sisällöntuotanto.

II.2.5. Award criteria

Quality criterion - Name: Henkilön osaaminen ja referenssit / Weighting: 70

Quality criterion - Name: Hinta / Weighting: 30

Price - Weighting: 30

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 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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2016/S 096-171726](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Lot No: 1

Title:

A. Viestinnän strateginen suunnittelu ja konsultointi

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2017

V.2.2. Information about tenders

Number of tenders received: 10

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Hill and Knowlton Finland OY

National registration number: 0114710-0
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Pohjoisranta Burson- Marsteller Oy
National registration number: 1013826-5
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Prior Konsultointi Oy
National registration number: 2508662-1
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 115 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Title:

B. Sisällöntuotanto suomeksi ja englanniksi: artikkelit, uutiset, kolumnit, mielipidekirjoitukset

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2017

V.2.2. Information about tenders

Number of tenders received: 12

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Samsa Media
National registration number: 2056523-6
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3.

Name and address of the contractor

Official name: Kaiku Helsinki Oy
National registration number: 1004536-8
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Miltton Oy
National registration number: 1654439-5
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 115 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 3

Title:

C. Mediaviestintä Suomessa ja kansainvälisesti: mediayhteydet, mediamateriaalit

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

01/03/2017

V.2.2. Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Hill and Knowlton Finland OY
National registration number: 0114710-0
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Pohjoisranta Burson- Marsteller Oy
National registration number: 1013826-5
Town: Helsinki
NUTS code: FI Suomi / Finland
Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Miltton Oy

National registration number: 1654439-5

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 115 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 4

Title:

D. Vaikuttajaviestintä

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2017

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Miltton Oy

National registration number: 1654439-5

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Kaiku Helsinki Oy

National registration number: 1004536-8

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Hill and Knowlton Finland Oy

National registration number: 0114710-0

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 115 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5

Title:

E. Tutkimus ja mittaaminen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2017

V.2.2. Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Prior Konsultointi Oy

National registration number: 2508662-1

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Kaiku Helsinki Oy

National registration number: 1004536-8

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Pohjoisranta Burson-Marsteller Oy

National registration number: 1013826-5

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 115 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 6

Title:

F. Valmennus ja mediakoulutus

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2017

V.2.2. Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Hill and Knowlton Finland Oy

National registration number: 0114710-0

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Kaiku Helsinki Oy

National registration number: 1004536-8

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Pohjoisranta Burson-Marsteller Oy

National registration number: 1013826-5

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 115 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 7

Title:

G. Henkilöresurssi

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/03/2017

V.2.2. Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Miltton Oy

National registration number: 1654439-5

Town: Helsinki

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 115 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Markkinaoikeus

Postal address: Radanrakentajantie 5

Town: Helsinki

Postal code: 00520

Country: Finland

E-mail: markkinaoikeus@oikeus.fi

Telephone: +358 295643300

Fax: +358 295643314

Internet address: <http://www.oikeus.fi/markkinaoikeus>

VI.5. Date of dispatch of this notice

01/06/2017