

**Norway-Drammen: Advertising and marketing services**  
**OJ S 70/2023 07/04/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Renovasjonsselskapet for Drammensregionen IKS

National registration number: 984459947

Postal address: Postboks 154

Town: Drammen

NUTS code: NO Norge

Postal code: 3001

Country: Norway

Contact person: Sølvi Rønnekleiv Haugedal

E-mail: [solvi@mepex.no](mailto:solvi@mepex.no)

Telephone: +47 99047556

**Internet address(es):**

Main address: <https://permalink.mercell.com/185776853.aspx>

Address of the buyer profile: <http://www.mepex.no/>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

---

**Section II: Object**

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

**II.1.1. Title**

Communication services for RfD

Reference number: 22/1

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Renovasjonsselskapet for Drammensregionen (RfD) is an inter-municipal company owned by five municipalities: Drammen, Lier, Modum, Sigdal and Øvre Eiker. The company provides collection and recycling of household waste in the Drammen area. This involves the collection

of waste from households and cabins, and operation of the six recycling stations in the area. RfD delivers a sustainable recycling service based on source sorting, recycling, waste minimisation and reuse

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

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 10 000 000,00 NOK

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

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

79300000 Market and economic research; polling and statistics

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

NUTS code: NO08 Oslo og Viken

Main site or place of performance: Drammen and the Drammen region (owner municipalities)

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

In order for RfD to reach its business goals, the communication must contribute to influencing the knowledge and attitudes of the public related to source sorting, reuse and waste minimisation.

RfD wishes to enter into a framework agreement for the implementation of communication services. RfD would like to enter into a framework agreement with one tenderer for the implementation of all communication services, see the attached requirement specifications. The company strategy of RfD emphasises that the communication shall meet the users' requirements via digitalisation and interaction. The development of the current and new digital channels is an important part of the contract. Equally important is to provide the channels with good content that contributes to reaching RfD's goals.

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

Quality criterion - Name: Quality - Competence and quality / Weighting: 30

Quality criterion - Name: Quality - assignment comprehension / Weighting: 17.5

Quality criterion - Name: Quality - Response and delivery deadlines / Weighting: 12.5.

Price - Weighting: 40

#### **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**

Restricted procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **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 205-586289](#)

##### **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**

---

#### **Title:**

RfD; Framework agreement, communication services

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

15/03/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 5

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

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

##### **V.2.3. Name and address of the contractor**

Official name: Apeland AS

Postal address: Schweigaards gate 15B

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0191

Country: Norway

E-mail: [firmapost@apeland.no](mailto:firmapost@apeland.no)

Telephone: +47 67566756

Internet address: <http://www.apeland.no/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 10 000 000,00 NOK

Total value of the contract/lot: 10 000 000,00 NOK

##### **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: Drammen tingrett

Postal address: Postboks 1066 Bragernes

Town: Drammen

Postal code: 3001

Country: Norway

E-mail: [drammen.tingrett@domstol.no](mailto:drammen.tingrett@domstol.no)

##### **VI.5. Date of dispatch of this notice**

04/04/2023