

Norway-Oslo: Advertising and marketing services

OJ S 89/2019 08/05/2019

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Oslo kommune v/Klimaetaten

National registration number: 876 819 902

Postal address: Olav Vs gate 4

Town: Oslo

NUTS code: NO011 Oslo

Postal code: 0161

Country: Norway

Contact person: Urszula Sokolowska

E-mail: urszula@kli.oslo.kommune.no

Telephone: +47 21802180

Internet address(es):

Main address: <https://www.oslo.kommune.no/politikk-og-administrasjon/etater-foretak-og-ombud/klimaetaten/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/347279>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=239529&B=OSLO

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=239529&B=OSLO

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

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

Consultancy for Specialised Communication and Marketing Services

Reference number: 19/12904

II.1.2.

Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The agency for climate requests tenders for consultancy for specialised communication and marketing services. The contract consists of 2 lots:

- Lot I: Production,
- Lot II: Development and analyses.

II.1.5. Estimated total value

Value excluding VAT: 16 000 000,00 NOK

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**

Consultancy Services for Specialised Communication and Marketing Services Lot I —
Production
Lot No: 1

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79342000 Marketing services, 79413000
Marketing management consultancy services, 79415200 Design consultancy services,
79530000 Translation services, 79552000 Word-processing services

II.2.3. Place of performance

NUTS code: NO011 Oslo
Main site or place of performance: Oslo.

II.2.4. Description of the procurement

The objective of the contract is to cover the Contracting Authority's requirement for specialised competence related to production of graphic design, animation, photos/videos and analysing and development assignments in the social media which enables measuring the impact of the communication measures. The agency for climate is not obligated to procure any specific amount of services during the contract period. The contract consists of 2 lots:

Lot I: Production:

- the production of graphic design, animation, photos and videos for use in i.a. the KlimaOslo project, klimaskolen.no and social media as well as some degree of text production,
- translated texts, primarily from Norwegian to English, containing a high level of climate terminology.

Lot II: Development and Analyses:

- marketing services, primarily in relation to social media, including segmentation and skills in identifying development trends,
- the preparation of analyses and reports, including the development of the KlimaOslo project, klimaskolen.no and all of the agency's social media in order to measure the impact of communication measures,
- web design and technical operation,

— the development of new publication platforms.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

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

Duration in months: 24

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: yes

Description of options:

Option for 2 years extension on verbatim terms.

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

Consultancy Services for Specialised Communication and Marketing Services Lot II —
Development and Analyses

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services,
79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO011 Oslo

II.2.4. Description of the procurement

The objective of the contract is to cover the Contracting Authority's requirement for specialised competence related to production of graphic design, animation, photos/videos and analysing and development assignments in the social media which enables measuring the impact of the communication measures. The agency for climate is not obligated to procure any specific amount of services during the contract period. The contract consists of 2 lots:

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— the production of graphic design, animation, photos and videos for use in i.a. the KlimaOslo project, klimaskolen.no and social media as well as some degree of text production,
— translated texts, primarily from Norwegian to English, containing a high level of climate terminology.

Lot II: Development and analyses:

— marketing services, primarily in relation to social media, including segmentation and skills in identifying development trends,

- the preparation of analyses and reports, including the development of the KlimaOslo project, klimaskolen.no and all of the agency's social media in order to measure the impact of communication measures,
- web design and technical operation,
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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.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

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: 10/06/2019 Local time: 09:00

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
Norwegian

IV.2.6. Minimum time frame during which the tenderer must maintain the tender
Tender must be valid until: 01/09/2019

IV.2.7. Conditions for opening of tenders
Date: 10/06/2019 Local time: 09:00

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: Oslo kommune Klimaetaten

Postal address: Rådhuset

Town: Oslo

Postal code: 0037

Country: Norway

E-mail: postmottak@kli.oslo.kommune.no

VI.5. Date of dispatch of this notice

06/05/2019