

**Sweden-Stockholm: Marketing management consultancy services**  
**OJ S 74/2023 14/04/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Statens Skolinspektion

National registration number: 202100-6065

Postal address: Box 23069

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 10435

Country: Sweden

Contact person: Narin Akrawi

E-mail: [narin.akrawi@Skolinspektionen.se](mailto:narin.akrawi@Skolinspektionen.se)

**Internet address(es):**

Main address: <http://www.skolinspektionen.se>

**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

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**Section II: Object**

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

**II.1.1. Title**

PR och strategisk kommunikation

Reference number: 2022:1165

**II.1.2. Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Skolinspektionen har behov av en leverantör som kan tillgodose myndighetens behov av tjänster kring PR och strategisk kommunikation.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Lowest offer: 3 180 000,00 SEK / Highest offer: 3 993 000,00 SEK taken into consideration

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

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

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

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

NUTS code: SE11 Stockholm

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

Skolinspektionen har behov av en leverantör som kan tillgodose myndighetens behov av tjänster kring PR och strategisk kommunikation.

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

Price

#### **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**

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#### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 245-708282](#)

##### **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**

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A contract/lot is awarded: yes

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

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

21/03/2023

**V.2.2. Information about tenders**

Number of tenders received: 5

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

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

Official name: 500 Stockholm AB

National registration number: 559078-9854

Postal address: Kungsgatan 48

Town: STOCKHOLM

NUTS code: SE110 Stockholms län

Postal code: 11135

Country: Sweden

E-mail: [matilda.bjorklund@500stockholm.com](mailto:matilda.bjorklund@500stockholm.com)

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 6 000 000,00 SEK

Total value of the contract/lot: 6 000 000,00 SEK

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**Section VI: Complementary information**

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**VI.3. Additional information**

Mercell annons: <https://opic.com/id/afkupprjhd>

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Country: Sweden

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

11/04/2023