

Netherlands-Eindhoven: Marketing services

OJ S 76/2023 18/04/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Fontys Hogeschool

National registration number: 391650280

Postal address: Het Eeuwsel 2

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5612 AS

Country: Netherlands

Contact person: Janny Nelissen

E-mail: inkoop@fontys.nl

Telephone: +31 885071444

Internet address(es):

Main address: <http://www.fontys.nl/inkoop>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/aankondigingen/overzicht/294884/details>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/aankondigingen/overzicht/294884/details>

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

Employer Branding & Jobmarketing

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Dienst P&O heeft de afgelopen tijd stevig ingezet op het positioneren van Fontys als werkgeversmerk. Doel is zichtbaar te zijn in de markt voor potentials en bij de juiste mensen op het netvlies te komen. Door het publiceren van vacatures maar zeker ook door het inzetten van gerichte Jobmarketing. Zo vinden we potentials die onze vacatures kunnen invullen en een bijdrage leveren aan de kwaliteit van ons onderwijs en onderzoek. Vervolg op het binnenhalen van potentials is het relevant en aantrekkelijk blijven (binden en boeien). Voor de positionering en creatie van het werkgeversmerk (Employer Branding) en het maken van Jobmarketing campagnes maken we gebruik van een externe partij die gespecialiseerd is in arbeidsmarktcommunicatie. Deze specifieke expertise maar zeker ook de capaciteit om dit goed uit te kunnen voeren heeft Fontys niet in huis.

II.1.5. Estimated total value

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

1
Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79600000 Recruitment services

II.2.3. Place of performance

NUTS code: NL4 Zuid-Nederland
Main site or place of performance: Zuid-Nederland

II.2.4. Description of the procurement

circa €300K excl. btw over 4 jaar

II.2.5. Award criteria

Criteria below
Quality criterion - Name: Kwaliteit / Weighting: 80
Price - Weighting: 20

II.2.6. Estimated value

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

Start: 01/09/2023 End: 31/08/2027
This contract is subject to renewal: yes
Description of renewals:
1 jaar

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes
Description of options:
Looptijd van 3 jaar, met 1 maal een optie tot verlenging van 1 jaar (3+1).

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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

- Uitsluitingsgronden,
- Inschrijving in handels- en beroepsregister

III.1.2. Economic and financial standing

List and brief description of selection criteria:

- Beroep draagkracht en/of bekwaamheid derden

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Referenties

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:

3 jaar met 1 maal een optie tot verlenging met 1 jaar (3+1)

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

Date: 09/06/2023 Local time: 12:00

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: 09/06/2023 Local time: 12:01

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 Oost Brabant

Postal address: Postbus 70584

Town: 's Hertogenbosch

Postal code: 5201 CZ

Country: Netherlands

E-mail: info.rechtbanksHertogenbosch@rechtspraak.nl

Telephone: +31 736202020

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

VI.4.2. Body responsible for mediation procedures

Official name: Klachtenmeldpunt aanbestedingen (KMPA)

Town: Eindhoven

Country: Netherlands

E-mail: kmpa@fontys.nl

Internet address: <https://fontys.nl/Over-Fontys/Inkoop/Inkoopprocedure/Klachten-aanbestedingen.htm>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Rechtbank Oost Brabant

Postal address: Postbus 70584

Town: 's Hertogenbosch

Postal code: 5201 CZ

Country: Netherlands

E-mail: info.rechtbanksHertogenbosch@rechtspraak.nl

Telephone: +31 736202020

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

VI.5. Date of dispatch of this notice

13/04/2023