

Sweden-Östersund: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 130/2015 09/07/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Jämtland Härjedalen Turism

Town: Östersund

Postal code: SE-831 82

Country: Sweden

For the attention of: Karin Gydemo Grahnlöf

E-mail: karin.g.grahnlof@jht.se

Additional information can be obtained from:

Official name: Jämtland Härjedalen Turism

Town: Östersund

Postal code: SE-831 82

Country: Sweden

For the attention of: Karin Gydemo Grahnlöf

E-mail: karin.g.grahnlof@jht.se

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: TendSign

Internet address: <https://tendsign.com/doc.aspx?ID=81813&Goto=Docs>

Tenders or requests to participate must be submitted: Official name: Jämtland Härjedalen Turism

Town: Östersund

Postal code: SE-831 82

Country: Sweden

For the attention of: Karin Gydemo Grahnlöf

E-mail: karin.g.grahnlof@jht.se

I.2. Type of the contracting authority

Other

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Turism 2030 Kommunikation.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Jämtlands län.

NUTS code SE322 Jämtlands län

II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Duration of the framework agreement

Duration in years: 3

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT: 6 000 000 SEK

II.1.5. Short description of the contract or purchase(s)

Upphandlingen avser stöd, hjälp och genomförande av aktiviteter i kommunikationsarbetet och positioneringen för besöksnäringen i Jämtland Härjedalen under de närmaste 3 åren.

Upphandlingen är indelad i nedan angivna kompetensområden. Anbud kan lämnas på ett eller flera områden:

- (a) strategisk kommunikationsprocess,
- (b) contentmarknadsföring,
- (c) kundundersökningar,
- (d) marknadskommunikation,
- (e) webbutveckling,
- (f) digitalt utvecklingsstöd.

II.1.6. CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
72413000 World wide web (www) site design services, 79340000 Advertising and marketing services, 79341100 Advertising consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

- (a) strategisk kommunikationsprocess,
- (b) contentmarknadsföring,
- (c) kundundersökningar,
- (d) marknadskommunikation,
- (e) webbutveckling,
- (f) digitalt utvecklingsstöd.

II.2.2. Information about options

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

II.3. Duration of the contract or time limit for completion

Information about lots

Lot No: 1

Lot title: (a) Strategisk kommunikationsprocess

1) Short description

Stöd avseende utveckling av kommunikationsstrategier.

2) CPV code(s)

79341100 Advertising consultancy services, 79340000 Advertising and marketing services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: (b) Contentmarknadsföring

1) Short description

Stöd vad gäller det "kommunikativa ekosystemet" som fokuserar på contentmarknadsföring för flera nivåer och aktörer i JH.

2) CPV code(s)

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

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: (c) Kundundersökningar

1) Short description

Planering, genomförande och analys/presentation av kundundersökningar.

2) CPV code(s)

79342310 Customer survey services, 79342311 Customer satisfaction survey

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 4

Lot title: (d) Marknadskommunikation

1) Short description

Stöd, planering och genomförande av efterfrågad marknadskommunikation på prioriterade marknader.

2) CPV code(s)

79341100 Advertising consultancy services, 79340000 Advertising and marketing services, 79341000 Advertising services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 5

Lot title: (e) Webbutveckling

1) Short description

Stöd, planering och genomförande av webbutveckling.

2) CPV code(s)

72413000 World wide web (www) site design services, 72000000 IT services: consulting, software development, Internet and support, 72222300 Information technology services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 6

Lot title: (f) Digitalt utvecklingsstöd

1) Short description

Stöd, planering och genomförande av digital utveckling inom besöksnäring.

2) CPV code(s)

72000000 IT services: consulting, software development, Internet and support, 72222300 Information technology services, 79340000 Advertising and marketing services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Se bifogat förfrågningsunderlag.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Se bifogat förfrågningsunderlag.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Se bifogat förfrågningsunderlag.

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Se bifogat förfrågningsunderlag,

III.2.2. Economic and financial ability

List and brief description of conditions: Se bifogat förfrågningsunderlag,

III.2.3. Technical and professional ability

List and brief description of conditions:

Se bifogat förfrågningsunderlag,

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

15/1

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 13.8.2015

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

24.8.2015

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted
Swedish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender
until: 24.12.2015

IV.3.8. Conditions for opening of tenders

Date: 25.8.2015

Place:

Jämtland Härjedalen Turisms kontor.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Mats Forslund, AnnMargret Emilsson, Karin Gydemo Grahnlöf.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Regionala fonden, Turism 2030.

VI.3. Additional information

Visma TendSign-annons: <http://www.opic.com/notice.asp?req=dizdmtdr>

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

7.7.2015