

Netherlands-Apeldoorn: Advertising and marketing services

OJ S 138/2014 22/07/2014

Contract award notice

Services

Directive 2004/18/EC**Section I: Contracting authority**

I.1. Name and addresses

Official name: Politieacademie
National registration number: 532259254
Postal address: Arnhemseweg 348
Town: Apeldoorn
Postal code: 7334 AC
Country: Netherlands
For the attention of: Willemijn de Wal
E-mail: inkoop@politieacademie.nl
Telephone: +31 555392000

Internet address(es):

General address of the contracting authority: www.politieacademie.nl
Electronic access to information: www.commerce-hub.nl
Electronic submission of tenders and requests to participate: <https://www.tenderned.nl:443/tenderned-web/aankondiging/detail/samenvatting.xhtml?aankondigingId=39220>

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Education

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**

Europese niet-openbare aanbesteding Wervingscampagne.

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: Nederland.
NUTS code NL Nederland

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**II.1.4. Short description of the contract or purchase(s)**

De Politieacademie is op zoek naar 1 leverancier die kan adviseren en bijdragen in de ontwikkeling van de wervingscampagne voor de instroombehoefte van de Nationale Politie.

Aangezien de huidige wervingscampagne nog actueel is, de Nationale Politie aan de vooravond staat van een reorganisatie en de instroombehoefte de komende jaren laag is, heeft de politie de wens om voorlopig de lopende wervingscampagnes voor agentfuncties low-profile te continueren. Dit betekent dat er waarschijnlijk geen nieuwe concepten worden gelanceerd voor de instroom van agentfuncties. Voor de overige wervingsopdrachten, waaronder ICT functies en vrijwillige politie, wordt er per project bepaald of er een nieuwe campagne komt.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Selectie criterium: Technische bekwaamheid.

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 195-336936](#) of 8.10.2013

Section V: Award of contract

Contract No: 1

Lot title: Europese niet-openbare aanbesteding Wervingscampagne

V.1. Date of conclusion of the contract

1.3.2014

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Steam Advertising BV

Postal address: Generaal Vetterstraat 76E

Town: Amsterdam
Postal code: 1059 BW
Country: Netherlands

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

17.7.2014