

**Denmark-Esbjerg: Business services: law, marketing, consulting, recruitment, printing and security**

**OJ S 91/2022 11/05/2022**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

## **Section I: Contracting authority**

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### **I.1. Name and addresses**

Official name: Sikkerhedsstyrelsen  
National registration number: 27403123  
Postal address: Esbjerg Brygge 30  
Town: Esbjerg  
NUTS code: DK Danmark  
Postal code: 6700  
Country: Denmark  
Contact person: Casper Adrian König  
E-mail: [cko@sik.dk](mailto:cko@sik.dk)  
Telephone: +45 29692703  
**Internet address(es):**  
Main address: <https://www.sik.dk/>

### **I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.ethics.dk/ethics/eo#/44734773-91e9-4d4d-bb4c-c551f92ebc5a/publicMaterial>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.ethics.dk/ethics/eo#/44734773-91e9-4d4d-bb4c-c551f92ebc5a/homepage>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.ethics.dk/ethics/eo#/44734773-91e9-4d4d-bb4c-c551f92ebc5a/homepage>

### **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**

Other activity: Tilsyn og forbrugersikkerhed på tværs af brancher og aktiviteter

## **Section II: Object**

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

#### **II.1.1. Title**

Kampagner om produktsikkerhed 2022-2023 for Sikkerhedsstyrelsen

### **II.1.2. Main CPV code**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Formålet med produktsikkerheds-kampagnerne er at gøre det danske erhvervsliv og forbrugere opmærksomme på Storbritanniens position som et tredjeland, der ikke forpligter landets erhvervsdrivende at leve op til de regler og standarder der er i EU. Hovedformålet er at oplyse om ændrede regler, arbejdsgange og de faldgruber som Storbritanniens udtrædelse har for danske virksomheder og forbrugere.

### **II.1.5. Estimated total value**

Value excluding VAT: 3 300 000,00 DKK

### **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**

Kampagne målrettet danske forbrugere  
Lot No: 1

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

79341400 Advertising campaign services

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

NUTS code: DK Danmark  
Main site or place of performance: Danmark

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

Formålet med kampagnen er at øge målgruppernes kendskab til risici i forbindelse med handel med et tredjeland, deriblandt Storbritannien. Kampagnen er målrettet danske forbrugere.

### **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**

Value excluding VAT: 2 600 000,00 DKK

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

End: 31/12/2023  
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:

Genaktivering af kampagnen i år 2024 og år 2025 (for 12 måneder ad gangen) med 3 måneders varsel mod betaling af vederlag angivet i bilag 3 – Leverandørens tilbud.

#### **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**

Kampagne målrettet danske erhvervsdrivende  
Lot No: 2

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

79341400 Advertising campaign services

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

NUTS code: DK Danmark  
Main site or place of performance: Danmark

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

Formålet med kampagnen er at øge målgruppernes kendskab til ændrede regler, arbejds gange, risici i forbindelse med handel med et tredjeland, deriblandt Storbritannien. Kampagnen er målrettet danske erhvervsdrivende.

###### **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**

Value excluding VAT: 700 000,00 DKK

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

End: 31/12/2023  
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:  
Genaktivering af kampagnen i år 2024 og år 2025 (for 12 måneder ad gangen) med 3 måneders varsel mod betaling af vederlag angivet i bilag 3 – Leverandørens tilbud.

#### **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**

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### **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:

Ingen

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Ingen

Minimum level(s) of standards possibly required:

Ingen

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Ingen

Minimum level(s) of standards possibly required:

Ingen

### **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**

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

Date: 10/06/2022 Local time: 10:00

#### **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**

Danish

#### **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: 10/06/2022 Local time: 10:01

## **Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Klagenævnet for udbud

Postal address: Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: [klfu@naevneneshus.dk](mailto:klfu@naevneneshus.dk)

Telephone: +45 72405708

Internet address: <https://erhvervsstyrelsen.dk/klagenaevnet-for-udbud>

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

Official name: Konkurrence- og Forbrugerstyrelsen

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

E-mail: [kfst@kfst.dk](mailto:kfst@kfst.dk)

Telephone: +45 41715000

Internet address: [www.kfst.dk](http://www.kfst.dk)

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

06/05/2022