

Norway-Oslo: Advertising and marketing services

OJ S 97/2021 20/05/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Oslo kommune v/Klimaetaten

National registration number: 876 819 902

Postal address: Olav Vs gate 4

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0161

Country: Norway

Contact person: Gry Andersen

E-mail: gry.andersen@kli.oslo.kommune.no

Internet address(es):

Main address: <https://www.oslo.kommune.no/etater-foretak-og-ombud/klimaetaten/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/347279>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=300814&B=OSLO

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=300814&B=OSLO

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

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Communication Services and Media Purchase

Reference number: 21-118

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

The procurement will give Klimaetaten [the Agency for Climate] the support the agency needs in order to perform the communication assignment to change behaviour in the most effective way. The procurement will give top competence where the Agency for Climate itself does not have the competence or sufficient resources during the period when the relevant assignment is to be solved. The aim is to get a service that contributes to implementing accurate communication measures to achieve behavioural changes in the population and the business community.

So that the communication measures will have the best possible effect the Agency for Climate is dependent on strategic media planning and media purchase so that we can streamline and optimise the channels and surfaces that reach the relevant groups in the population and the business community.

See the documents in the tender documentation for further information and details.

II.1.5. Estimated total value

Value excluding VAT: 37 000 000,00 NOK

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

Communication Services

Lot No: 1

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79415200 Design consultancy services, 79822500 Graphic design services, 92111000 Motion picture and video production services, 79552000 Word-processing services, 79341000 Advertising services, 92111210 Advertising film production, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NO081 Oslo

Main site or place of performance: Oslo.

II.2.4. Description of the procurement

The Agency for Climate will contribute to achieving the goals in the Climate Strategy. The strategy was adopted by the town council and will contribute to reducing greenhouse gas emissions and that Oslo becomes a climate-robust town that better tolerates the climates changes. In order to achieve these goals, even more of us living in Oslo must make climate-friendly choices. Good information to both the population and business community about what, how and why is important.

The Agency for Climate uses a broad spectrum of channels and communication measures to reach out defined target groups. It is important that the communication is well received and that it helps to create behavioural change.

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: 24 000 000,00 NOK

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The framework agreement period is 2 years with an option for an extension for a further 1 + 1 year.

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Media Purchase

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 22462000 Advertising material, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services

II.2.3. Place of performance

NUTS code: NO081 Oslo

Main site or place of performance: Oslo.

II.2.4. Description of the procurement

For some of our communication efforts and particularly for marketing of the subsidy schemes, we need to purchase media surfaces. This applies both to digital and physical advertising. In 2020, the people of Oslo invested over NOK 260 000 000 in different climate measures thanks to support from the grand schemes in the Climate and Energy Fund. The marketing must contribute to as many as possible in the target group becoming familiar with the schemes and that they can seek grants. It is also a goal that those who visit klimatilskudd.no and of course that as many people as possible submit applications for grants.

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: 13 000 000,00 NOK

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The framework agreement period is 2 years with an option for an extension for a further 1 + 1 year.

II.2.10. Information about variants

Variants will be accepted: no

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 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:

Tenderers must be a legally established company. See the tender documentation.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Tenderers must have met their obligations with regard to the payment of tax and employer contributions. Tenderers must have sufficient economic and financial strength to be able to fulfil the contract. See the tender documentation.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

The tenderer must have experience from similar assignments, demonstrating that they can fulfil the contract.

The tenderer must have sufficient implementation ability demonstrating that the contract can be fulfilled.

See the tender documentation.

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 several operators Envisaged maximum number of participants to
the framework agreement: 4

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: 23/06/2021 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

Norwegian

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 22/09/2021

IV.2.7. Conditions for opening of tenders

Date: 23/06/2021 Local time: 12:00

Place:

Oslo

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

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: Oslo tingrett

Town: Oslo

Country: Norway

VI.5. Date of dispatch of this notice

15/05/2021