

Sweden-Falun: Advertising and marketing services
OJ S 93/2022 13/05/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Kopparstaden AB
National registration number: 556049-4865
Postal address: Box 1985
Town: Falun
NUTS code: SE312 Dalarnas län
Postal code: 791 19
Country: Sweden
Contact person: Åsa Lindström
E-mail: asa.lindstrom@kopparstaden.se
Internet address(es):
Main address: <http://www.kopparstaden.se>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

RAMAVTAL Kommunikationstjänster
Reference number: Ä2021-5497

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Ramavtalet syftar till att täcka Kopparstadens behov av kommunikationstjänster utöver det som täcks av egna resurser och omfattar tre områden; varumärkesstrategi, kommunikationsstrategi och reklambyråttjänster.
Avtalstiden är 2022-04-01 – 2024-03-31 med option på 1 + 1 år.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 6 500 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE312 Dalarnas län

Main site or place of performance: Falun

II.2.4. Description of the procurement

Ramavtalet syftar till att täcka Kopparstadens behov av kommunikationstjänster utöver det som täcks av egna resurser och omfattar tre områden; varumärkesstrategi, kommunikationsstrategi och reklambyråttjänster.

Avtalstiden är 2022-04-01 – 2024-03-31 med option på 1 + 1 år.

II.2.5. Award criteria

Quality criterion - Name: Resurser - kompetens, arbetssätt, egenskaper, kvalitet, kreativitet /
Weighting: 127500 SEK

Quality criterion - Name: Erfarenhet av kommunikationstjänster inom offentlig sektor och privata näringslivet / Weighting: 10000 SEK

Price - Weighting: 80-85 %

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 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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 028-071775](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2022

V.2.2. Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Confetti AB

National registration number: 556313-2322

Postal address: Stationsgatan 16

Town: Borlänge

NUTS code: SE312 Dalarnas län

Postal code: 78467

Country: Sweden

E-mail: annica.wenngren@confetti.se

Internet address: <http://www.confetti.se>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 6 500 000,00 SEK

Total value of the contract/lot: 6 500 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Mercell annons: <https://opic.com/id/afeilhnwem>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Falun

Country: Sweden

VI.5. Date of dispatch of this notice

10/05/2022