

Norway-Tromsø: Business and management consultancy services
OJ S 98/2021 21/05/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norges Sjømatråd
National registration number: 988 597 627
Postal address: Stortorget 1
Town: Tromsø
NUTS code: NO074 Troms og Finnmark
Postal code: 9008
Country: Norway
Contact person: Tom Meland
E-mail: tom.meland@seafood.no
Internet address(es):
Main address: <http://www.seafood.no>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

PR Services for the Norwegian Seafood Council in Paris, France
Reference number: 21/3

II.1.2. Main CPV code

79410000 Business and management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

The Norwegian Seafood Council is looking for an innovative PR agency that must help in achieving the Norwegian Seafood Council's main goal: To increase the value of Norwegian seafood in France.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 450 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79990000 Miscellaneous business-related services

II.2.3. Place of performance

NUTS code: FR10 Ile-de-France

II.2.4. Description of the procurement

The Norwegian Seafood Council is looking for an innovative PR agency that must help in achieving the Norwegian Seafood Council's main goal: To increase the value of Norwegian seafood in France.

The Norwegian Seafood Council is an international participant in the market with both French and Norwegian interested parties. We have overall strategies for PR and media communication, together with local marketing plans based on these strategies. The agency must be able to understand the local consumers, together with monitoring and decoding the French media channels, interested parties and general discussions in various channels (SNS, printed matter, etc.) related to seafood, especially imported seafood. This insight must be communicated to the Norwegian Seafood Council in an effective manner and should be used actively for proposals related activities that are led from concept to implementation and reporting.

II.2.5. Award criteria

Quality criterion - Name: Experience and skills, PR plan and crisis communication / Weighting: 80

Price - Weighting: 20

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

Restricted 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: [2021/S 026-065509](#)

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

30/04/2021

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Lowe Strateus

National registration number: 11111

Postal address: 80 Rue Taitbout

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75009

Country: France

Internet address: <http://www.golin.com>

The contractor is an SME: no

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

Total value of the contract/lot: 450 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Mercell notice: <https://opic.com/id/afkuqdgckm>.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nord-Troms Tingrett

Postal address: Postboks 2510

Town: Tromsø

Postal code: 9270

Country: Norway

Internet address: <https://www.domstol.no/Enkelt-domstol/nord-troms-tingrett/>

VI.5. Date of dispatch of this notice

19/05/2021

