

Finland-Helsinki: Business services: law, marketing, consulting, recruitment, printing and security**OJ S 105/2021 02/06/2021****Contract award notice****Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Helsingin kaupunginkanslia

National registration number: 0201256-6

Postal address: PL 700

Town: Helsinki

NUTS code: FI1B Helsinki-Uusimaa

Postal code: FI-00099

Country: Finland

Contact person: Raili Alanko

E-mail: raili.alanko@hel.fi

Telephone: +358 931031764

Internet address(es):Main address: <http://www.hel.fi>**I.1. Name and addresses**

Official name: Helsingin kaupungin toimialat ja liikelaitokset

National registration number: 0201256-6

Postal address: PL 700

Town: Helsinki

NUTS code: FI1B Helsinki-Uusimaa

Postal code: FI-00099

Country: Finland

E-mail: hankinnat@hel.fi**Internet address(es):**Main address: <http://www.hel.fi/hank>**I.1. Name and addresses**

Official name: Helsingin Konsernihankinta Oy

National registration number: 2299269-6

Postal address: c/o Helsingin kaupunginkanslia PL 700

Town: Helsinki

NUTS code: FI1B Helsinki-Uusimaa

Postal code: FI-00099

Country: Finland

E-mail: hankinnat@hel.fi**Internet address(es):**Main address: <http://www.hel.fi/hank>**I.2. Information about joint procurement**

The contract involves joint procurement
The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Brändipalvelut

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

Hankinnan kohteena on Helsingin kaupungin brändin johtamiseen ja rakentamiseen sekä strategiseen markkinointiin liittyvät palvelut.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 000 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: FI1B Helsinki-Uusimaa

II.2.4. Description of the procurement

Hankinnan kohteena on Helsingin kaupungin brändin johtamiseen ja rakentamiseen sekä strategiseen markkinointiin liittyvät palvelut.

II.2.5. Award criteria

Quality criterion - Name: Kuinka selkeästi tiimin osaamisessa näkyy yhteiskunnallisesti merkityksellinen tekeminen ja edelläkävijyys palvelukuvauksen mukaisissa brändipalveluissa. / Weighting: 30

Quality criterion - Name: Kuinka selkeästi ja hyvin idekonseptissa näkyy osallistavuus, tunteisiin vetoaminen ja globaali vaikuttavuus. / Weighting: 30

Price - Weighting: 40

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

The procurement involves the establishment of a framework agreement

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: [2020/S 239-590985](#)

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

Title:

Brändipalvelut

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: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Frankly Partners Oy ja Hasan & Partnes Oy

National registration number: 2241633-0 ja 0555375-5

Town: Helsinki

NUTS code: FI1B Helsinki-Uusimaa

Country: Finland

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Wörks Oy

National registration number: 3161190-4
Town: Helsinki
NUTS code: FI1B Helsinki-Uusimaa
Country: Finland
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Republic of Communications Oy
National registration number: 2262751-7
Town: Helsinki
NUTS code: FI1B Helsinki-Uusimaa
Country: Finland
The contractor is an SME: yes

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

Total value of the contract/lot: 1 000 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Markkinaoikeus
Postal address: Radanrakentajantie 5
Town: Helsinki
Postal code: FI-00520
Country: Finland
E-mail: markkinaoikeus@oikeus.fi
Telephone: +358 295643300
Internet address: <http://www.oikeus.fi/markkinaoikeus>

VI.5. Date of dispatch of this notice

28/05/2021