

Sweden-Stockholm: Advertising consultancy services

OJ S 178/2013 13/09/2013

Contract notice

Services

Directive 2004/18/EC**Section I: Contracting authority**

I.1. Name and addresses

Official name: Sveriges Kommuner och Landsting (SKL)

National registration number: 222000-0315

Postal address: Hornsgatan 20

Town: Stockholm

Postal code: SE-118 82

Country: Sweden

E-mail: upphandlingkommunikation@skl.se**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Visma Commerce AB

Internet address: <http://www.opic.com/notice.asp?req=dirqtlqb>**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Other: Medlemsorganisation för kommuner, landsting och regioner

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Strategiska kommunikationstjänster.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Stockholm.

NUTS code SE110 Stockholms län

II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Maximum number Envisaged maximum number of participants to the framework agreement
: 3

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Frequency and value of the contracts to be awarded: Som upplysning kan meddelas att SKL köpte strategiska kommunikationstjänster till ett värde av cirka 1,5 miljoner SEK exklusive moms under 2011. Ramavtalet innebär inte något åtagande från SKL:s sida att köpa en viss volym under avtalstiden.

II.1.5. Short description of the contract or purchase(s)

Upphandlingen omfattar strategiska kommunikationstjänster och rådgivning inom kommunikation för SKL.

Mer information om uppdragets innehåll i detalj framgår av förfrågningsunderlagets avsnitt 4 Krav på tjänsten.

II.1.6. CPV code(s)

79341100 Advertising consultancy services, 79340000 Advertising and marketing services, 79341200 Advertising management services, 79400000 Business and management consultancy and related services, 79416100 Public relations management services, 79416200 Public relations consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: SKL kommer som en del av prövningen att kontrollera att anbudsgivande företag och eventuella underleverantörer uppfyller kravet avseende registreringskyldighet, socialförsäkringsavgifter och skatt genom att inhämta uppgifter om detta.

III.2.2. Economic and financial ability

List and brief description of conditions: Anbudsgivaren ska ha erforderlig ekonomisk kapacitet så att denne med bibehållen kapacitet kan fullgöra uppdraget under hela ramavtalstiden och ska därmed ha lägst riskklass 3 enligt UC AB:s bedömning.

Minimum level(s) of standards possibly required: SKL kommer som en del av prövningen att kontrollera att anbudsgivande företag uppfyller kravet avseende ekonomisk kapacitet genom att inhämta uppgifter om detta.

III.2.3. Technical and professional ability

Minimum level(s) of standards possibly required:

Anbudsgivaren ska:

- ha kompetens och resurser för att kunna genomföra avtalets åtagande,
- ha god kunskap och förståelse för den svenska välfärdsmodellen och välfärdssektorns uppbyggnad,
- ha god kunskap om nationella riktlinjer och internationella standards för tillgänglig kommunikation, både vad avser form och innehåll,
- kunna utföra uppdrag med ett jämställdhets- och mångfaldsperspektiv.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Criteria below

1. Arbetsprov

2. Anbudspris

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

13/3421

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 23.10.2013

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

23.10.2013

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Swedish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 9 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: På begäran av en anbudsgivare ska en av en handelskammare utsedd person närvara. Kostnaderna för detta ska betalas av den som framställt begäran.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

Visma Commerce-annons: <http://www.opic.com/notice.asp?req=dirqtlqb>
Anbudsgivaren bekostar beställning av papperskopior av förfrågningsunderlagen.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm

Country: Sweden

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

11.9.2013