

Norway-Oslo: Advertising and marketing services

OJ S 119/2021 22/06/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Språkrådet

National registration number: 971527404

Postal address: Observatoriegata 1 B

Town: Oslo

NUTS code: NO Norge

Postal code: 0254

Country: Norway

Contact person: Jo Inge Fisketjøn

E-mail: jo.fisketjon@sprakradet.no

Telephone: +47 92454834

Internet address(es):

Main address: <https://permalink.mercell.com/158659909.aspx>

Address of the buyer profile: <http://www.sprakradet.no/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/158659909.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/158659909.aspx>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework Agreement for Digital Productions and Communication Services

Reference number: 21/382

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

We will enter into a framework agreement for digital productions and communication services in Språkrådet (the Norwegian Language Council), including Språkdagen (Language Day) and other digital events and elements. The framework agreement will primarily cover our need in the work with digital content. This concerns, among other things, film productions, assistance with text and manuscript development, digital events, digital conferences and other communication services.

We want to enter into a contract with one tenderer of these services.

II.1.5. Estimated total value

Value excluding VAT: 2 500 000,00 NOK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79822500 Graphic design services, 79950000 Exhibition, fair and congress organisation services, 79951000 Seminar organisation services, 79952000 Event services, 79952100 Cultural event organisation services, 79960000 Photographic and ancillary services, 92111000 Motion picture and video production services, 92312210 Services provided by authors, 92312211 Writing agency services, 92312213 Technical author services

II.2.3. Place of performance

NUTS code: NO081 Oslo

II.2.4. Description of the procurement

The Norwegian Language Council holds a number of events during a year. Our events are important reputation builders and build good networks between the Norwegian Language Council and the community around us. The events are often held physically with the public in attendance, but we have also had hybrid events where the public are primarily attend digitally. In addition, we want to be able to hold events produced as pure broadcasts with TV quality. Examples of the latter are Språkdagen (Language Day) autumn 2020. In production of this broadcast, the viewer experience is primary and the public in physical attendance secondary. In all three cases we need event support from time to time.

The framework agreement will cover our need in the work with film productions, assistance with text and manuscript development, design assignments, campaigns, digital events and conferences, and other communication services.

In some assignments there will for example be a need for simple design, or only recording of a conference, while other assignments will require far more comprehensive concept and content development. It is important to us that the tenderers can both go in and solve a specific challenge in a larger assignment and drive larger concept development processes.

The majority of the assignments will be connected to work with digital surfaces.

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: 2 500 000,00 NOK

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

Start: 01/08/2021 End: 31/07/2023

This contract is subject to renewal: yes

Description of renewals:

The contract duration is 2 years from signing with the possibility of extending the contract for one year at a time, at most two times (2 + 1 + 1).

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 registered in a company register, professional register or a trade register in the state where the tenderer is established.

Have a financial position that makes it possible for the contracting authority to have a cooperation with the tenderer for the entire contract period.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Be up to date with payment of taxes, employer contribution and VAT.

Have a financial position that makes it possible for the contracting authority to have a cooperation with the tenderer for the entire contract period.

Minimum level(s) of standards possibly required:

Be up to date with payment of taxes, employer contribution and VAT.

Have a financial position that makes it possible for the contracting authority to have a cooperation with the tenderer for the entire contract period.

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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 a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information**IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 16/07/2021 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: 14/10/2021

IV.2.7. Conditions for opening of tenders

Date: 16/07/2021 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Oslo tingrett

Postal address: Postboks 2106 Vika

Town: Oslo

Postal code: 0125

Country: Norway

VI.5. Date of dispatch of this notice

17/06/2021