

Netherlands-The Hague: Research and development services and related consultancy services

OJ S 189/2013 28/09/2013

Contract notice

Services

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

I.1. Name and addresses

Official name: Dienst Publiek en Communicatie

Postal address: Buitenhof 34

Town: Den Haag

Postal code: 2513 AH

Country: Netherlands

For the attention of: DPC Publiceren

E-mail: traffic@minaz.nl**Internet address(es):**General address of the contracting authority: www.rijksoverheid.nl**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:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

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

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**

Webonderzoek en Webanalyse (Ea0023)

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

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: Nederland.

NUTS code NL Nederland

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

Number Envisaged maximum number of participants to the framework agreement: 4

Duration of the framework agreement

Duration in months: 24

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

De Aanbestedende dienst heeft met deze aanbesteding tot doel een Raamovereenkomst af te sluiten met vier (4) dienstverleners voor de uitvoering van perceel 1: webonderzoek en een Raamovereenkomst met eveneens vier (4) dienstverleners voor de uitvoering van perceel B: webanalyse. Deze percelen zijn in Hoofdstuk 3 van dit Beschrijvend document beschreven. De Raamovereenkomsten hebben een looptijd van twee (2) jaar met de éézijdige optie, uitsluitend door de Opdrachtgever te benutten, om de Raamovereenkomsten één keer met twee (2) jaar te verlengen. De beoogde ingangsdatum is 1.6.2014.

II.1.6. CPV code(s)

73000000 Research and development services and related consultancy services, 73200000 Research and development consultancy services, 72316000 Data analysis services, 72000000 IT services: consulting, software development, Internet and support

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: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Perceel 1: 300 000 EUR per jaar exclusief btw.

Perceel 2: 300 000 EUR per jaar exclusief btw.

II.2.2. Information about options

Options: yes

Description of options: De Raamovereenkomsten hebben een looptijd van twee (2) jaar met de éézijdige optie, uitsluitend door de Opdrachtgever te benutten, om de Raamovereenkomsten één keer met twee (2) jaar te verlengen.

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

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

Start 1.6.2014. Completion 1.6.2016

Information about lots

Lot No: 1

Lot title: Perceel 1: Webonderzoek

1) Short description

Dit perceel betreft het uitvoeren van webonderzoek ten behoeve van online adviseurs, onderzoeksadviseurs, communicatieadviseurs en contenteigenaars van de Rijksoverheid. Met

webonderzoek wordt bedoeld: al het onderzoek naar de gebruikers- en het gebruik van de eigen digitale kanalen zoals websites, intranetomgevingen, eigen social media kanalen en apps waarbij aan gebruikers actief informatie gevraagd wordt. Het onderzoek naar social media binnen dit perceel betreft vooral online webonderzoek (enquêtes voor volgers en fans). Het gaat bij webonderzoek om het ontwikkelen of optimaliseren van het eigen digitale kanaal, zoals een website of web-based applicatie. Momenteel is de eigen website het dominante online kanaal van overheidsorganisaties dus daar wordt voor de leesbaarheid van de tekst het meest naar gerefereerd.

2) CPV code(s)

73000000 Research and development services and related consultancy services, 72316000 Data analysis services, 73200000 Research and development consultancy services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Perceel 2: Webanalyse

1) Short description

Onder webanalyse verstaat DPC de analyse van kwantitatieve gebruikstatistieken van de eigen digitale kanalen zoals websites, intranetomgevingen, eigen social media kanalen zoals een Facebookpagina of Twitteraccount, en apps. Webanalyse is in deze zin gericht op de „owned media”. De effecten van paid media zoals display- of zoekmachinemarketing en earned media, publiciteit via sociale media, zullen in deze definitie geanalyseerd worden in het licht van de eigen online kanalen. Webanalyse is non-obtrusive: de gebruiker merkt niet dat er gegevens worden verzameld over zijn/haar surfgedrag.

2) CPV code(s)

72000000 IT services: consulting, software development, Internet and support, 72316000 Data analysis services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

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

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

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

Objective criteria for choosing the limited number of candidates: [Zie selectieleidraad null]

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. EMVI

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

Ea0023

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: 11.11.2013 - 11:00

Payable documents: no

IV.3.4.

Time limit for receipt of tenders or requests to participate

11.11.2013 - 12:00

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
Dutch.

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

IV.3.8. Conditions for opening of tenders

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

VI.4. Procedures for review

VI.4.1. Review body

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

26.9.2013