

Sweden-Sundbyberg: Advertising and marketing services
OJ S 116/2022 17/06/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Myndigheten för delaktighet
National registration number: 202100-5588
Postal address: Sturegatan 3
Town: Sundbyberg
NUTS code: SE Sverige
Postal code: 172 31
Country: Sweden
Contact person: Eva Wemskog
E-mail: eva.wemskog@mfd.se
Telephone: +46 86008430
Internet address(es):
Main address: <http://www.mfd.se>

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

Ramavtal för kommunikationstjänster
Reference number: 2021/0627

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Myndigheten för delaktighet inbjuder intresserade leverantörer att ansöka om att delta i selektivt förfarande avseende upphandling av ramavtal för kommunikationstjänster. Upphandlingen avser en strategisk, kreativ och rådgivande partner i utvalda delar av MFD:s interna och externa kommunikations-, informations- och marknadsföringsarbete. Upphandlingen omfattar även produktion av material, från idé till färdig produkt. Uppdrag inom detta tjänsteområde avser utförande utöver det som täcks av egna resurser.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 000 000,00 SEK

II.2. Description

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Upphandlingen avser en strategisk, kreativ och rådgivande partner i utvalda delar av MFD:s interna och externa kommunikations-, informations- och marknadsföringsarbete. Upphandlingen omfattar även produktion av material, från idé till färdig produkt.

II.2.5. Award criteria

Quality criterion - Name: Fiktivt case / Weighting: 70%

Price - Weighting: 30%

II.2.11. Information about options

Options: yes

Description of options:

Möjlighet till förlängning upp till två år.

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: [2021/S 251-667466](#)

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

Contract No: 1

Title:

Ramavtal för kommunikationstjänster

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/05/2022

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: Springtime-Intellecta AB

National registration number: 556132-8526

Postal address: Box 19063

Town: Stockholm

NUTS code: SE Sverige

Postal code: 104 32

Country: Sweden

E-mail: tina.candell@intellecta.se

Telephone: +46 72-5489700

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 000 000,00 SEK

Total value of the contract/lot: 3 000 000,00 SEK

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: Förvaltningsrätten i Stockholm och migrationsdomstol

Town: Stockholm

Postal code: 115 76

Country: Sweden

E-mail: forvaltningsrattenistockholm@dom.se

Telephone: +46 8-56168000

Fax: +46 8-56168001

Internet address: <http://www.forvaltningsrattenistockholm.domstol.se>

VI.5.

Date of dispatch of this notice

13/06/2022