

Denmark-Copenhagen: Business services: law, marketing, consulting, recruitment, printing and security

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: Digitaliseringsstyrelsen

National registration number: 34 05 11 78

Postal address: Landgreven 4

Town: København K

NUTS code: DK Danmark

Postal code: 1301

Country: Denmark

Contact person: Mia Jensen

E-mail: mijen@digst.dk

Telephone: +45 24657480

Internet address(es):

Main address: <https://www.ethics.dk/ethics/eo#/03ac6d53-1318-49c4-b9d2-3471bab07b6e/homepage>

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

Adfærdeskampagne om digital sikkerhed rettet mod borgere

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

Kommunikationsbistand til adfærdeskampagne om digital sikkerhed rettet mod borgere.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 975 000,00 DKK

II.2. Description

II.2.3. Place of performance

NUTS code: DK Danmark

II.2.4. Description of the procurement

Kommunikationsbistand til adfærds kampagne om digital sikkerhed rettet mod borgere.

II.2.5. Award criteria

Quality criterion - Name: Kvalitet / Weighting: 90 %

Price - Weighting: 10 %

II.2.11. Information about options

Options: yes

Description of options:

Medieindrykninger hos tredjeparter.

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

Open procedure

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

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 237-624558](#)

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:

Adfærds kampagne om digital sikkerhed rettet mod borgere

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/05/2022

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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: 4

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

V.2.3. Name and address of the contractor

Official name: Primetime Kommunikation P/S

Town: København N

NUTS code: DK Danmark

Country: Denmark

The contractor is an SME: yes

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

Total value of the contract/lot: 975 000,00 DKK

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: Klagenævnet for Udbud

Postal address: Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: klfu@naevneneshus.dk

Telephone: +45 72405600

Internet address: <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Konkurrence- og Forbrugerstyrelsen

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

E-mail: kfst@kfst.dk

Telephone: +45 41715000

Internet address: www.kfst.dk

VI.5. Date of dispatch of this notice

13/06/2022