

Norway-Sandnes: Advertising management services
OJ S 110/2023 09/06/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sandnes kommune

National registration number: 964 965 137

Postal address: Rådhusgata 1

Town: Sandnes

NUTS code: NO0A1 Rogaland

Postal code: 4306

Country: Norway

Contact person: Steven Mellum

E-mail: Steven.mellum@sandnes.kommune.no

Telephone: +47 51336215

Internet address(es):

Main address: www.sandnes.kommune.no

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/306369>

I.1. Name and addresses

Official name: Sola kommune

National registration number: 948 243 113

Postal address: Rådhusvegen 21

Town: Sola

NUTS code: NO0A1 Rogaland

Postal code: 4050

Country: Norway

Contact person: Steven Mellum

E-mail: steven.mellum@sandnes.kommune.no

Internet address(es):

Main address: www.sola.kommune.no

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Concession contract - street furniture financed by advertisements
Reference number: 22/10933

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

The contracting authority plans to enter a concession contract for the investment, operation, and maintenance of street furniture dedicated to the public and public use in Sandnes municipality and Sola municipality. The furniture shall be financed through commercial use of advertising areas that will be available on the street furniture. Two (2) contractual relationships shall be established, one for Sandnes municipality and one for Sola municipality.

Current street furniture consists of bus shelters/shelters with and without advertising, public toilets with advertising, freestanding advertisement installations, fixed ad-free benches and fixed ad-free waste containers.

An overview of the street furniture established in Sandnes municipality and Sola municipality is given in the attachments 'Appendix 5 – Oversikt over bymøbler – Sandnes' and 'Appendix 6 – Overview of Oversikt over bymøbler – Sola'.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 100 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

44112100 Shelters, 44212321 Bus shelters, 45000000 Construction work, 45200000 Works for complete or part construction and civil engineering work, 45215500 Public conveniences, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79341000 Advertising services, 90000000 Sewage, refuse, cleaning and environmental services, 90500000 Refuse and waste related services, 90900000 Cleaning and sanitation services, 90910000 Cleaning services, 90911000 Accommodation, building and window cleaning services

II.2.3. Place of performance

NUTS code: NO0A1 Rogaland

II.2.4. Description of the procurement

The contracting authority plans to enter a concession contract for the investment, operation, and maintenance of street furniture dedicated to the public and public use in Sandnes municipality and Sola municipality. The furniture shall be financed through commercial use of advertising areas that will be available on the street furniture. Two (2) contractual relationships shall be established, one for Sandnes municipality and one for Sola municipality.

Current street furniture consists of bus shelters/shelters with and without advertising, public toilets with advertising, freestanding advertisement installations, fixed ad-free benches and fixed ad-free waste containers.

An overview of the street furniture established in Sandnes municipality and Sola municipality is given in the attachments 'Appendix 5 – Oversikt over bymøbler – Sandnes' and 'Appendix 6 – Overview of Oversikt over bymøbler – Sola'.

II.2.5. Award criteria

Quality criterion - Name: Finance / Weighting: 40 %

Quality criterion - Name: Quality / Weighting: 20%

Quality criterion - Name: Service / Weighting: 20%

Quality criterion - Name: Environment / Weighting: 20%

Price - Weighting: 0 %

II.2.11. Information about options

Options: yes

Description of options:

Option for digital advertising platforms and freestanding advertisement installations in Sandnes.

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

Competitive procedure with negotiation

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: [2022/S 231-664871](#)

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:

Concession contract - street furniture financed by advertisements

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/05/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: JCDecaux Norge AS

Town: Oslo

NUTS code: NO081 Oslo

Country: Norway

The contractor is an SME: no

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

Total value of the contract/lot: 100 000 000,00 NOK

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: Sør-Rogaland tingrett

Town: Stavanger

Postal code: 4001

Country: Norway

VI.4.2. Body responsible for mediation procedures

Official name: Sør-Rogaland tingrett

Town: Stavanger

Postal code: 4001

Country: Norway

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

Official name: Sandnes kommune

Town: Sandnes

Postal code: 4306

Country: Norway

VI.5. Date of dispatch of this notice

06/06/2023