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**Norway-Sandnes: Advertising management services  
2023/S 110-340995**

**Contract award notice**

**Results of the procurement procedure**

**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](mailto:Steven.mellum@sandnes.kommune.no)  
Telephone: +47 51336215  
**Internet address(es):**  
Main address: [www.sandnes.kommune.no](http://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](mailto:steven.mellum@sandnes.kommune.no)  
**Internet address(es):**  
Main address: [www.sola.kommune.no](http://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 (excluding VAT)**

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 (excluding VAT)**

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