

Netherlands-Apeldoorn: Advertising and marketing services

OJ S 110/2023 09/06/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Veluwe Onderwijsgroep

National registration number: 592047710

Postal address: Kanaal Noord 350

Town: Apeldoorn

NUTS code: NL Nederland

Postal code: 7323 AM

Country: Netherlands

Contact person: Ramon Nieuwenhuizen

E-mail: aanbesteding@inkada.nl

Telephone: +31 0546455655

Internet address(es):

Main address: <http://www.veluwseonderwijsgroep.nl>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/aankondigingen/overzicht/299960/details>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/aankondigingen/overzicht/299960/details>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing-/Communicatiediensten

Reference number: 2023/0605TK

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

De Veluwe Onderwijsgroep is binnen onderhavige aanbesteding op zoek naar een partner die de organisatie gaat ondersteunen bij de uitvoering van diverse diensten op het gebied van marketing en communicatie.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Marketing-/Communicatiediensten
Lot No: 1

II.2.2. Additional CPV code(s)

72212480 Sales, marketing and business intelligence software development services

II.2.3. Place of performance

NUTS code: NL Nederland
Main site or place of performance: Apeldoorn

II.2.4. Description of the procurement

Zie aanbestedingsdocumenten.

II.2.5. Award criteria

Criteria below
Quality criterion - Name: Open vragen / Weighting: 50
Quality criterion - Name: Presentatie / Weighting: 25
Price - Weighting: 25

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/11/2023 End: 31/10/2025
This contract is subject to renewal: yes
Description of renewals:
vier (4) keer één (1) jaar

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes
Description of options:
vier (4) keer één (1) jaar

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

De looptijd van de Raamovereenkomst is vastgesteld op 24 maanden.

Startdatum: 1 november 2023

Einddatum: 31 oktober 2025

Optiejaren: vier (4) keer één (1) jaar

Motivatie langere looptijd Raamovereenkomst

Er wordt voor een langere looptijd van de Raamovereenkomst (in plaats van 4 jaar)

gekozen omdat er vanuit de Opdrachtnemer wordt verwacht dat deze zich inspant

om bekend te raken met de organisatie van de Veluwe Onderwijsgroep

(bijvoorbeeld op het gebied van creativiteit en strategie). Het is daarom voor de

Veluwe Onderwijsgroep niet wenselijk om na 4 jaar alweer te wisselen van

Opdrachtnemer. Het afbreukrisico is dan te groot.

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 22/08/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Dutch

IV.2.7. Conditions for opening of tenders

Date: 22/08/2023 Local time: 12:15

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Gelderland

Postal address: postbus 9008

Town: Zutphen

Postal code: 7200 GJ

Country: Netherlands

E-mail: zutphen@rechtspraak.nl

Telephone: +31 883612000

Internet address: <http://www.rechtspraak.nl>

VI.5. Date of dispatch of this notice

05/06/2023