

SE-Örebro: advertising and marketing services  
OJ S 211/2012 01/11/2012  
Contract notice  
Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Kommuninvest i Sverige AB  
Postal address: Box 124  
Town: Örebro  
Postal code: SE-701 42  
Country: Sweden  
E-mail: [upphandling.kommuninvest@affarsconcept.se](mailto:upphandling.kommuninvest@affarsconcept.se)

**Internet address(es):**

General address of the contracting authority: <http://www.kommuninvest.se/>

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Official name: Visma Opic AB  
Postal address: Box 396  
Town: Linköping  
Postal code: SE-581 04  
Country: Sweden  
For the attention of: Beställning  
E-mail: [request@visma.com](mailto:request@visma.com)  
Fax: +46 134747560  
Internet address: <http://www.opic.com/notice.asp?req=difvlchb>

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

**I.2. Type of the contracting authority**

Regional or local agency/office

**I.3. Main activity**

Economic and financial affairs

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

Fullservicetjänster inom kommunikation.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services  
Main site or place of performance: Örebro.  
Utförande av tjänsten kan ske såväl i Örebro som i Stockholm.  
NUTS code SE124 Örebro län

### **II.1.3. Information about a framework agreement or a dynamic purchasing system**

The notice involves a public contract

### **II.1.4. Information about framework agreement**

### **II.1.5. Short description of the contract or purchase(s)**

Upphandlingen omfattar kommunikationstjänster för Kommuninvest. Som information kan meddelas att Kommuninvest under 2011 köpte liknande kommunikationstjänster för cirka 5 000 000 SEK. Upphandlingen omfattar kommunikationstjänster där utförandet påbörjas efter 1.7.2013.

Exempel på behov som kan finnas inom kommunikation är:

- publikationer på olika språk (företrädesvis svenska, engelska och japanska),
- kommunikationsstöd så som:
  - annonsutformning,
  - pressmeddelanden på olika språk,
  - internkommunikation,
- övriga kommunikationstjänster:
  - strategisk rådgivning,
  - översättningar (inklusive språkgranskning och kulturkontroll),
  - fotograftjänster,
  - skribenttjänster,
  - webbhantering,
  - omvärldsbevakning inom kommunikation.

Ramavtalet innebär inget åtagande från Kommuninvest att köpa en viss volym under avtalstiden.

### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79530000 Translation services, 79960000 Photographic and ancillary services

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

### **II.1.8. Lots**

This contract is divided into lots: no

### **II.1.9. Information about variants**

Variants will be accepted: no

## **II.2. Scope of the procurement**

### **II.2.1. Total quantity or scope**

### **II.2.2. Information about options**

Options: yes

Description of options: 2 år.

### **II.2.3. Information about renewals**

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 24 (from the award of the contract)

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

#### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

#### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

#### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

### **III.2. Conditions for participation**

#### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

#### **III.2.2. Economic and financial ability**

Minimum level(s) of standards possibly required: Anbudsgivaren ska ha erforderlig ekonomisk kapacitet så att denne med bibehållen kvalitet kan fullgöra uppdraget under hela ramavtalstiden. Anbudsgivaren ska vid inhämtande av kreditupplysning från kreditupplysningsföretag erhålla lägst omdöme 3 från UC (<http://www.uc.se>). Detta kommer att kontrolleras av Kommuninvest efter inlämnade av anbud.

I det fall lägre omdömen redovisas, eller redovisningen ej kan lämnas, ska anbudsgivaren ändå anses uppfylla kravet om anbudsgivaren i anbudet lämnat en sådan förklaring att det kan anses klarlagt att anbudsgivaren innehar motsvarande ekonomiska stabilitet.

#### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Anbudsgivare ska inneha kompetens och erfarenhet av kommunikationstjänster innefattande:

- strategisk rådgivning inom kommunikation,
- produktion av publikationer på olika språk (föredragsvis svenska, engelska och japanska),
- annonsutformning,
- mediekommunikation på olika språk,
- översättningar (inklusive språkgranskning och kulturkontroll),
- fotograftjänster,
- skribenttjänster,
- webbhantering,
- omvärldsbevakning inom kommunikation,
- internkommunikation,
- kompetens inom lagstiftning och regelverk som omfattar kommunikation och marknadsföring.

För ytterligare krava, se anbudsförfrågan.

#### **III.2.4. Information about reserved contracts**

### **III.3. Conditions specific to services contracts**

### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Time limit for receipt of requests for documents or for accessing documents: 17.1.2013  
Payable documents: no

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

17.1.2013

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

Swedish.

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

until: 31.7.2013

#### **IV.3.8. Conditions for opening of tenders**

Date: 21.1.2013

Persons authorised to be present at the opening of tenders: no

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:  
no

### VI.3. Additional information

Visma Opic-annons: <http://www.opic.com/notice.asp?req=difvlchb>.  
Anbudsgivaren bekostar beställning av papperskopior av förfrågningsunderlagen.

### VI.4. Procedures for review

#### VI.4.1. Review body

#### VI.4.2. Review procedure

#### VI.4.3. Service from which information about the review procedure may be obtained

### VI.5. Date of dispatch of this notice

30.10.2012