

SE-Örebro: advertising and marketing services

OJ S 213/2012 06/11/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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

Internet address(es):

General address of the contracting authority: [http://Upphandlande myndighetens internetadress](http://Upphandlande.myndighetens.internetadress)

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

Fax: +46 134747560

Internet address: <http://www.opic.com/notice.asp?req=dibfhgkf>

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

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)

The procurement is covered by the Government Procurement Agreement: yes

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

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 (företrädesvis 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

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

12-0007

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

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=dibfhgkf>.
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

1.11.2012