

Finland-Valtioneuvosto: Advertising and marketing services
OJ S 125/2022 01/07/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Valtioneuvoston kanslia
National registration number: 0245975-5
Town: 00023 Valtioneuvosto
NUTS code: FI Suomi / Finland
Country: Finland
Contact person: Johanna Kaprio-Papageorgiou
E-mail: kirjaamo.vnk@gov.fi
Internet address(es):
Main address: <https://vnk.fi>

I.1. Name and addresses

Official name: Oikeusministeriö
National registration number: 0245974-7
Town: 00023 VALTIONEUVOSTO
NUTS code: FI Suomi / Finland
Country: Finland
E-mail: kirjaamo.om@gov.fi
Internet address(es):
Main address: <https://oikeusministerio.fi>

I.1. Name and addresses

Official name: Sosiaali- ja terveysministeriö
National registration number: 0244685-8
Town: 00023, VALTIONEUVOSTO
NUTS code: FI Suomi / Finland
Country: Finland
E-mail: kirjaamo.stm@gov.fi
Internet address(es):
Main address: <https://stm.fi>

I.1. Name and addresses

Official name: Ulkoministeriö
National registration number: 0245973-9
Town: 00023, VALTIONEUVOSTO
NUTS code: FI Suomi / Finland
Country: Finland
E-mail: kirjaamo.um@formin.fi
Internet address(es):
Main address: <https://um.fi>

I.1. Name and addresses

Official name: Valtiovarainministeriö
National registration number: 0245439-9
Town: 00023, VALTIONEUVOSTO
NUTS code: FI Suomi / Finland
Country: Finland
E-mail: kirjaamo.vm@gov.fi
Internet address(es):
Main address: <https://vm.fi>

I.1. Name and addresses

Official name: Työ- ja elinkeinoministeriö
National registration number: 2160307-0
Town: 00023, VALTIONEUVOSTO
NUTS code: FI Suomi / Finland
Country: Finland
E-mail: kirjaamo.tem@gov.fi
Internet address(es):
Main address: <https://tem.fi/>

I.1. Name and addresses

Official name: Ympäristöministeriö
National registration number: 0519456-1
Town: 00023 VALTIONEUVOSTO
NUTS code: FI Suomi / Finland
Country: Finland
E-mail: kirjaamo.ym@gov.fi
Internet address(es):
Main address: <https://ym.fi>

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Valtioneuvoston kanslia - Luokka 2 - Viestintä- ja markkinointipalvelut 2020-2026 (DPS) - Viestinnän koulutuspalvelut (palvelualue 6)
Reference number: VN/1566/2022

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

Hankinnan kohteena on viestinnän koulutuspalvelut.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 750 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services, 79310000 Market research services, 79342000 Marketing services, 79300000 Market and economic research; polling and statistics, 79341400 Advertising campaign services, 79430000 Crisis management services, 79800000 Printing and related services, 79950000 Exhibition, fair and congress organisation services, 92100000 Motion picture and video services, 79632000 Personnel-training services, 39294100 Information and promotion products, 48500000 Communication and multimedia software package, 48000000 Software package and information systems, 73110000 Research services, 72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: FI1 Manner-Suomi

II.2.4. Description of the procurement

Valtioneuvoston kanslia kilpailutti viestintä- ja markkinointipalveluita tarjouspyynnön ja sen liitteiden mukaisesti, ja hankintarenkaassa mukana olevien ministeriöiden puolesta. Tarjouspyyntö perustui Hansel Oy:n Viestintä- ja markkinointipalvelut 2020-2026 (DPS) dynaamiseen hankintajärjestelmään (jäljempänä "DPS"). DPS:n sisäinen kilpailutus tehtiin luokassa 2 Erillispalvelut, ja tarjouspyyntö koski viestinnän koulutuspalveluita.

II.2.5. Award criteria

Quality criterion - Name: Tarjottujen henkilöresurssien osaaminen, kokemus ja taidot /

Weighting: 50

Quality criterion - Name: Työnäyte / Weighting: 20

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Hankinnan sopimuskauden kesto on kaksi (2) vuotta (perussopimuskausi).

Perussopimuskauden jälkeen Asiakkaalla on oikeus jatkaa sopimusta kahdella (2) optiovuodella. Option käyttöönotto on ainoastaan Asiakkaan harkinnassa. Asiakas ilmoittaa toimittajalle option käyttämisestä viimeistään kahta (2) kuukautta ennen perussopimuskauden päättymistä.

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

Restricted procedure

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: [2020/S 197-476104](#)

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: VN/1566/2022-VNK-27

Title:

Valtioneuvoston kanslia - Luokka 2 - Viestintä- ja markkinointipalvelut 2020-2026 (DPS) - Viestinnän koulutuspalvelut (palvelualue 6)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/05/2022

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: Management Institute of Finland MIF Oy

National registration number: 2460281-5

Postal address: Manneheimintie 15

Town: Helsinki

NUTS code: FI Suomi / Finland

Postal code: 00260

Country: Finland

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 750 000,00 EUR

Total value of the contract/lot: 750 000,00 EUR

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: Markkinaoikeus

Postal address: Sörnäistenkatu 1

Town: Helsinki

Postal code: 00580

Country: Finland

E-mail: markkinaoikeus@oikeus.fi

Telephone: +358 295643300

Internet address: <http://www.oikeus.fi/markkinaoikeus>

VI.5. Date of dispatch of this notice

28/06/2022