

Belgium-Brussels: Advertising and marketing services

OJ S 162/2018 24/08/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Departement Welzijn, Volksgezondheid en Gezin

National registration number: 0316.380.841_16754

Postal address: Ellipsgebouw - Koning Albert II-laan 35 bus 30

Town: Brussel

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1030

Country: Belgium

Contact person: Carmen De Rudder

E-mail: carmen.derudder@wvg.vlaanderen.be

Telephone: +32 25533285

Internet address(es):

Main address: www.departementwvg.be

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=317542>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=317542>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=Dep.+Welzijn%2C+Volksgezondheid+en+Gezin-BICK_COMM_2018_01-F02

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://enot.publicprocurement.be/enot-war/displayForum.do?forumId=21549>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Other activity: Welzijn, volksgezondheid en gezin

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Strategische en conceptuele begeleiding van verschillende communicatieprojecten binnen het beleidsdomein Welzijn, Volksgezondheid en Gezin

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Om het beleid m.b.t. welzijn, volksgezondheid en gezin via communicatie te ondersteunen en om de communicatieprojecten consequent vorm te geven en op elkaar af te stemmen, zal een raamovereenkomst worden afgesloten met 1 opdrachtnemer die zal instaan voor de strategische en conceptuele begeleiding. Daarnaast is de opdrachtnemer verantwoordelijk voor de creatie en het ontwerp van communicatieproducten, voor de productbegeleiding, evenals voor de copywriting van allerhande teksten. Daarnaast zal eveneens een beroep gedaan worden op de opdrachtnemer voor advies op het gebied van mediaplanning. De opdracht omvat slechts de occasionele aankoop van mediaruimte en occasioneel drukwerk.

II.1.5. Estimated total value

Value excluding VAT: 2 400 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: BE Belgique / België

Main site or place of performance: Vlaanderen - Brussel

II.2.4. Description of the procurement

Om het beleid m.b.t. welzijn, volksgezondheid en gezin via communicatie te ondersteunen en om de communicatieprojecten consequent vorm te geven en op elkaar af te stemmen, zal een raamovereenkomst worden afgesloten met 1 opdrachtnemer die zal instaan voor de strategische en conceptuele begeleiding. Daarnaast is de opdrachtnemer verantwoordelijk voor de creatie en het ontwerp van communicatieproducten, voor de productbegeleiding, evenals voor de copywriting van allerhande teksten. Daarnaast zal eveneens een beroep gedaan worden op de opdrachtnemer voor advies op het gebied van mediaplanning. De opdracht omvat slechts de occasionele aankoop van mediaruimte en occasioneel drukwerk.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 2 400 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: no

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3Maximum number: 5Objective criteria for choosing the limited number of candidates:

Zie selectieleidraad.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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

Zie selectieleidraad.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Zie selectieleidraad

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Zie selectieleidraad

III.2.3. 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

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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: 24/09/2018 Local time: 10:00

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

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

Internet address: www.raadvanstate.be

VI.4.2. Body responsible for mediation procedures

Official name: Vlaamse overheid, Departement Welzijn, Volksgezondheid en Gezin

Postal address: Koning Albert II-laan 35 bus 30

Town: Brussel

Postal code: 1030

Country: Belgium

Internet address: www.departementwvg.be

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

Internet address: www.raadvanstate.be

VI.5. Date of dispatch of this notice

23/08/2018