

Norway-Tønsberg: Advertising consultancy services

OJ S 152/2020 07/08/2020

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Barne-, Ungdoms-og Familiedirektoratet

National registration number: 986 128 433

Postal address: Postboks 2233

Town: Tønsberg

NUTS code: NO Norge

Postal code: 3103

Country: Norway

Contact person: Bernhard Lacher

E-mail: anskaffelse@bufdir.no

Telephone: +47 46615082

Internet address(es):Main address: <http://www.bufdir.no>Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/300923>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=274975&B=BUFDIR

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=274975&B=BUFDIR

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

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Communication Services for Foster Home Recruitment

Reference number: 20/54837

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

More than 11 500 children and youths currently live in foster homes in Norway. The number of children in foster homes has increased by more than 30 percent in the last 10 years. The overall aim is that we always have enough foster homes. This means that no children must wait for a foster home after a decision for a foster home placement has been made.

Campaigns and marketing are a couple of several tools to reach this goal. Bufdir is responsible for national campaigns and marketing measures for foster home recruitment and for the coordination of this work with the regions. Each region is responsible for separate regional campaigns and marketing measures.

For this assignment Bufdir would like to enter into a framework agreement for communication consultancy services with one tenderer. The assignments under the framework agreement will include, amongst other things, strategic consultancy, development, holding and evaluating campaigns, particularly in digital and social media, media agency services and the production of campaign material.

II.1.5. Estimated total value

Value excluding VAT: 56 000 000,00 NOK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

Bufdir will enter into a framework agreement with one tenderer for campaign and marketing services for foster home recruitment. The assignments will include, amongst other things, strategic consultancy, development, holding and evaluating campaigns, particularly in digital and social media, media agency services and the production of campaign material. Contract duration: 2 + 1 + 1 year.

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: 56 000 000,00 NOK

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Option to extend the contract for 12 + 12 months.

II.2.9.

Information about the limits on the number of candidates to be invited

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

:

See the criteria in the tender documentation.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Option to extend the contract for 12 + 12 months.

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 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:

See the tender documentation.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

See the tender documentation.

Minimum level(s) of standards possibly required:

See the tender documentation.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

See the tender documentation.

Minimum level(s) of standards possibly required:

See the tender documentation.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

See the tender documentation.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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.1.5. Information about negotiation

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: 04/09/2020 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

Norwegian

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31/12/2020

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: Oslo Tingrett

Postal address: Postboks 2106 Vika

Town: Oslo

Postal code: 0125

Country: Norway

VI.4.2. Body responsible for mediation procedures

Official name: Oslo Tingrett

Postal address: Postboks 2106 Vika

Town: Oslo

Postal code: 0125

Country: Norway

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

Official name: Bufdir

Postal address: Pb 2233

Town: Tønsberg

Postal code: 3103

Country: Norway

VI.5. Date of dispatch of this notice

04/08/2020