

Sweden-Umeå: Advertising and marketing services

OJ S 120/2023 26/06/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: AB Bostaden i Umeå

National registration number: 556500-2408

Postal address: Box 244

Town: Umeå

NUTS code: SE Sverige

Postal code: 901 06

Country: Sweden

Contact person: Anders Vestman

E-mail: anders.vestman@bostaden.umea.se

Telephone: +46 90-177574

Internet address(es):

Main address: <http://www.bostaden.umea.se/>

Address of the buyer profile: <https://www.e-avrop.com/bostadenumea/e-Upphandling/Default.aspx>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.e-avrop.com/bostadenumea/e-Upphandling/NoticeLink.aspx?id=83883>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.e-avrop.com/bostadenumea/e-Upphandling/NoticeLink.aspx?id=83883>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Huvudbyrå kommunikationstjänster

Reference number: 2329

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

AB Bostadens (Bostaden) marknadsavdelning ansvarar för företagets samlade kommunikation, såväl internt som externt. Nu söker vi en partner som, tillsammans med marknadsavdelningen, ska ta Bostadens kommunikation till nästa nivå.

Vi vill betona att denna upphandling syftar till att hitta en partner som kan bidra till vår fortsatta utveckling och hjälpa oss att nå våra mål genom ett gemensamt samarbete.

II.1.5. Estimated total value

Value excluding VAT: 10 000 000,00 SEK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: SE331 Västerbottens län

II.2.4. Description of the procurement

AB Bostadens (Bostaden) marknadsavdelning ansvarar för företagets samlade kommunikation, såväl internt som externt. Nu söker vi en partner som, tillsammans med marknadsavdelningen, ska ta Bostadens kommunikation till nästa nivå.

Vi vill betona att denna upphandling syftar till att hitta en partner som kan bidra till vår fortsatta utveckling och hjälpa oss att nå våra mål genom ett gemensamt samarbete.

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: 10 000 000,00 SEK

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

Start: 01/10/2023 End: 30/09/2025

This contract is subject to renewal: yes

Description of renewals:

Förlängningsoption till: 2026-09-30

Förlängningsoption till: 2027-09-30

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

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open 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: 28/08/2023

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

Swedish

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

Tender must be valid until: 26/11/2023

IV.2.7. Conditions for opening of tenders

Date: 29/08/2023 Local time: 00:00

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: Förvaltningsrätten i Umeå

Postal address: Box 193

Town: Umeå

Postal code: 901 05

Country: Sweden

E-mail: forvaltningsratteniumea@dom.se

Telephone: +46 90-177400

Fax: +46 90-137588

Internet address: <http://www.forvaltningsratteniumea.domstol.se>

VI.5. Date of dispatch of this notice

21/06/2023

