

Sweden-Stockholm: Advertising and marketing services

OJ S 165/2019 28/08/2019

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Vinnova

National registration number: 202100-5216

Town: Stockholm

NUTS code: SE11 Stockholm

Postal code: 10158

Country: Sweden

Contact person: Maria Edholm

E-mail: VINNOVA@VINNOVA.se**Internet address(es):**Main address: <http://www.vinnova.se>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afwytvxmum&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afwytvxmum&GoTo=Tender>**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**

Upphandling av en kommunikationspartner och en produktionspartner

Reference number: 2019-03452

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Vinnovas kommunikationsavdelning har dels behov av en partner för strategisk kommunikationsrådgivning och dels en partner för produktion av kommunikationsinsatser.

II.1.5. Estimated total value

Value excluding VAT: 20 000 000,00 SEK

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Kommunikationspartner

Lot No: Delområde A

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341100 Advertising consultancy services, 79400000 Business and management consultancy and related services, 79410000 Business and management consultancy services, 79415200 Design consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: SE Sverige

Main site or place of performance: Stockholm

II.2.4. Description of the procurement

Leverantören ska bland annat arbeta fram långsiktiga koncept för att skapa förståelse för Vinnovas verksamhet hos relevanta målgrupper samt engagera relevanta målgrupper i för Vinnova relevanta frågor.

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: 5 000 000,00 SEK

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Vinnova har rätt att förlänga ramavtalet med ytterligare maximalt tre år. Förlängning kan ske vid flera tillfällen men sammantaget uppgå till högst tre år. Ramavtalet kan således som längst löpa i fyra år.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Vinnova har rätt att förlänga ramavtalet med ytterligare maximalt tre år. Förlängning kan ske vid flera tillfällen men sammantaget uppgå till högst tre år. Ramavtalet kan således som längst löpa i fyra år.

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

II.2. Description

II.2.1. Title

Produktionspartner
Lot No: Delområde B

II.2.2. Additional CPV code(s)

22000000 Printed matter and related products, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79415000 Production management consultancy services, 79415200 Design consultancy services, 79416000 Public relations services, 79416200 Public relations consultancy services, 79822500 Graphic design services, 92100000 Motion picture and video services, 92110000 Motion picture and video tape production and related services, 92111000 Motion picture and video production services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111250 Information film production, 92112000 Services in connection with motion-picture and video-tape production, 92211000 Radio production services, 92312213 Technical author services

II.2.3. Place of performance

NUTS code: SE Sverige
Main site or place of performance: Stockholm

II.2.4. Description of the procurement

Leverantören ska på uppdrag av Vinnova producera målgruppsanpassat innehåll. Produktionstjänsterna kan till exempel omfatta både framtagande av komplexa produkter och kampanjer såväl som snabb och enkel produktion för sociala medier samt av till exempel inbjudningar, foldrar och informationsblad. Leverantören ska arbeta med att optimera spridningen av produktioner som Vinnova tagit fram och ska arbeta för att dessa produktioner når rätt målgrupper.

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: 15 000 000,00 SEK

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

Duration in months: 12
This contract is subject to renewal: yes
Description of renewals:

Vinnova har rätt att förlänga ramavtalet med ytterligare maximalt tre år. Förlängning kan ske vid flera tillfällen men sammantaget uppgå till högst tre år. Ramavtalet kan således som längst löpa i fyra år.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Vinnova har rätt att förlänga ramavtalet med ytterligare maximalt tre år. Förlängning kan ske vid flera tillfällen men sammantaget uppgå till högst tre år. Ramavtalet kan således som längst löpa i fyra år.

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:

Leverantören ska vara registrerad i ett aktiebolags-, handels- eller föreningsregister eller motsvarande handels- och yrkesregister som förs i den stat där leverantörens verksamhet är etablerad, enligt vad som anges i bilaga XI till direktiv 2014/24/EU.

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

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

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: 30/09/2019 Local time: 23:59

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: 31/03/2020

IV.2.7. Conditions for opening of tenders

Date: 01/10/2019 Local time: 00:00

Place:

Stockholm

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

Visma annons: <https://opic.com/id/afwytvxmum>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Postal code: 115 76

Country: Sweden

E-mail: forvaltningsrattenistockholm@dom.se

Telephone: +46 856168000

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Enligt lagstadgad avtalsspärr.

VI.5. Date of dispatch of this notice

27/08/2019