

NO-Oslo: Advertising and marketing services

OJ S 247/2012 22/12/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Opplysningskontoret for frukt og grønnsaker

Postal address: pb 187 Økern

Town: Oslo

Postal code: 0510

Country: Norway

Contact person: Skolefrukt

For the attention of: Tore Angelsen

E-mail: tore.angelsen@frukt.no

Telephone: +47 23249400

Fax: +47 23249411

Internet address(es):

General address of the contracting authority: www.frukt.no

Address of the buyer profile: http://www.doffin.no/search/Search_AuthProfile.aspx?ID=AA9148

Additional information can be obtained from:

Official name: Opplysningskontoret for frukt og grønnsaker

Postal address: pb 187 Økern

Town: Oslo

Postal code: 0510

Country: Norway

Contact person: Skolefrukt

For the attention of: Tore Angelsen

Telephone: +47 23249400

Fax: +47 23249411

Internet address: www.frukt.no

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Opplysningskontoret for frukt og grønnsaker

Postal address: pb 187 Økern

Town: Oslo

Postal code: 0510

Country: Norway

Contact person: Skolefrukt

For the attention of: Tore Angelsen

Telephone: +47 23249400

Fax: +47 23249411

Internet address: www.frukt.no

Tenders or requests to participate must be submitted: Official name: Opplysningskontoret for frukt og grønnsaker

Postal address: pb 187 Økern

Town: Oslo
Postal code: 0510
Country: Norway
Contact person: Skolefrukt
For the attention of: Tore Angelsen
Telephone: +47 23249400
Fax: +47 23249411
Internet address: www.frukt.no

I.2. Type of the contracting authority

Other: Information Bureau

I.3. Main activity

Other: Fruits to schools

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Advertising and communication services.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Oslo, Norway.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in months: 44

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 400 000 and 5 000 000 NOK

II.1.5. Short description of the contract or purchase(s)

The Fresh Fruit and Vegetable Information Bureau (OFG) henceforth referred to as the Awarding Authority, aims at increasing number of primary schools that participate in the subscription scheme and the support at participating schools. As a measure to achieve these goals, the Awarding Authority wishes to enter into a framework agreement with a creative agency for development of communication in various media and at the home page - skolefrukt.no

Regarding the home page skolefrukt.no, it may be relevant with a complete new platform and design during the agreement period.

This framework agreement do not give any exclusive right to develop all materials the Awarding Authority shall prepare in connection with the Fresh fruit to School scheme.

The Awarding Authority may also cooperate directly with printing offices and other manufacturers if the Awarding Authority finds this most adequate based on costs/benefits considerations. It may also be relevant to prepare complete new tenders for special assignments during the agreement period.

The framework agreement does not give any guarantee for turnover and it will be very unpredictable during the contract period. The Awarding Authority may choose alternative measures in such a way that the requirement for advertising service may be minor during the contract period. But the Awarding Authority may also chose to put more emphasis of advertising and communication service for the Fresh fruit to School scheme. The estimated value for the framework agreement is from 400 000 to 5 000 000 NOK. This involves a 44 months contract period.

In addition to this framework agreement, the Awarding Authority shall also enter into an agreement with a joint venture partner for development and procurement of various articles with the logo Skolefrukt.no or other logo related to the Awarding Authority's fresh fruit to schools scheme. It is a condition that the service provider awarded the framework agreement for communication in various media and at the home page Skolefrukt.no shall cooperate with the joint venture partner for development and procurement of various articles with the logo Skolefrukt.no.

The assignment which shall be awarded shall be implemented in accordance with a work process with a fixed team which cannot be altered without further agreement.

NOTE: To register your interest in this notice and obtain any additional information please visit the Doffin Web Site at http://www.doffin.no/Search/Search_Switch.aspx?ID=276603

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT:

Range: between 400 000 and 5 000 000 NOK

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 1.5.2013. Completion 31.12.2016

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: (1) Company registration certificate.

(2) Value added tax certificate (National requirement).

(3) Company tax certificate (National requirement).

(4) Self-declaration in compliance with Appendix 2 (HSE) of the Norwegian procurement regulations (National requirement).

III.2.2. Economic and financial ability

List and brief description of conditions: (1) The company's most recent annual report including new information of relevance to the company's accounting figures.

(2) Presentation of the company's annual accounts, or extracts thereof.

III.2.3. Technical and professional ability

List and brief description of conditions:

(1) Manpower proposed for this contract (organisation chart) with names and CV's of the key personnel who will be responsible for its execution (for service and works contracts).

(2) A list of the principal deliveries effected, or main services provided, by the company, in the past three years, with the values, dates and recipients (for supply and service contracts).

(3) A statement of the company's health, environment and safety policy.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

IV.3.4. Time limit for receipt of tenders or requests to participate

13.2.2013 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Other: Norwegian

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

until: 2.4.2013

IV.3.8. Conditions for opening of tenders

Date: 15.2.2013 - 12:00

Place:

Oslo, Norway.

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

(NT Ref:276775)

VI.4. Procedures for review

VI.4.1. Review body

Official name: Opplysningskontoret for frukt og grønt

Postal address: Økern Torg Vei 6

Town: Oslo

Postal code: 0510

Country: Norway

E-mail: tore.angelsen@frukt.no

Telephone: +47 47751787

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

20.12.2012