

Norway-Oslo: Advertising and marketing services

OJ S 227/2016 24/11/2016

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Oslo kommune c/o Utviklings- og kompetanseetaten [City of Oslo, c/o the Agency for Improvement and Development]

National registration number: 971 183 675

Postal address: PB 6538 Etterstad

Town: Oslo

Postal code: 0606

Country: Norway

For the attention of: Trine Samuelsen

E-mail: trineiren.samuelsen@uke.oslo.kommune.no

Telephone: +47 02180

Internet address(es):

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/3758>

Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/149630>

Additional information can be obtained from:

the abovementioned address

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

the abovementioned address

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

I.2. Type of the contracting authority

Other: County/municipal entity

I.3. Main activity

General public services

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

The contracting authority is purchasing on behalf of other contracting authorities: yes

Official name: The City Council Manager's office (BLK), Communication Section

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Procurement of an agency for visual profile and a design hand book.

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.

NUTS code NO Norge

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 years: 4

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

Oslo municipality needs to develop and implement a new visual profile with the accompanying design hand book. The need arises from the main aim of the new communication strategy; Oslo municipality shall be an open, democratic and unbureaucratic municipality with a lot of trust between inhabitants and the municipality.

A prerequisite for achieving this aim, is uniform, professional and modern communication with inhabitants, own employees and other prioritised target groups. Uniform, professional and modern are guidelines that apply to all communication; written, oral and visual.

The Communication Section at the City Council Manager's office carried out a comprehensive review in autumn/winter 2015/2016 on the communication work in Oslo. The review ended with a report; Communication as a strategic resource — Founding document on the way to a new general communication strategy and a new, total visual profile for Oslo municipality, 2016 — 2018. The report concluded that Oslo municipality appears as very fragmented in visual communication with inhabitants. More than 150 different logos have been identified in the municipality and many agencies operate with their own visual profiles.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79342300 Customer services, 79811000 Digital printing services, 79930000 Specialty design services

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

The procurement is covered by the Government Procurement Agreement: yes

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

The aim of the procurement is to develop a new visual profile and a new digital design hand book for Oslo municipality, so that Oslo municipality appears as uniform, professional and modern in all communication, both internally and externally. This need in Oslo municipality can be seen in two tentative phases.

Phase 1: Insight, mapping and anchoring.

The first phase of this procurement will be insight, mapping and anchoring, in which systematic work must be carried out with the agencies in the municipality in order to map and anchor the process of defining and creating a new visual profile. Branding and profile development and important key words. The result of the mapping process will be 1 strategy — and the founding document for the establishment of a new digital design hand book.

Phase 2: Development of a profile and toolbox; operationalising a new digital design hand

book.

The new design hand book shall be a general management tool for all agencies in Oslo municipality, and it will include guidelines, templates and tools for uniform, professional and modern visual profiling in the municipality. All the municipality's agencies shall be able to hold call-offs for assistance with using the design hand book with any adaptations.

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

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: Tenderers shall be a legally established company
— Norwegian companies: Company Registration Certificate.
— Foreign companies: Proof that the company is registered in a trade index or business register as prescribed by the law of the country where the tenderer is established.

III.2.2. Economic and financial ability

List and brief description of conditions: The tenderer must have the financial capacity to carry out the assignment/contract.

III.2.3. Technical and professional ability

List and brief description of conditions:

Requirement 1:

Tenderers shall have a very good capacity to delivery and professional capability within branding and profile development, as well as the development of design hand books.

An overview of the tenderer's:

— total manpower + organisation chart.

— A description of the tenderer's technical personnel or technical units the tenderer has at their disposal to fulfil the contract, regardless of whether they belong to the company or not.

This is to include an overview of relevant competence categories with the number of resources.

— The documentation shall be maximum 5 (five) A4 pages.

CVs shall not be included as a part of the documentation requirement.

Requirement 2:

Tenderers shall have very good and relevant experience from equivalent assignments with the same complexity and similar challenges.

Description of the tenderer's 3-5 most relevant contracts in the last 4 years.

The description must include:

- information on the nature, value, date and name of the public or private recipients,
- the company's role in the project.
- The documentation shall be maximum 5 (five) A4 pages + completion of annex 1 Reference Table, tab references.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. 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: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures) no

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

Envisaged minimum number 3: and Maximum number 5

Objective criteria for choosing the limited number of candidates: The contracting authority will, out of the received requests for participation in the competition, invite the 3-5 tenderers who best fulfil the technical/professional qualification requirements, cf. point 3.3.3 Requirements for the tenderer's technical/professional qualifications, to submit a tender.

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

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated yes

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

no

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

Payable documents: no

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

22.12.2016 - 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**IV.3.8. Conditions for opening of tenders****Section VI: Complementary information**

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

Tenderers can find more information on the current templates via the following links:

<https://www.oslo.kommune.no/politikk-og-administrasjon/for-leverandorer-til-oslo-kommune/nedlastbare-maler/byvapenet/>

<https://www.oslo.kommune.no/politikk-og-administrasjon/for-leverandorer-til-oslo-kommune/nedlastbare-maler/bydelslogoer-og-symboler/>

<https://www.oslo.kommune.no/politikk-og-administrasjon/for-leverandorer-til-oslo-kommune/nedlastbare-maler/etatslogoer-og-symboler/>

VI.4. Procedures for review**VI.4.1. Review body****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**

22.11.2016