

**Norway-Oslo: Business and management consultancy and related services**

OJ S 229/2015 26/11/2015

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Innovasjon Norge (Innovation Norway)

National registration number: 986399445

Postal address: Akersgata 13

Town: Oslo

Postal code: 0158

Country: Norway

For the attention of: Ingvil Smines Tybring-Gjedde

E-mail: [arkiv@innovasjon norge.no](mailto:arkiv@innovasjon norge.no)

Telephone: +47 22002500

**Internet address(es):**General address of the contracting authority: <http://www.innovasjon norge.no>Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/1023>Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/138210>**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**

Body governed by public law

**I.3. Main activity**

Economic and financial affairs

**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**

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

The brand Norway.

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

Services

Service category No 11: Management consulting services [6] and related 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 notice involves a public contract

### **II.1.4. Information about framework agreement**

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

The assignment:

We are experiencing a strong demand from Norwegian businesses, through Innovasjon Norge's international apparatuses for a coordinated effort to prepare a good Norwegian reputation in various international markets. A clear reputation is a door opener for Norwegian businesses internationally and is experienced as important for success. The aim of this assignment is to build a unified national brand platform for Norway that benefits all of company Norway.

In 2015 Innovasjon Norge started to work on a brand strategy for Norway with the aim being to strengthen the Brand Norway as a communal benefit and ensure that Norwegian founders, companies and clusters get the helping hand that is absolutely necessary for asserting oneself in stronger international competition. It is a prerequisite that the work is carried out in close cooperation with UD, NFD and any other relevant ministries, businesses and other interested parties in order to anchor and organise a good work division and role understanding between the various actors in this work.

The work has been and ought to continue to be based on experiences from the Reputation Pilot with the Ministry of Foreign Affairs (2009-2011), from reputation surveys for branches and expressed needs from our customers, including through 'Drømmeløftet' (The Dream Help).

### **II.1.6. CPV code(s)**

79400000 Business and management consultancy and related services, 79413000 Marketing management consultancy 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**

We estimate that the value will be above 1 550 000 NOK million if the option for 1 + 1 year is taken up.

### **II.2.2. Information about options**

Options: yes

Description of options: The contracting authority shall have an option to extend the contract for 1 + 1 year on the same terms, so that the maximum contract period is 2 years and 10 months.

Provisional timetable for recourse to these options:  
in months: 10 (from the award of the contract)

### **II.2.3. Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

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

Start 14.3.2016. Completion 31.12.2016

## **Section III: Legal, economic, financial and technical information**

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### **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 have their tax and VAT payments in order.

Tax and VAT certificate.

Please note that tax certificate and VAT certificate have been changed so that now this is 1 document.

The certificate must not be older than 6 months from the tender deadline.

Foreign tenderers must provide certificates from equivalent authorities to the Norwegian authorities.

Tenderers shall be a legally established company — Company Registration Certificate.

#### **III.2.2. Economic and financial ability**

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

— A credit appraisal/rating, not older than 1 year, based on the last known fiscal figures. The rating shall be performed by a publicly approved credit rating agency and it shall not be lower than D&B score A or equivalent.

#### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Tenderers shall have experience from equivalent contracts in the last 5 years (e.g. 'Place Branding' and/or 'Cluster Branding').

Tenderers shall attach a list of the most important relevant tasks over the last 5 years with details of:

— The customer,

— The assignment,

— Describe any sub suppliers and their share of the assignment and the content of their delivery,

- Total value of the assignment including sub assignments,
- Time and date of execution,
- Reference with name and telephone number of a contact person at the customer. References may be contacted if necessary,
- Service providers shall have sufficient available resources. Tenderer shall attach an overview of the number of available relevant resources.

#### **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: yes

### **Section IV: Procedure**

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#### **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: We will selection a minimum of the 3 best qualified tenderers from the qualified tenderers who will be invited 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**

2015/121261

##### **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**

6.1.2016 - 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**

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**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**

**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**

24.11.2015