

**Denmark-Esbjerg: Business services: law, marketing, consulting, recruitment, printing and security**

OJ S 155/2022 12/08/2022

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Sikkerhedsstyrelsen  
National registration number: 27403123  
Postal address: Esbjerg Brygge 30  
Town: Esbjerg  
NUTS code: DK Danmark  
Postal code: 6700  
Country: Denmark  
Contact person: Casper Adrian König  
E-mail: [cko@sik.dk](mailto:cko@sik.dk)  
Telephone: +45 29692703  
**Internet address(es):**  
Main address: <https://www.sik.dk/>

**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**

Other activity: Tilsyn og forbrugersikkerhed på tværs af brancher og aktiviteter

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Kampagner om produktsikkerhed 2022-2023 for Sikkerhedsstyrelsen

**II.1.2. Main CPV code**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Formålet med produktsikkerheds-kampagnerne er at gøre det danske erhvervsliv og forbrugere opmærksomme på Storbritanniens position som et tredjeland, der ikke forpligter landets erhvervsdrivende at leve op til de regler og standarder der er i EU. Hovedformålet er at oplyse om ændrede regler, arbejdsgange og de faldgruber som Storbritanniens udtrædelse har for danske virksomheder og forbrugere.

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 3 300 000,00 DKK

### **II.2. Description**

#### **II.2.1. Title**

Kampagne målrettet danske forbrugere

Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

#### **II.2.3. Place of performance**

NUTS code: DK Danmark

Main site or place of performance: Danmark

#### **II.2.4. Description of the procurement**

Formålet med kampagnen er at øge målgruppernes kendskab til risici i forbindelse med handel med et tredjeland, deriblandt Storbritannien. Kampagnen er målrettet danske forbrugere.

#### **II.2.5. Award criteria**

Quality criterion - Name: Kreativ idé og effekt for målgruppen / Weighting: 80

Quality criterion - Name: Projektleders CV / Weighting: 20

Price - Weighting: 0

#### **II.2.11. Information about options**

Options: yes

Description of options:

Genaktivering af kampagnen i år 2024 og år 2025 (for 12 måneder ad gangen) med 3 måneders varsel mod betaling af vederlag angivet i bilag 3 – Leverandørens tilbud.

#### **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**

Kampagne målrettet danske erhvervsdrivende

Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

#### **II.2.3. Place of performance**

NUTS code: DK Danmark

Main site or place of performance: Danmark

#### **II.2.4. Description of the procurement**

Formålet med kampagnen er at øge målgruppernes kendskab til ændrede regler, arbejdsgange, risici i forbindelse med handel med et tredjeland, deriblandt Storbritannien. Kampagnen er målrettet danske erhvervsdrivende.

#### **II.2.5. Award criteria**

Quality criterion - Name: Kreativ idé og effekt for målgruppen / Weighting: 80

Quality criterion - Name: Projektleders CV / Weighting: 20

Price - Weighting: 0

#### **II.2.11. Information about options**

Options: yes

Description of options:

Genaktivering af kampagnen i år 2024 og år 2025 (for 12 måneder ad gangen) med 3 måneders varsel mod betaling af vederlag angivet i bilag 3 – Leverandørens tilbud.

#### **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**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 091-250872](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Contract No:** 1

**Lot No:** 1

**Title:**

Kampagne forbrugere

A contract/lot is awarded: yes

#### **V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

09/08/2022

**V.2.2. Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Geelmuyden Kiese A/S

National registration number: 20816899

Postal address: Jorcks Passage 1A, 3. tv

Town: København K

NUTS code: DK0 Danmark

Postal code: 1162

Country: Denmark

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 2 600 000,00 DKK

Total value of the contract/lot: 2 600 000,00 DKK

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 1

**Lot No:** 2

**Title:**

Kampagne erhvervsdrivende

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

09/08/2022

**V.2.2. Information about tenders**

Number of tenders received: 9

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Geelmuyden Kiese A/S

National registration number: 20816899

Town: København K  
NUTS code: DK0 Danmark  
Country: Denmark  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 700 000,00 DKK

Total value of the contract/lot: 700 000,00 DKK

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Klagenævnet for udbud

Postal address: Toldboden 2

Town: Viborg

Postal code: 8800

Country: Denmark

E-mail: [klfu@naevneneshus.dk](mailto:klfu@naevneneshus.dk)

Telephone: +45 72405708

Internet address: <https://erhvervsstyrelsen.dk/klagenaevnet-for-udbud>

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Konkurrence- og Forbrugerstyrelsen

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

E-mail: [kfst@kfst.dk](mailto:kfst@kfst.dk)

Telephone: +45 41715000

Internet address: [www.kfst.dk](http://www.kfst.dk)

**VI.5. Date of dispatch of this notice**

10/08/2022