

**Netherlands-The Hague: Graphic design services**  
**OJ S 144/2023 28/07/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Ministerie van Algemene Zaken, Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: DEN HAAG

NUTS code: NL Nederland

Postal code: 2513 AH

Country: Netherlands

Contact person: Pien Peterman

E-mail: [IUCCommunicatie@minaz.nl](mailto:IUCCommunicatie@minaz.nl)

**Internet address(es):**

Main address: <http://www.rijksoverheid.nl/dpc>

**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

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**Section II: Object**

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

**II.1.1. Title**

Grafisch Ontwerp en Vormgeving

Reference number: EA0109

**II.1.2. Main CPV code**

79822500 Graphic design services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

De Aanbestedende dienst is op zoek naar meerdere Opdrachtnemers die grafisch ontwerp en vormgeving van een breed scala aan communicatiemiddelen en –stijlen kunnen verzorgen. Hierbij is het voor de Aanbestedende dienst belangrijk dat er zoveel mogelijk maatschappelijke waarde voor de publieke middelen wordt geleverd. Vanwege het hoge aantal Nadere opdrachten die alle deelnemende organisaties per jaar uitzetten, wil de Aanbestedende dienst de continuïteit van de werkzaamheden waarborgen door het sluiten van een Raamovereenkomst met meerdere Opdrachtnemers. Daarnaast is het van belang dat

eindproducties op de juiste wijze worden opgeleverd conform de eisen die digitale toegankelijkheid en (rijks)huisstijl aan verschillende typen communicatiemiddelen stellen.

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

This contract is divided into lots: no

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

Value excluding VAT: 45 825 000,00 EUR

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

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

NUTS code: NL Nederland

Main site or place of performance: Den Haag

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

€ 7.638.000 per jaar

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

Quality criterion - Name: Kwaliteitscriterium / Weighting: 80

Price - Weighting: 20

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

Options: yes

Description of options:

De Raamovereenkomsten wordt gesloten voor twee (2) jaar. De Raamovereenkomst bevat twee (2) opties tot verlenging van één (1) jaar.

#### **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**

Restricted procedure

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

The procurement involves the establishment of a framework agreement

##### **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 189-534488](#)

##### **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

**Title:**

Grafisch Ontwerp en Vormgeving

A contract/lot is awarded: yes

### V.2. Award of contract

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

03/07/2023

#### V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received by electronic means: 9

The contract has been awarded to a group of economic operators: yes

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

Official name: Today Designers B.V.

National registration number: 32063277

Postal address: Tractieweg 41 M

Town: UTRECHT

NUTS code: NL Nederland

Postal code: 3534AP

Country: Netherlands

E-mail: [info@today.nl](mailto:info@today.nl)

Telephone: +31 302441696

Internet address: <http://www.today.nl>

The contractor is an SME: yes

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

Official name: DDK

National registration number: 30275340

Postal address: Helling 13

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3523CB

Country: Netherlands

E-mail: [aanbesteding@ddk.nl](mailto:aanbesteding@ddk.nl)

Telephone: +31 302630631

Internet address: <http://www.ddk.nl>

The contractor is an SME: yes

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

Official name: Things To Make And Do B.V.

National registration number: 64808130

Postal address: Adelheidstraat 74

Town: 'S-GRAVENHAGE

NUTS code: NL Nederland

Postal code: 2595 EE

Country: Netherlands  
E-mail: [info@thingstomakeanddo.nl](mailto:info@thingstomakeanddo.nl)  
Telephone: +31 707370554  
Fax: +31 641368584  
Internet address: <http://www.thingstomakeanddo.nl>  
The contractor is an SME: yes

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

Official name: OSAGE communicatie en ontwerp  
National registration number: 08116323  
Postal address: Vondellaan 54  
Town: UTRECHT  
NUTS code: NL Nederland  
Postal code: 3521GH  
Country: Netherlands  
E-mail: [info@osage.nl](mailto:info@osage.nl)  
Telephone: +31 302844090  
Internet address: <http://www.osage.nl>  
The contractor is an SME: yes

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

Official name: Ontwerpwerk BV  
National registration number: 27139775  
Postal address: Prinsestraat 37  
Town: Den Haag  
NUTS code: NL Nederland  
Postal code: 2513CA  
Country: Netherlands  
E-mail: [info@ontwerpwerk.nl](mailto:info@ontwerpwerk.nl)  
Telephone: +31 703132020  
Fax: +31 703132090  
Internet address: <http://ontwerpwerk.nl>  
The contractor is an SME: yes

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

Official name: Vorm Vijf Ontwerpteam B.V.  
National registration number: 27113699  
Postal address: Kazernestraat 41  
Town: 'S-GRAVENHAGE  
NUTS code: NL Nederland  
Postal code: 2514CS  
Country: Netherlands  
E-mail: [peter@vormvijf.nl](mailto:peter@vormvijf.nl)  
Telephone: +31 703469573  
Internet address: <http://www.vormvijf.nl>  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 45 825 000,00 EUR  
Total value of the contract/lot: 45 825 000,00 EUR

**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: Rechtbank Den Haag

Postal address: Prins Clauslaan 60

Town: Den Haag

Postal code: 2595 AJ

Country: Netherlands

E-mail: [info@rechtbankdenhaag.nl](mailto:info@rechtbankdenhaag.nl)

Internet address: <http://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Den-Haag>

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

25/07/2023