

Netherlands-The Hague: Advertising and marketing services

OJ S 176/2021 10/09/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Hoger Beroepsonderwijs Haaglanden

Postal address: Johanna Westerdijkplein 75

Town: Den Haag

NUTS code: NL33 Zuid-Holland

Postal code: 2521 EN

Country: Netherlands

Contact person: mevrouw M. Tetteroo

E-mail: m.tetteroo@hhs.nl**Internet address(es):**Main address: <http://www.dehaagsehogeschool.nl/>Address of the buyer profile: <http://www.dehaagsehogeschool.nl/>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://portal.negometrix.com/index.cfm?action=sourcing:_requestform.subscribe&document=93B791C9-C1EB-738D-1C0ABFFC6ADF746E

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.negometrix.nl>

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

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Education

Section II: Object

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

EA Online Marketing, Content en Support 3 percelen

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Betreft een openbare aanbesteding Online Marketing, Content en Support.

3 percelen

Perceel 1. Online Marketing

De Haagse Hogeschool zoekt een partij die advies geeft over online marketing, die samen met de medewerkers van De Haagse Hogeschool de online marketing strategie bepaalt en die een groot deel van de uitvoer doet.

Perceel 2. Content Coördinatie en Creatie

De Haagse Hogeschool zoekt een partij voor de coördinatie en creatie van online content.

Perceel 3. Content Management Support

De Haagse Hogeschool zoekt een ondersteunende partij om content plaatsing uit handen te nemen.

II.1.5. Estimated total value

Value excluding VAT: 1 460 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 3

Maximum number of lots that may be awarded to one tenderer: 3

II.2. Description

II.2.1. Title

Perceel 1 Online Marketing

Lot No: Perceel 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 72400000 Internet services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland

Main site or place of performance: Den Haag

II.2.4. Description of the procurement

De HHs zoekt een partij die advies geeft over online marketing, die samen met de medewerkers van De HHs de online marketingstrategie bepaalt en die een groot deel van de uitvoer doet.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 600 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

2 x 12 maanden

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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

Perceel 2 Content Coördinatie en Creatie
Lot No: Perceel 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 72400000 Internet services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland
Main site or place of performance: Den Haag

II.2.4. Description of the procurement

De HHs zoekt een partij voor de coördinatie en creatie van online content.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 560 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24
This contract is subject to renewal: yes
Description of renewals:
2 x 12 maanden

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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

Perceel 3 Content Management Support
Lot No: Perceel 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 72400000 Internet services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland

Main site or place of performance: Den Haag

II.2.4. Description of the procurement

De HHs zoekt een ondersteunende partij om contentplaatsing uit handen te nemen.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 300 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

2 x 12 maanden

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

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

III.1. Conditions for participation**III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description**IV.1.1. Type of procedure**

Open procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 25/10/2021 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Dutch

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 25/10/2021 Local time: 12:30

Place:

Den Haag

Information about authorised persons and opening procedure: mevrouw M. Tetteroo Senior Inkoopadviseur De heer E. Bakker Manager Inkoop

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Rechtbank Den Haag

Town: Den Haag

Country: Netherlands

VI.5. Date of dispatch of this notice

07/09/2021