

**Sweden-Stockholm: Advertising and marketing services**  
**OJ S 197/2019 11/10/2019**  
**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: Formas - Forskningsrådet för miljö, areella näringar och samhällsbyggande

National registration number: 202100-5232

Postal address: Box 1206

Town: Stockholm

NUTS code: SE11 Stockholm

Postal code: 111 82

Country: Sweden

Contact person: Therese Johansson

E-mail: [therese.johansson@colligio.se](mailto:therese.johansson@colligio.se)

**Internet address(es):**

Main address: <http://www.formas.se>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Kommunikationstjänster

Reference number: 2019-01824

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Formas, inbjuder att inkomma med anbud i upphandling av ramavtal avseende kommunikationstjänster.

Upphandlingen är indelad i följande två (2) anbudsområden:

— Anbudsområde 1 – Strategisk kommunikation

— Anbudsområde 2 – Grafisk formgivning och produktion

Anbud kan lämnas för ett anbudsområde eller för båda anbudsområdena.

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

This contract is divided into lots: yes

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

Value excluding VAT: 4 000 000,00 SEK

## **II.2. Description**

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

Anbudsområde 1 - Strategisk kommunikation

Lot No: 1

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

79340000 Advertising and marketing services, 79410000 Business and management consultancy services, 79413000 Marketing management consultancy services

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

NUTS code: SE11 Stockholm

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

Anbudsområde 1 – Strategisk kommunikation

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

Cost criterion - Name: Anbudssumma / Weighting: offererad anbudssumm

Cost criterion - Name: Fiktiva case / Weighting: mervärdesavdrag

### **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**

Anbudsområde 2 - Grafisk formgivning och produktion

Lot No: 2

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

79822500 Graphic design services

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

NUTS code: SE11 Stockholm

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

Anbudsområde 2 – Grafisk formgivning och produktion

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

Cost criterion - Name: Anbudssumma / Weighting: offererad anbudssumm

Cost criterion - Name: Fiktiva case / Weighting: mervärdesavdrag

### **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 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: [2019/S 091-219179](#)

#### **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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A contract/lot is awarded: yes

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

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

10/09/2019

#### **V.2.2. Information about tenders**

Number of tenders received: 5

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

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

Official name: Deliberately Communications AB

National registration number: 556939-6608

Postal address: Sankt Eriksgatan 23

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 112 39

Country: Sweden

E-mail: [johan.bobert@delcom.se](mailto:johan.bobert@delcom.se)

The contractor is an SME: yes

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

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

## **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

Visma annons: <https://opic.com/id/afvgcywpoa>

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Förvaltningsrätt

Town: Stockholm

Country: Sweden

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

09/10/2019