

Sweden-Västerås: Marketing services
OJ S 218/2018 13/11/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Västerås Science Park

National registration number: 556555-6148

Postal address: Kopparbergsvägen 10

Town: Västerås

NUTS code: SE125 Västmanlands län

Postal code: 722 13

Country: Sweden

Contact person: Anna Stormats

E-mail: anna@profoundrelations.se

Internet address(es):

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

Address of the buyer profile: <http://www.vasterassciencepark.se/>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Strategisk kommunikation och påverkan av intressenter

Reference number: 2018/02

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

VSP har för avsikt att upphandla konsulttjänst avseende strategisk kommunikation och påverkan av intressenter.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 500 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: SE125 Västmanlands län

II.2.4. Description of the procurement

VSP har för avsikt att upphandla konsulttjänst avseende strategisk kommunikation och påverkan av intressenter.

II.2.5. Award criteria

Quality criterion - Name: anbudsgivarens möjligheter att erbjuda tjänster inom det aktuella området. / Weighting: 70

Price - Weighting: 30

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

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: [2018/S 111-253121](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/10/2018

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Kreab AB

National registration number: 556146-3976

Postal address: Mäster Samuelsgatan 17

Town: Stockholm

NUTS code: SE12 Östra Mellansverige

Postal code: 114 75

Country: Sweden

E-mail: cecilia.alpstig@kreab.com

Internet address: <http://www.kreabgavinanderson.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 500 000,00 SEK

Total value of the contract/lot: 2 500 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Uppsala

Country: Sweden

VI.5. Date of dispatch of this notice

09/11/2018