

**Netherlands-Zoetermeer: Business services: law, marketing, consulting, recruitment, printing and security**

OJ S 163/2023 25/08/2023

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: RDW

National registration number: 27374436

Postal address: Europaweg 205

Town: Zoetermeer

NUTS code: NL Nederland

Postal code: 2711 ER

Country: Netherlands

Contact person: Tes Postma

E-mail: [tpostma@rdw.nl](mailto:tpostma@rdw.nl)

Telephone: +31 628410325

**Internet address(es):**Main address: <http://www.rdw.nl>Address of the buyer profile: <https://platform.negometrix.com/PublishedTenders.aspx?tenderid=214579>**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

General public services

**Section II: Object**

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

Contentproductie en magazines

Reference number: Contractnummer RDW 48-1727

**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**

RDW nodigt u uit voor deelname aan de Europese Aanbesteding voor contentproductie en magazines ten behoeve van de afdeling Communicatie van de RDW.

Deze Opdracht bestaat uit het maken van contentplannen, ontwikkelen, plannen (ook van de uitgave van magazines), schrijven, redigeren en vormgeven van content (in lijn met de strategie van de RDW) welke door Opdrachtnemer deels wordt verwerkt in (communicatie) middelen. RDW heeft de regie en stuurt Opdrachtnemer aan m.b.t. de op te leveren content.

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

This contract is divided into lots: no

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

Value excluding VAT: 3 045 000,00 EUR

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

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

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

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

NUTS code: NL Nederland

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

De afdeling Communicatie van RDW heeft een communicatiestrategie (gebaseerd op de organisatiestrategie) en een contentplanning. RDW streeft naar een goede crossmediale werkwijze.

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

Quality criterion - Name: Gunningscriterium 1.1 'Het in te zetten team en uitvoering opdracht' / Weighting: 100000

Quality criterion - Name: Gunningscriterium 1.2 'Het in te zetten team en uitvoering opdracht' / Weighting: 350000

Quality criterion - Name: Gunningscriterium 2 'Casus personeelsmagazine Katalysator' / Weighting: 600000

Quality criterion - Name: Gunningscriterium 3 'Visie op contentstrategie' / Weighting: 600000  
Price - Weighting: 0

#### **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**

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

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## **IV.2. Administrative information**

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

Notice number in the OJ S: [2023/S 026-074947](#)

### **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**

12/04/2023

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

Number of tenders received: 10

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

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

Official name: iO The Netherlands B.V.

Town: Den Bosch

NUTS code: NL Nederland

Country: Netherlands

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 3 045 000,00 EUR

Total value of the contract/lot: 3 045 000,00 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

Town: Den Haag

Country: Netherlands

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

21/08/2023