

Netherlands-Helmond: 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

I.1. Name and addresses

Official name: Gemeente Helmond

National registration number: 17272669

Postal address: Binnen Parallelweg 44

Town: Helmond

NUTS code: NL414 Zuidoost-Noord-Brabant

Postal code: 5701 NV

Country: Netherlands

Contact person: Wendy Bak

E-mail: wendy.bak@helmond.nl

Telephone: +31 614691135

Internet address(es):Main address: www.helmond.nlAddress of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/374901>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

Jobmarketing en employer branding

Reference number: 326961

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

De gemeente Helmond zoekt een leverancier gespecialiseerd in jobmarketing en employer branding met als doel samen te werken om de gemeente Helmond als werkgever en de vacatures zo optimaal mogelijk zichtbaar te laten zijn onder de juiste doelgroep.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 480 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79600000 Recruitment services

II.2.3. Place of performance

NUTS code: NL414 Zuidoost-Noord-Brabant

NUTS code: NL41 Noord-Brabant

Main site or place of performance: gemeente Helmond

II.2.4. Description of the procurement

Selecteren van een leverancier voor het inzetten van jobmarketing en employer branding ten behoeve van de werving van vast personeel. Met het aangaan van de opdracht beoogt de opdrachtgever team recruitment zoveel mogelijk te ontzorgen door het grootste deel van de recruitmentmarketingactiviteiten uit te besteden. Dit moet tevens leiden tot een betere grip op de wervingsactiviteiten en een heldere profilering als werkgever (employer branding).

II.2.5. Award criteria

Cost criterion - Name: Prijs / Weighting: 40.00

Cost criterion - Name: Case Jobmarketing / Weighting: 20

Cost criterion - Name: Employer branding / Weighting: 20

Cost criterion - Name: Dienstverlening / Weighting: 15

Cost criterion - Name: Cijfers en rapportage / Weighting: 5

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

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: no

IV.2. Administrative information

IV.2.1.

Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 092-283568](#)

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

Contract No: 1

Title:

Jobmarketing en employer branding

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/08/2023

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: Adver-Online B.V.

National registration number: 37081975

Postal address: Herenweg 55

Town: HEEMSTEDE

NUTS code: NL329 Groot-Amsterdam

Postal code: 2105MC

Country: Netherlands

E-mail: aglas@adver-online.nl

Telephone: +31 235530350

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 480 000,00 EUR

Total value of the contract/lot: 480 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Oost-Brabant

Town: s'-Hertogenbosch

Country: Netherlands

VI.5. Date of dispatch of this notice

22/08/2023