

**Sweden-Huddinge: Advertising and marketing services**  
**OJ S 212/2020 30/10/2020**  
**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: Södertörns högskola  
National registration number: 202100-4896  
Town: Huddinge  
NUTS code: SE110 Stockholms län  
Postal code: 141 89  
Country: Sweden  
Contact person: Madeleine Weber Wallin  
E-mail: [madeleine.weber.wallin@sh.se](mailto:madeleine.weber.wallin@sh.se)  
**Internet address(es):**  
Main address: <http://www.sh.se>

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

National or federal agency/office

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Kommunikationsbyrå  
Reference number: 1077-1.4.2-2020

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Myndigheten söker en fullserviceleverantör för sitt omfattande och komplexa behov.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Lowest offer: 3 500 000,00 SEK / Highest offer: 3 500 001,00 SEK taken into consideration

**II.2. Description**

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

79341100 Advertising consultancy services, 79342000 Marketing services

**II.2.3. Place of performance**

NUTS code: SE110 Stockholms län

Main site or place of performance: Huddinge

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

Myndigheten söker en fullserviceleverantör för sitt omfattande och komplexa behov.

**II.2.5. Award criteria**

Cost criterion - Name: Kvalitet / Weighting: kvalitet

**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**

Restricted 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: [2020/S 064-153142](#)

**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**

10/09/2020

**V.2.2. Information about tenders**

Number of tenders received: 3

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

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

Official name: Gullers Grupp AB  
National registration number: 556370-4260  
Postal address: Box 7004  
Town: Stockholm  
NUTS code: SE110 Stockholms län  
Postal code: 103 86  
Country: Sweden  
E-mail: [annika.sjoberg@gullers.se](mailto:annika.sjoberg@gullers.se)  
Internet address: <http://www.gullers.se>  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 5 000 000,00 SEK  
Lowest offer: 3 500 000,00 SEK / Highest offer: 3 500 001,00 SEK taken into consideration

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information**

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

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Förvaltningsrätten  
Town: Stockholm  
Country: Sweden

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

26/10/2020