

Netherlands-The Hague: Advertising consultancy services

OJ S 199/2021 13/10/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Hoger Beroepsonderwijs Haaglanden

Postal address: Johanna Westerdijkplein 75

Town: Den Haag

NUTS code: NL33 Zuid-Holland

Postal code: 2521 EN

Country: Netherlands

Contact person: M. Tetteroo senior inkoopadviseur

E-mail: m.tetteroo@hhs.nl**Internet address(es):**Main address: <http://www.dehaagsehogeschool.nl/>Address of the buyer profile: <http://www.dehaagsehogeschool.nl/>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://portal.negometrix.com/index.cfm?action=sourcing:___requestform.subscribe&document=9F822595-981C-A929-EDA532FC0CB88095

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: https://portal.negometrix.com/index.cfm?action=sourcing:___requestform.subscribe&document=9F822595-981C-A929-EDA532FC0CB88095

Tenders or requests to participate must be submitted to the abovementioned address

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**

Europese Aanbesteding Branding 2 Percelen , Perceel 1 Positionering, Perceel 2. Campagne
Concept Ontwikkeling

Reference number: EA-2021-MT

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Perceel 1. Positionering

De Haagse Hogeschool zoekt een Inschrijvende partij die als partner ons ondersteunt bij strategische vraagstukken rondom positionering en branding.

Perceel 2. Campagne Concept Ontwikkeling

De Haagse Hogeschool zoekt een Inschrijvende partij die advies geeft over de concepten van onze campagne en die helpt met de ontwikkeling van het concept naar de uitwerking in beeld en tekst.

II.1.5. Estimated total value

Value excluding VAT: 300 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Positionering

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland

Main site or place of performance: Den Haag

II.2.4. Description of the procurement

Perceel 1. Positionering

De Haagse Hogeschool zoekt een Inschrijvende partij die als partner ons ondersteunt bij strategische vraagstukken rondom positionering en branding.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 200 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

2 x 12 maanden

II.2.10. Information about variants

Variants will be accepted: yes

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

Campagne Concept Ontwikkeling
Lot No: 2

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: NL33 Zuid-Holland
Main site or place of performance: Den Haag

II.2.4. Description of the procurement

Campagne Concept Ontwikkeling
De Haagse Hogeschool zoekt een Inschrijvende partij die advies geeft over de concepten van onze campagne en die helpt met de ontwikkeling van het concept naar de uitwerking in beeld en tekst.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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Value excluding VAT: 200 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24
This contract is subject to renewal: yes
Description of renewals:
2 x 12 maanden

II.2.10. Information about variants

Variants will be accepted: yes

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 22/11/2021 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Dutch

IV.2.7. Conditions for opening of tenders

Date: 22/11/2021 Local time: 12:30

Place:

Den Haag

Information about authorised persons and opening procedure: Mevrouw M. Tetteroo senior inkoopadviseur de heer J. Nicolaas senior inkoopadviseur

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic payment will be used

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

08/10/2021