

Netherlands-Eindhoven: Marketing services

OJ S 166/2023 30/08/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Fontys Hogeschool

National registration number: 391650280

Postal address: Het Eeuwsel 2

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5612 AS

Country: Netherlands

Contact person: Janny Nelissen

E-mail: inkoop@fontys.nl

Telephone: +31 885071444

Internet address(es):

Main address: <http://www.fontys.nl/inkoop>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Employer Branding & Jobmarketing

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Dienst P&O heeft de afgelopen tijd stevig ingezet op het positioneren van Fontys als werkgeversmerk. Doel is zichtbaar te zijn in de markt voor potentials en bij de juiste mensen op het netvlies te komen. Door het publiceren van vacatures maar zeker ook door het inzetten van gerichte Jobmarketing. Zo vinden we potentials die onze vacatures kunnen invullen en een bijdrage leveren aan de kwaliteit van ons onderwijs en onderzoek. Vervolg op het binnenhalen van potentials is het relevant en aantrekkelijk blijven (binden en boeien).

Voor de positionering en creatie van het werkgeversmerk (Employer Branding) en het maken van Jobmarketing campagnes maken we gebruik van een externe partij die gespecialiseerd is in arbeidsmarktcommunicatie. Deze specifieke expertise maar zeker ook de capaciteit om dit goed uit te kunnen voeren heeft Fontys niet in huis.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 300 000,00 EUR

II.2. Description

II.2.1. Title

1

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79600000 Recruitment services

II.2.3. Place of performance

NUTS code: NL4 Zuid-Nederland

Main site or place of performance: Zuid-Nederland

II.2.4. Description of the procurement

circa €300K excl. btw over 4 jaar

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit / Weighting: 80

Price - Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

Looptijd van 3 jaar, met 1 maal een optie tot verlenging van 1 jaar (3+1).

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 076-228532](#)

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

Lot No: 1

Title:

P1 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/06/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Goals Arbeidsmarketing B.V.

National registration number: 52839362

Postal address: Klokgebouw 111

Town: Eindhoven

NUTS code: NL Nederland

Postal code: 5617AB

Country: Netherlands

E-mail: info@goals.nl

Telephone: +040 3032640

Internet address: <http://www.goals.nl>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 300 000,00 EUR

Total value of the contract/lot: 300 000,00 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

Postal address: Postbus 70584

Town: 's Hertogenbosch

Postal code: 5201 CZ

Country: Netherlands

E-mail: info.rechtbanksHertogenbosch@rechtspraak.nl

Telephone: +31 736202020

Internet address: <http://www.rechtspraak.nl>

VI.4.2. Body responsible for mediation procedures

Official name: Klachtenmeldpunt aanbestedingen (KMPA)

Town: Eindhoven

Country: Netherlands

E-mail: kmpa@fontys.nl

Internet address: <https://fontys.nl/Over-Fontys/Inkoop/Inkoopprocedure/Klachten-aanbestedingen.htm>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Rechtbank Oost Brabant

Postal address: Postbus 70584

Town: 's Hertogenbosch

Postal code: 5201 CZ

Country: Netherlands

E-mail: info.rechtbanksHertogenbosch@rechtspraak.nl

Telephone: +31 736202020

Internet address: <http://www.rechtspraak.nl>

VI.5. Date of dispatch of this notice

25/08/2023