

**Sweden-Stockholm: Management-related services**  
**OJ S 169/2023 04/09/2023**  
**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: Regeringskansliet  
National registration number: 202100-3831  
Postal address: Mäster Samuelsgatan 70  
Town: STOCKHOLM  
NUTS code: SE11 Stockholm  
Postal code: 103 33  
Country: Sweden  
Contact person: Gabrielle Lantz  
E-mail: [gabrielle.lantz@regeringskansliet.se](mailto:gabrielle.lantz@regeringskansliet.se)  
**Internet address(es):**  
Main address: <http://www.regeringen.se/sb/d/1477>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Kommunikationstjänster  
Reference number: FA2022/01659

**II.1.2. Main CPV code**

79420000 Management-related services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Upphandling av ramavtal för kommunikationstjänster. Fyra delområden, delområde 1 omfattar genomförande av kommunikationsinsatser och kommunikationsrådgivning, delområde 2 omfattar utveckling och förvaltning av digitala tjänster, delområde 3 omfattar produktion av webbfilm och delområde 4 omfattar live-producerade webbsändningar.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 89 100 000,00 SEK

## **II.2. Description**

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

79340000 Advertising and marketing services, 79341200 Advertising management services, 79410000 Business and management consultancy services, 79413000 Marketing management consultancy services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79822500 Graphic design services, 92100000 Motion picture and video services

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

NUTS code: SE11 Stockholm

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

Upphandling av ramavtal för kommunikationstjänster. Fyra delområden, delområde 1 omfattar genomförande av kommunikationsinsatser och kommunikationsrådgivning, delområde 2 omfattar utveckling och förvaltning av digitala tjänster, delområde 3 omfattar produktion av webbfilm och delområde 4 omfattar live-producerade webbsändningar.

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

Cost criterion - Name: Tilldelningskriterium 1 Pris – Anbudssumma / Weighting: Anbudssumma  
Cost criterion - Name: Tilldelningskriterium 2 Kvalitet / Weighting: 60%

### **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: [2022/S 240-692588](#)

#### **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

13/06/2023

#### V.2.2. Information about tenders

Number of tenders received: 12

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

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

Official name: Mbrace AB

National registration number: 556966-1118

Postal address: Finnboda varvsväg 9

Town: Nacka

NUTS code: SE110 Stockholms län

Postal code: 13172

Country: Sweden

E-mail: [marcus.wallstrom@mbrace.se](mailto:marcus.wallstrom@mbrace.se)

Internet address: <http://www.mbrace.se>

The contractor is an SME: yes

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

Total value of the contract/lot: 6 250 000,00 SEK

#### V.2.5. Information about subcontracting

## 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

13/06/2023

#### V.2.2. Information about tenders

Number of tenders received: 12

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

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

Official name: HiQ Mälardalen AB

National registration number: 556443-8736

Postal address: Varmvalsvägen 13

Town: VÄSTERÅS

NUTS code: SE110 Stockholms län

Postal code: 72130

Country: Sweden

E-mail: [upphandling.malardalen@hiq.se](mailto:upphandling.malardalen@hiq.se)

Internet address: <http://www.hiq.se>

The contractor is an SME: yes

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

Total value of the contract/lot: 46 000 000,00 SEK

#### **V.2.5. Information about subcontracting**

### **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**

13/06/2023

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

Number of tenders received: 12

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

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

Official name: Ahead Group Sweden AB

National registration number: 559098-6609

Postal address: Box 27717

Town: STOCKHOLM

NUTS code: SE110 Stockholms län

Postal code: 11591

Country: Sweden

E-mail: [marcus.wikner@aller.com](mailto:marcus.wikner@aller.com)

The contractor is an SME: yes

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

Total value of the contract/lot: 15 000 000,00 SEK

##### **V.2.5. Information about subcontracting**

### **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**

13/06/2023

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

Number of tenders received: 12

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

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

Official name: Populate AB

National registration number: 556667-3082

Postal address: Bolandsgatan 15 C

Town: Uppsala

NUTS code: SE121 Uppsala län  
Postal code: 753 23  
Country: Sweden  
E-mail: [kamran.ghodsi@populate.se](mailto:kamran.ghodsi@populate.se)  
Internet address: <http://www.populate.se>  
The contractor is an SME: yes

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

Total value of the contract/lot: 8 100 000,00 SEK

**V.2.5. Information about subcontracting**

**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**

13/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 12

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

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

Official name: Intellecta AB  
National registration number: 556132-8526  
Postal address: Box 3666  
Town: STOCKHOLM  
NUTS code: SE110 Stockholms län  
Postal code: 10359  
Country: Sweden  
E-mail: [tina.candell@intellecta.se](mailto:tina.candell@intellecta.se)  
Internet address: <http://www.intellectacorporate.se>  
The contractor is an SME: yes

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

Total value of the contract/lot: 46 000 000,00 SEK

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

Mercell annons: <https://opic.com/id/afutqwyibl>

**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**

30/08/2023