

Sweden-Gothenburg: Marketing services
OJ S 173/2023 08/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Havs- och vattenmyndigheten

National registration number: 202100-6420

Postal address: Gullbergs strandsgata 15 Gullbergs strandsgata 15

Town: Göteborg

NUTS code: SE23 Västsverige

Postal code: 411 04

Country: Sweden

Contact person: Robert Göransson

E-mail: robert.goransson@havochvatten.se

Telephone: +46 106986299

Internet address(es):

Main address: <https://www.havochvatten.se/>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ramavtal strategiska kommunikationstjänster

Reference number: 2935-22

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Havs- och vattenmyndighetens kommunikationsenhet planerar och genomför kommunikationsinsatser, och har egen kompetens inom det område som upphandlas. Syftet med upphandlingen är både att öka kapaciteten i myndighetens strategiska kommunikationsarbete och att tillföra kompetens som myndighetens saknar.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE23 Västsverige

NUTS code: SE232 Västra Götalands län

Main site or place of performance: Västsverige

II.2.4. Description of the procurement

Havs- och vattenmyndighetens kommunikationsenhet planerar och genomför kommunikationsinsatser, och har egen kompetens inom det område som upphandlas. Syftet med upphandlingen är både att öka kapaciteten i myndighetens strategiska kommunikationsarbete och att tillföra kompetens som myndighetens saknar.

II.2.5. Award criteria

Price

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

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: [2023/S 027-078685](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/09/2023

V.2.2. Information about tenders

Number of tenders received: 15

Number of tenders received from SMEs: 0

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: 0

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

V.2.3. Name and address of the contractor

Official name: Where Is My Pony Kommunikation och Design AB

National registration number: 556818-3361

Postal address: Södra Larmgatan 14 A 2tr

Town: Göteborg

NUTS code: SE23 Västsverige

Postal code: 411 16

Country: Sweden

E-mail: agnes@whereismypony.se

Telephone: +46 31136300

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 000 000,00 SEK

Total value of the contract/lot: 3 600 000,00 SEK

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: Förvaltningsrätten i Göteborg

Postal address: Sten Sturegatan 14

Town: Göteborg

Postal code: 41139

Country: Sweden

E-mail: forvaltningsrattenigoteborg@dom.se

Telephone: +46 317327000

Fax: +46 317117859

Internet address: www.forvaltningsrattenigoteborg.domstol.se

VI.5.

Date of dispatch of this notice

04/09/2023