

Sweden-Härnösand: Advertising and marketing services
OJ S 178/2023 15/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Specialpedagogiska Skolmyndigheten

National registration number: 202100-5745

Postal address: Box 1100

Town: Härnösand

NUTS code: SE321 Västernorrlands län

Postal code: 87129

Country: Sweden

Contact person: Pia Diephuis Dahne

E-mail: pia.diephuis-dahne@spsm.se

Internet address(es):

Main address: <http://www.spsm.se>

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

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationsbyrå med digitalt fokus

Reference number: 2 STO-2022/1626

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandling avser en Kommunikationsbyrå med digitalt fokus. Leverantören ska fungera som en fullservicebyrå inom kommunikation med digital inriktning då Specialpedagogiska skolmyndigheten behöver komplettera och förstärka kommunikationen med extern kompetens, kreativitet, inspiration och insikter utifrån. Det nya ramavtalet beräknas starta 2023-09-01.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 8 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE Sverige

II.2.4. Description of the procurement

Upphandling avser en Kommunikationsbyrå med digitalt fokus. Leverantören ska fungera som en fullservicebyrå inom kommunikation med digital inriktning då Specialpedagogiska skolmyndigheten behöver komplettera och förstärka kommunikationen med extern kompetens, kreativitet, inspiration och insikter utifrån. Det nya ramavtalet beräknas starta 2023-09-01.

II.2.5. Award criteria

Cost criterion - Name: Kommunikativ, kreativ, analytisk förmåga / Weighting: 50%

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 079-234197](#)

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

21/06/2023

V.2.2. Information about tenders

Number of tenders received: 10

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

V.2.3. Name and address of the contractor

Official name: Futurniture Aktiebolag

National registration number: 556490-8621

Postal address: Slupskjulsvägen 10

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 11149

Country: Sweden

E-mail: katarina@futurniture.com

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 8 000 000,00 SEK

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

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Härnösand

Town: Härnösand

Country: Sweden

VI.5. Date of dispatch of this notice

11/09/2023