

**Netherlands-The Hague: Advertising and marketing services**

OJ S 216/2021 08/11/2021

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Ministerie van Algemene Zaken, Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: DEN HAAG

NUTS code: NL Nederland

Postal code: 2513 AH

Country: Netherlands

Contact person: Yolanda Kraus

E-mail: [IUCCommunicatie@minaz.nl](mailto:IUCCommunicatie@minaz.nl)**Internet address(es):**Main address: <http://www.rijksoverheid.nl/dpc>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/004f3f4ff3365e39e3cceec8b1216a68>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.tenderned.nl/tenderned-web/aankondiging/detail/publicatie/akid/004f3f4ff3365e39e3cceec8b1216a68>

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

**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

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Campagnedienstverlening voor de Rijksoverheid

Reference number: Ea0090

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

De Categorie Communicatie wil een raamovereenkomst voor Campagnedienstverlening voor de Rijksoverheid afsluiten met 5 opdrachtnemers. De opdracht behelst het ontwikkelen, uitwerken, evalueren en optimaliseren van strategie, concepten, middelen, content en acties van crossmediale campagnes.

#### **II.1.5. Estimated total value**

Value excluding VAT: 32 000 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

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

79416000 Public relations services

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

NUTS code: NL Nederland

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

De maximale waarde van de Raamovereenkomst is vastgesteld op € 70.000.000 exclusief btw.

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

Criteria below

Quality criterion - Name: EMVI op basis van beste prijs/kwaliteit-verhouding (BPKV) /

Weighting: 0

Price - Weighting: 0

#### **II.2.6. Estimated value**

Value excluding VAT: 32 000 000,00 EUR

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

Duration in months: 27

This contract is subject to renewal: yes

Description of renewals:

Twee verlengingsopties van 1 jaar

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

Twee verlengingsopties van 1 jaar

#### **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**

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

- Uniform Europees Aanbestedingsdocument (UEA),
- Beroepsbevoegdheid

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

- Financiële en economische draagkracht

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Technische bekwaamheid en beroepsbekwaamheid

## **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**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators Envisaged maximum number of participants to the framework agreement: 5 In the case of framework agreements, provide justification for any duration exceeding 4 years:

De raamovereenkomst heeft een initiële looptijd van 27 maanden. Deze bestaat uit een implementatieperiode van 3 maanden, waarin opdrachtnemer de tijd krijgt om aan de BIO-richtlijnen te voldoen en overige implementatie activiteiten verricht. Na deze periode van 3 maanden start de operationele dienstverlening voor een periode van 24 maanden.

#### **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: 31/01/2022 Local time: 09:00

#### **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.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

## **Section VI: Complementary information**

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### **VI.1.**

**Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

**VI.3. Additional information**

Zie Selectieleidraad paragraaf 3.1

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Rechtbank Den Haag

Postal address: Prins Clauslaan 60

Town: Den Haag

Postal code: 2595 AJ

Country: Netherlands

E-mail: [info@rechtbankdenhaag.nl](mailto:info@rechtbankdenhaag.nl)

Internet address: <http://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Den-Haag>

**VI.5. Date of dispatch of this notice**

03/11/2021