

Netherlands-Groningen: Advertising and marketing services

OJ S 220/2021 12/11/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Hanzehogeschool Groningen

Postal address: Zernikeplein 1

Town: Groningen

NUTS code: NL11 Groningen

Postal code: 9747 AS

Country: Netherlands

E-mail: inkoop@org.hanze.nl

Internet address(es):

Main address: <https://www.hanze.nl/>

Address of the buyer profile: <https://www.hanze.nl>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://portal.negometrix.com/index.cfm?action=sourcing:_requestform.subscribe&document=FA81588A-B7A8-4DA9-08C3064C124BD75D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: https://portal.negometrix.com/index.cfm?action=sourcing:_requestform.subscribe&document=FA81588A-B7A8-4DA9-08C3064C124BD75D

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

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

Strategisch communicatie,- en adviesbureau

Reference number: 249

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Het doel van deze aanbesteding is het selecteren van een strategisch en creatief communicatieadviesbureau dat de Hanzehogeschool Groningen (Stafbureau M&C) adviseert en ondersteunt bij de profilering en positionering van de hogeschool.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: NL11 Groningen

Main site or place of performance: Groningen

II.2.4. Description of the procurement

De aanbestede opdracht omvat een strategisch en creatief bureau, dat werkzaamheden uitvoert in de volgende categorieën:

- Strategie
- Creatie/ontwerp
- Contentproductie (teksten, fotografie, (online) campagnes, etc.)

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Casus pitch / Weighting: 40

Quality criterion - Name: Werkwijze / Weighting: 30

Quality criterion - Name: Duurzame insteek / Weighting: 5

Quality criterion - Name: Maatschappelijke betrokkenheid / Weighting: 5

Price - Weighting: 20

II.2.6. Estimated value

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Na afloop van deze initiële periode heeft opdrachtgever de mogelijkheid de overeenkomst onder gelijkblijvende voorwaarden één (1) maal met twee (2) jaren te verlengen en daarna nog één maal met één (1) jaar.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 20/01/2022 Local time: 12:00

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.2.7. Conditions for opening of tenders

Date: 20/01/2022 Local time: 13:00

Place:

Groningen

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Rechtbank Noord-Nederland

Town: Groningen

Country: Netherlands

VI.5.

Date of dispatch of this notice

09/11/2021