

Estonia-Tallinn: Public relations services
OJ S 223/2021 17/11/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ettevõtluse Arendamise Sihtasutus

National registration number: 90006006

Postal address: Lasnamäe tn 2

Town: Tallinn

NUTS code: EE Eesti

Postal code: 11412

Country: Estonia

Contact person: SIGRIT HIIEKIVI

E-mail: eas@eas.ee

Telephone: +372 6279747

Internet address(es):

Main address: <http://www.eas.ee>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ettevõtluse ja innovatsiooni keskuse kommunikatsiooniteenus

Reference number: 237564

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Riigihanke esemeks on ettevõtluse ja innovatsiooni keskuse kommunikatsioonitegevuste elluviimine Eestis ja rahvusvahelistel sihtturgudel.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 520 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: EE Eesti

II.2.4. Description of the procurement

Riigihanke esemeks on ettevõtluse ja innovatsiooni keskuse kommunikatsioonitegevuste elluviimine Eestis ja rahvusvahelistel sihtturgudel.

II.2.5. Award criteria

Quality criterion - Name: Strateegilise konsultandil kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsiooniplaani teostatavus / Weighting: 10.0

Quality criterion - Name: Kanalid / Weighting: 15.0

Quality criterion - Name: Sõnumid / Weighting: 15.0

Quality criterion - Name: Kommunikatsiooniplaani terviklikkus / Weighting: 15.0

Cost criterion - Name: Konsultant-projektijuhi kommunikatsiooniteenus (töötund) / Weighting: 15.0

Cost criterion - Name: Strateegilise konsultandi kommunikatsiooniteenus (töötund) / Weighting : 15.0

Cost criterion - Name: Nooremkonsultandi kommunikatsiooniteenus (töötund) / Weighting: 10.0

II.2.11. Information about options

Options: yes

Description of options:

Hankijal on õigus tellida edukalt pakkuvalt teenust samadel tingimustel, korraldades selleks uue hankemenetluse vastavalt riigihangete seaduse § 49 lg-le 5.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Erinevad projektid

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

The procurement involves the establishment of a framework agreement

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 119-314613](#)

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

Contract No: HNR210043

Title:

Ettevõtluse ja innovatsiooni keskuse kommunikatsiooniteenus

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/11/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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: 4

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

V.2.3. Name and address of the contractor

Official name: Meta Advisory Group OÜ

National registration number: 11727998

Postal address: Estonia pst 9

Town: Tallinn

NUTS code: EE Eesti

Postal code: 10143

Country: Estonia

The contractor is an SME: yes

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

Total value of the contract/lot: 1 520 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Riigihange ei ole ühe menetluse raames osadeks jaotatud, sest raamlepingu esemeks on funktsionaalselt koos toimivad ja sama eesmärgi saavutamiseks vajalikud teenused.

Arvestades, et kommunikatsioonitegevusi ja kampaaniaid tuleb ellu viia sihtturgude üleselt ja /või mitmel sihtturul üheaegselt (so mitmel turul korraga sama teemaline kampaania), ei ole efektiivne teha igal sihtturul sama kampaania osas koostööd erineva agentuuriga. Hankija on

arvestanud antud ärisektori toimimise loogika ja iseärasustega. Hanke eesmärgiks on tagada ettevõtluse ja innovatsioonikeskuse tegevuste ühtne kuvand kõikidel sihtturgudel, mistõttu ei ole hanke osadeks jaotamine hanke eset ja eesmärki arvestades otstarbekas.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Riigihangete vaidlustuskomisjon
Postal address: Endla 13/Lökke 5
Town: Tallinn
Postal code: 10122
Country: Estonia
E-mail: vako@fin.ee
Telephone: +372 6113713
Internet address: <http://www.fin.ee/riigihangete-poliitika>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Riigihangete vaidlustuskomisjon
Postal address: Endla 13/Lökke 5
Town: Tallinn
Postal code: 10122
Country: Estonia
E-mail: vako@fin.ee
Telephone: +372 6113713
Internet address: <http://www.fin.ee/riigihangete-poliitika>

VI.5. Date of dispatch of this notice

12/11/2021