

Norway-Oslo: Advertising and marketing services
OJ S 194/2023 09/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Oslo kommune v/ Utdanningsetaten

National registration number: 976 820 037

Postal address: Postboks 6127 Etterstad

Town: Oslo

NUTS code: NO Norge

Postal code: 0602

Country: Norway

Contact person: Anders Grotterød

E-mail: Anders.Grotterod@osloskolen.no

Telephone: +47 02180

Internet address(es):

Main address: www.oslo.kommune.no

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/309496>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

18-UDE-2023 - Framework agreement for digital content with media procurements for the schools in Oslo

Reference number: 23/12616

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

We would like to enter into a framework agreement with a tenderer that can assist the Agency for Education with content production and media procurements.

The Agency for Education has a very important job in society in ensuring that all children and youths get the knowledge and competence they need to become self-sufficient adults who can create a good life.

We would like to cooperate with an agency that understands the job of the schools in Oslo in society, and that can show good understanding of the contracting authority's framework conditions. Tenderers must have good experience with the target group and interested parties that the contracting authority would like to reach through ongoing work and campaigns.

The Agency for Education would like a tenderer with employees who can deliver good, new, and exciting high quality solutions that are suited to our values.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 20 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

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We would like to cooperate with an agency that understands the job of the schools in Oslo in society, and that can show good understanding of the contracting authority's framework conditions. Tenderers must have good experience with the target group and interested parties that the contracting authority would like to reach through ongoing work and campaigns.

The Agency for Education would like a tenderer with employees who can deliver good, new, and exciting high quality solutions that are suited to our values.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 119-374618](#)

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: 1

Title:

18-UDE-2023 - Framework agreement for digital content with media procurements for the schools in Oslo

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/09/2023

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

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

V.2.3. Name and address of the contractor

Official name: JCP PRAD AS

National registration number: 996 081 540

Postal address: Akersbakken

Town: Oslo

NUTS code: NO Norge

Postal code: 0172

Country: Norway

E-mail: lars.kirkholm@jcpnordic.com

The contractor is an SME: yes

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

Total value of the contract/lot: 20 000 000,00 NOK

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: Oslo Tingrett

Postal address: Postboks 2106 Vika

Town: Oslo

Postal code: 0125

Country: Norway

E-mail: oslo.tingrett@domstol.no

Telephone: +47 22035200

Internet address: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

VI.4.2. Body responsible for mediation procedures

Official name: KOFA

Postal address: Zander Kaaes gate 7

Town: Bergen

Postal code: 5015

Country: Norway

E-mail: post@knse.no

Telephone: +47 55193000

Internet address: <https://www.klagenemndssekretariatet.no/klagenemda-for-offentlige-anskaffelser-kofa>

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

Official name: Oslo kommune Utdanningsetaten

Postal address: Pb 6127 Etterstad

Town: OSLO

Postal code: 0602

Country: Norway

E-mail: postmottak@ude.oslo.kommune.no

VI.5. Date of dispatch of this notice

04/10/2023