

Norway-Bergen: Advertising and marketing services

OJ S 218/2022 11/11/2022

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: NDLA

National registration number: 938 626 367

Postal address: Vestland fylkeskommune v/Nasjonale Digital Læringsarena Postboks 7900
5020 Bergen

Town: Bergen

NUTS code: NO0A2 Vestland

Postal code: 5020

Country: Norway

Contact person: Karl Sletbakk

E-mail: karl.sletbakk@inventura.no**Internet address(es):**Main address: <https://ndla.no/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.no/doc.aspx?Uniquelid=afxeuucnkm&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?Uniquelid=afxeuucnkm&GoTo=Tender>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

Education

Section II: Object

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

Framework agreement for support of communication services

Reference number: NDLA/22/35

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The agreement includes assistance for the team that works with communication and the market in NDLA [the Norwegian Digital Learning Arena].

The provider shall provide consecutive assistance regarding strategic communication, branding and reputation development, and marketing service. This includes assistance in identifying and prioritising activities related to branding. The provider must also develop, produce, and conduct different marketing activities.

II.1.5. Estimated total value

Value excluding VAT: 4 000 000,00 NOK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341200 Advertising management services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: NO0A2 Vestland

II.2.4. Description of the procurement

The agreement includes assistance for the team that works with communication and the market in NDLA [the Norwegian Digital Learning Arena].

The provider shall provide consecutive assistance regarding strategic communication, branding and reputation development, and marketing service. This includes assistance in identifying and prioritising activities related to branding. The provider must also develop, produce, and conduct different marketing activities.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 4 000 000,00 NOK

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

Start: 01/01/2023 End: 31/12/2024

This contract is subject to renewal: yes

Description of renewals:

2 extension(s), each for 12 months

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

List and brief description of conditions:

Tenderers must be a legally established company.

Documentation:

Norwegian companies: Company registration certificate from the Brønnøysund Register Centre

• Foreign companies: Proof that the company is registered in the trade or business registry as prescribed in the legislation of the country in which the supplier is established

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Tenderers must have sufficient economic and financial capacity to fulfil the contract.

Documentation:

The contracting authority will, as a starting point, obtain a credit rating of the tenderers. Credit rating based on the most recent financial figures. Financial strength will be evaluated in relation to turnover, operating profit margin, solidity and liquidity.

The contracting authority reserves the right to obtain the tenderers' annual accounts including notes with the board and auditor's reports from the last year*.

Foreign tenderers are asked to submit their annual accounts, including any notes with the board and auditor's reports from the last two years.

If a tenderer, has valid reasons for not presenting the requested documentation, the tenderer can prove the economic and financial position with other documentation that the contracting authority finds acceptable.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

1. Tenderers must have a good reputation from equivalent assignments in the last 3 years. 'Equivalent assignments' are in this context defined as assignments that include several of the requested tasks in point 1 'Arbeidsomfang' ['Scope of work'] in "Annex A - 'kravspesifikasjon' ['requirement specification'] for a contracting authority of equivalent size as NDLA.

Documentation:

Description of the tenderer's 3 most relevant assignments during the last 3 years. The description must include information of contract value, date and recipient (name, telephone no. and e-mail address).

References may be contacted if necessary to clarify the relevance of the assignment.

However, it is still the tenderer's responsibility to substantiate relevance through the description. Tenderers must use the reference form in Annex 5.

2. Tenderers must have the sufficient implementation ability and capacity to deliver the required services.

Documentation:

A brief and overall description of the company including:

-The company's overall organisation, including the number of employees

-Available working capacity

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
Framework agreement with a single operator

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: 07/12/2022 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

Norwegian

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

Tender must be valid until: 07/03/2023

IV.2.7. Conditions for opening of tenders

Date: 07/12/2022 Local time: 12:01

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Merzell notice: <https://opic.com/id/afxeuucnkm>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Bergen tingrett

Town: Bergen

Country: Norway

VI.5. Date of dispatch of this notice

07/11/2022