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**Norway-Bergen: Advertising and marketing services
2022/S 218-622742**

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/Nasjonalt 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:**
Mecell 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