

Norway-Hjelmeland: Marketing services

OJ S 199/2023 16/10/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Hjelmeland Kommune

National registration number: 864979092

Postal address: Vågavegen 116

Town: HJELMELAND

NUTS code: NO Norge

Postal code: 4130

Country: Norway

Contact person: Jarle Vetrhus Karlsen

E-mail: jarle.karlsen@strand.kommune.no

Telephone: +47 98885815

Fax: +47 51757070

Internet address(es):

Main address: <https://permalink.mercell.com/212359589.aspx>

Address of the buyer profile: <http://www.hjelmeland.kommune.no/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/212359589.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/212359589.aspx>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework agreement for marketing services

Reference number: 2023/1657

II.1.2. Main CPV code

79342000 Marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

'Hjelmeland Naturally' has been the municipality's vision since 2011, and is an incorporated slogan. We are signalling that we would like to use nature and natural resources for business, recreation, and living quality. We would also like to show that Hjelmeland will be a natural choice to live, work, and visit.

'Hjelmeland Naturally' is a commitment that will create a good reputation for Hjelmeland and the region, attract newcomers, and contribute to well-being for our inhabitants so that they are proud of where they come from.

The goal is to communicate beyond our municipality borders with a clear message in order to show that we are a region with very attractive attributes that will attract and keep new inhabitants. In order to achieve this, it is important that our inhabitants believe what we say, and that they agree with us when we say that Hjelmeland and the region is a good place to reside and live in. Building local pride is therefore important.

II.1.5. Estimated total value

Value excluding VAT: 3 500 000,00 NOK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NO0A1 Rogaland

II.2.4. Description of the procurement

The contracting authority needs services within marketing and reputation/branding.

We therefore intend to enter into a framework agreement with one tenderer.

The contract will include assignments such as:

- Work out a tourism and branding strategy for the contracting authority
- Cooperation/dialogue with other tourism actors, municipalities, and counties.
- Plan and carry out relevant measures connected to the tourism strategy and branding strategy, with a focus on creating Hjelmeland as an attractive place to be for both inhabitants, visitors, and businesses. This includes participation/stand at the Gladmat festival, annual summer markets, and Christmas markets in Hjelmelandsvågen, marketing the municipality, and new measures.
- Be a contact person in the municipality for tourism and branding. The list is not exhaustive and can be changed in the contract period.

Local knowledge and presence will be an important factor for good service provision.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Quality: Competence, experience, and assignment comprehension. /

Weighting: 40

Price - Weighting: 60

II.2.6.

Estimated value

Value excluding VAT: 3 500 000,00 NOK

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

Start: 01/01/2024 End: 31/12/2025

This contract is subject to renewal: no

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:

Requirements for registration in a company register, professional register, or trade register.
See the tender documentation.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

A tax certificate is required. See the tender documentation.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Experience from similar assignments. See the tender documentation.

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: no

IV.2. Administrative information

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

Date: 16/11/2023 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
Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders
Date: 16/11/2023 Local time: 12:00

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: Stavanger tingrett

Town: Stavanger

Country: Norway

VI.5. Date of dispatch of this notice

11/10/2023