

**Sweden-Växjö: Advertising and marketing services**  
**OJ S 209/2023 30/10/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Myndigheten för ungdoms- och civilsamhällesfrågor

National registration number: 202100-1173

Postal address: Liedbergsgatan 4

Town: Växjö

NUTS code: SE212 Kronobergs län

Postal code: 35230

Country: Sweden

Contact person: Marika Zetterberg

E-mail: [marika.zetterberg@b3.se](mailto:marika.zetterberg@b3.se)

**Internet address(es):**

Main address: <http://www.mucl.se>

**I.4. Type of the contracting authority**

Regional or local agency/office

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Upphandling av ramavtal för Kommunikationstjänster

Reference number: 0615/23

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Upphandling av ramavtal gällande kommunikationstjänster med två anbudsområden.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 10 000 000,00 SEK

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79341100 Advertising consultancy services, 79342000 Marketing services

### **II.2.3. Place of performance**

NUTS code: SE212 Kronobergs län

Main site or place of performance: Växjö

### **II.2.4. Description of the procurement**

Upphandling av ramavtal gällande kommunikationstjänster med två anbudsområden.

### **II.2.5. Award criteria**

Cost criterion - Name: Pris / Weighting: ca 30%

Cost criterion - Name: kvalitet genomförande / Weighting: ca 70%

### **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **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 079-237153](#)

#### **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**

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A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

12/09/2023

### **V.2.2. Information about tenders**

Number of tenders received: 7

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

### **V.2.3. Name and address of the contractor**

Official name: Consid AB

National registration number: 556599-4307

Postal address: Lillsjöraden 22

Town: JÖNKÖPING

NUTS code: SE211 Jönköpings län

Postal code: 553 20

Country: Sweden

E-mail: [jacob.ahlstrom@consid.se](mailto:jacob.ahlstrom@consid.se)

Internet address: <http://www.consid.se>

The contractor is an SME: yes

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

Total value of the contract/lot: 5 000 000,00 SEK

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

12/09/2023

#### **V.2.2. Information about tenders**

Number of tenders received: 7

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

#### **V.2.3. Name and address of the contractor**

Official name: Intellecta AB

National registration number: 556132-8526

Postal address: Box 3666

Town: STOCKHOLM

NUTS code: SE110 Stockholms län

Postal code: 10359

Country: Sweden

E-mail: [hampus.brynolf@intellecta.se](mailto:hampus.brynolf@intellecta.se)

Internet address: <http://www.intellecta.se>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 5 000 000,00 SEK

Total value of the contract/lot: 5 000 000,00 SEK

#### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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**VI.3. Additional information**

Merzell annons: <https://opic.com/id/afprwivthq>

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

**VI.5. Date of dispatch of this notice**

25/10/2023