

**Latvia-Riga: Advertising campaign services**  
**OJ S 251/2021 27/12/2021**  
**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: LR Labklājības ministrijas Valsts darba inspekcija

National registration number: 90000032077

Postal address: Kr.Valdemāra ielā 38 k-1

Town: Rīga

NUTS code: LV00 Latvija

Postal code: LV-1010

Country: Latvia

Contact person: Agnese Aišpure

E-mail: [agnese.aispure@vdi.gov.lv](mailto:agnese.aispure@vdi.gov.lv)

Telephone: +371 26451754

Fax: +371 67021718

**Internet address(es):**

Main address: <http://www.vdi.gov.lv>

Address of the buyer profile: <https://www.eis.gov.lv/EKEIS/Supplier/Organizer/393>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Social protection

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**Section II: Object**

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

**II.1.1. Title**

Sabiedrības izpratnes par darba aizsardzības jautājumiem veicināšanas pasākumu un komunikācijas kampaņas organizēšana

Reference number: VDI 2021/9

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Iepirkuma priekšmets ir mērķauditorijas informēšana, izglītošana un izpratnes veicināšana par darba aizsardzības nozīmīgumu un praktiskās pielietošanas vajadzību un efektivitāti un uzņēmumu piesaistīšana atbalsta saņemšanai ESF projekta ietvaros, īstenojot integrēto komunikācijas kampaņu

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 190 000,00 EUR

### **II.2. Description**

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

79341400 Advertising campaign services

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

NUTS code: LV00 Latvija

Main site or place of performance: Latvijas Republika

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

Iepirkuma priekšmets ir mērķauditorijas informēšana, izglītošana un izpratnes veicināšana par darba aizsardzības nozīmīgumu un praktiskās pielietošanas vajadzību un efektivitāti un uzņēmumu piesaistīšana atbalsta saņemšanai ESF projekta ietvaros, īstenojot integrēto komunikācijas kampaņu

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

Quality criterion - Name: Reklāmas kanāli un to plānojums (K2) / Weighting: 20

Quality criterion - Name: Kampaņas radošie, vizuālie risinājumi, un materiāli (K3) / Weighting: 20

Quality criterion - Name: Sociālie mediji un to plāns (K4) / Weighting: 20

Quality criterion - Name: Reklamācijas materiāli (K5) / Weighting: 10

Quality criterion - Name: Moderns, funkcionāls un ērti transportējams izstāžu stends (K6) / Weighting: 30

Quality criterion - Name: Informatīvi pasākumi reģionos (K7) / Weighting: 30

Quality criterion - Name: Kampaņas atklāšanas pasākums (K8) / Weighting: 30

Quality criterion - Name: Kampaņas koncepcija (K1) / Weighting: 40

Cost criterion - Name: Piedāvājuma cena (C) / Weighting: 50

#### **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: yes

Identification of the project: Projekts "Darba drošības normatīvo aktu praktiskās ieviešanas un uzraudzības pilnveidošana" Nr. 7.3.1.0/16/I/001.

#### **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: [2021/S 143-380750](#)

##### **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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**Contract No:** 1

**Title:**

Sabiedrības izpratnes par darba aizsardzības jautājumiem veicināšanas pasākumu un komunikācijas kampaņas organizēšana

A contract/lot is awarded: yes

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

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

15/12/2021

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

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

Official name: Sabiedrība ar ierobežotu atbildību "PR KVADRĀTS"

National registration number: 40003845601

Postal address: Olaines nov., Olaines pag., Jaunolaine, Saules iela 40 - 2

Town: Olaines nov.

NUTS code: LV00 Latvija

Postal code: 2127

Country: Latvia

The contractor is an SME: yes

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

Total value of the contract/lot: 190 000,00 EUR

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

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Iepirkumu uzraudzības birojs

Postal address: Eksporta iela 6

Town: Rīga

Postal code: LV-1010

Country: Latvia

E-mail: [pasts@iub.gov.lv](mailto:pasts@iub.gov.lv)

Telephone: +371 67326719

Fax: +371 67326720

Internet address: <http://www.iub.gov.lv>

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

Official name: Iepirkumu uzraudzības birojs

Postal address: Eksporta iela 6

Town: Rīga

Postal code: LV-1010

Country: Latvia

E-mail: [pasts@iub.gov.lv](mailto:pasts@iub.gov.lv)

Telephone: +371 67326719

Fax: +371 67326720

Internet address: <http://www.iub.gov.lv>

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

22/12/2021