

Norway-Bergen: Advertising, propaganda and information film and video-tape production
OJ S 215/2023 08/11/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direktoratet for høyere utdanning og kompetanse (HK-dir)

National registration number: 974 788 985

Postal address: Postboks 1093

Town: Bergen

NUTS code: NO Norge

Postal code: 5809

Country: Norway

E-mail: anskaffelser@hkdir.no

Internet address(es):

Main address: <https://hkdir.no/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/247255>

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

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

22 short films for Utdanning.no and Finn lærebedrift (Find an Apprenticeship)

Reference number: 23/09660

II.1.2. Main CPV code

92111200 Advertising, propaganda and information film and video-tape production

II.1.3. Type of contract

Services

II.1.4. Short description

HK-dir needs to acquire a total of 22 short films to be used on social media and on Utdanning.no. The films will be used to inform, guide and/or increase awareness of tools for vocational students on the Utdanning.no website.

All the films have the same target group, which is vocational students aged 16-18.

Some of the films will be used in connection with the resource Find an Apprenticeship [Finn lærebedrift] company: <https://utdanning.no/finnlarebedrift> while some will be used in connection with the support resource for vocational programmes
For more information about the purpose and scope of the procurement, please refer to the requirements specification, see Annex 1 "Customer's needs and requirements specification" in Part 2 of the tender documentation.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 2 200 000,00 NOK

II.2. Description

II.2.1. Title

Advertisements for support resources for vocational programmes and Finnlærebedrift
Lot No: 1

II.2.2. Additional CPV code(s)

32354000 Film products, 32354500 Video films, 44176000 Film, 92111100 Training-film and video-tape production, 92111210 Advertising film production, 92111250 Information film production

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

For more information about the Sub-contest, please refer to the requirements specification, see Annex 1 "The Contracting Authority's needs and requirements specification".

II.2.5. Award criteria

Quality criterion - Name: Experience from similar assignments / Weighting: 33.33

Quality criterion - Name: Form of work and collaboration / Weighting: 33.33

Quality criterion - Name: Competence / Weighting: 33.33

Price - Weighting: 0

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

II.2. Description

II.2.1. Title

Information for apprentices
Lot No: 2

II.2.2. Additional CPV code(s)

92111210 Advertising film production

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

For more information about the Sub-contest, please refer to the requirements specification, see Annex 1 "The Contracting Authority's needs and requirements specification".

II.2.5. Award criteria

Quality criterion - Name: Experience from similar assignments / Weighting: 33.33

Quality criterion - Name: Forms of work and collaboration / Weighting: 33.33

Quality criterion - Name: Competence / Weighting: 33.33

Price - Weighting: 0

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

II.2. Description

II.2.1. Title

Opportunities with vocational education programmes

Lot No: 3

II.2.2. Additional CPV code(s)

92111210 Advertising film production

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

For more information about the Sub-contest, please refer to the requirements specification, see Annex 1 "The Contracting Authority's needs and requirements specification".

II.2.5. Award criteria

Quality criterion - Name: Experience from similar assignments / Weighting: 33.33

Quality criterion - Name: Forms of work and collaboration / Weighting: 33.33

Quality criterion - Name: Competence / Weighting: 33.33

Price - Weighting: 0

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

II.2. Description

II.2.1. Title

Tender submission

Lot No: 1, 2 and 3

II.2.2. Additional CPV code(s)

92111210 Advertising film production

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

For more information about the Sub-contest, please refer to the tender documentation, point 5.2 Tender submission

II.2.5. Award criteria

Quality criterion - Name: Experience from similar assignments / Weighting: 33.33

Quality criterion - Name: Forms of work and collaboration / Weighting: 33.33

Quality criterion - Name: Competence / Weighting: 33.33

Price - Weighting: 0

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

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 134-429430](#)

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

Contract No: 1

Title:

22 short films for Utdanning.no and Finn lærebedrift (Find an Apprenticeship)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/09/2023

V.2.2. Information about tenders

Number of tenders received: 31

Number of tenders received by electronic means: 31

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

V.2.3. Name and address of the contractor

Official name: Ellevill Produksjon AS

National registration number: 926549731

Postal address: Toftes Gate 61

Town: Oslo

NUTS code: NO Norge

Postal code: 0552

Country: Norway

The contractor is an SME: yes

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

Total value of the contract/lot: 2 200 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Hordaland tingrett

Town: Bergen

Country: Norway

VI.5. Date of dispatch of this notice

03/11/2023