

**Norway-Fredrikstad: Advertising and marketing services**

OJ S 237/2022 08/12/2022

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Medietilsynet

National registration number: 974 760 886

Postal address: Nygata 4

Town: Fredrikstad

NUTS code: NO082 Viken

Postal code: 1607

Country: Norway

Contact person: Jacob Sebastian Scheid

E-mail: [sebastian@innkjopskontoret.no](mailto:sebastian@innkjopskontoret.no)**Internet address(es):**Main address: <http://www.medietilsynet.no>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://tendsign.no/public/p\\_adformsnotice.aspx?Uniqueld=afwpzrmuiq](https://tendsign.no/public/p_adformsnotice.aspx?Uniqueld=afwpzrmuiq)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?Uniqueld=afwpzrmuiq&GoTo=Tender>**I.4. Type of the contracting authority**

Other type: government

**I.5. Main activity**

General public services

**Section II: Object**

---

**II.1. Scope of the procurement****II.1.1. Title**

Communication services, framework agreement

Reference number: 22302

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The contest is for the delivery of communication services. The framework agreement applies to ongoing assistance (consultancy and production work) to promote Medietilsynet and reach our target groups with advice, measures and campaigns in a better way. The assistance will be as required and it must cover Medietilsynet's need for competence and resources that the organisation does not have itself.

The estimated value per year and maximum value for the entire agreement period per group, including any options and expected price increases, is stated in point 1.1.4. The need is uncertain. The value can be both higher and lower, and will depend on, among other things, the contracting authority's needs, activities, budgetary situation and other framework factors. See the procurement documents for further information.

#### **II.1.5. Estimated total value**

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

This contract is divided into lots: no

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

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

79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

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

NUTS code: NO082 Viken

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

Lots/groups

There is a possibility to submit tenders for one or more groups/zones. Sub-tenders will not be accepted within an individual group/zone, and neither will alternative tenders.

Groups:

Group 1: Strategic communication, Estimated annual value NOK 160,000 excluding VAT, Maximum value for the group NOK 1,000,000 excluding VAT.

Group 2: Campaign development/production, Estimated annual value NOK 1,000,000 excluding VAT, Maximum value for the group NOK 4,900,000 excluding VAT.

Group 3: Planning and execution of conferences and other events (physical and digital) Estimated annual value NOK 100,000 excluding VAT, Maximum value for the group NOK 600,000 excluding VAT.

Group 4: Graphic design, Estimated annual value NOK 250,000 excluding VAT, Maximum value for the group NOK 1,200,000 excluding VAT.

Group 5: Assistance with social media, Estimated annual value NOK 150,000 excluding VAT, Maximum value for the group NOK 800,000 excluding VAT.

Framework agreement

The assignment will be regulated by the attached framework agreement with the accompanying standard agreement terms.

The framework agreement will be valid from and including 2023-03-01 until and including 2025-02-28, with an option for the contracting authority for a further extension for up to 2 years, 12 months at a time.

The contracting authority will enter into a contract with 1 tenderer (per group).

The contracting authority expects that the tenderer studies the contractual terms and makes the required internal clarifications in such a way that a contract can be signed if awarded.

#### **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**

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

Start: 01/03/2023 End: 28/02/2025

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.1.2. Economic and financial standing**

List and brief description of selection criteria:

Tax and VAT certificates

Tenderers must have their tax and VAT payments in order (ESPD: Part II A.e).

Documentation requirement: Requirement for certificate of paid VAT, tax and social security contribution. A certificate issued by the competent authority in the tenderer's country, confirming that the tenderer has met the obligations in regard to payment of VAT, tax and social security contributions in the country where the tenderer/contractor has its headquarters the (Norwegian certificate for Tax and VAT is combined and ordered from altinn.no, RF-1507, previously RF-1244) in accordance with the legislation in the country where the tenderer is registered. The certificate must not be more than six months old.

The contracting authority is not allowed to request the certificate if he has already received it, in accordance with the regulations § 17-1(4). If you have submitted a tax certificate to the contracting authority and it is still valid at the time of the tender submission for this contract the tender submission deadline, for this contest, you are not obliged to submit a certificate now. If this is the case, state when and to whom the certificate was previously submitted. You can, however, attach the certificate voluntarily if you want.

Other economic and financial requirements: Economic and financial standing

Requirements regarding the tenderer's economic and financial standing: The financial capacity to fulfil the contract is required (ESPD: Part IV B.58-3).

Documentation: The contracting authority will assess finances through the company and accounting information system Proff Forvalt ([www.forvalt.no](http://www.forvalt.no)). The contracting authority reserves the right to obtain supplementary information about the tenderer's finances.

Any need for support from other companies in order to fulfil this qualification requirement: If the tenderer is dependent on other companies to fulfil this qualification requirement, an account thereof shall be given below. In such cases the contracting authority will assess the finances of the supporting company in the same way. The contracting authority retains the right to collect supplementary information, bank guarantees or similar.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

The tenderer must confirm that they have the necessary integrity to cooperate with the Medietilsynet

The contracting authority is concerned with having a contract party that has the necessary and good integrity. The tenderer must not have been involved in communication services that entail a breach of Norwegian law, for example activity that helps to promote the turnover of foreign gambling or illegal marketing of gambling that is not permitted in Norway.

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

Date: 13/01/2023 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**

Tender must be valid until: 13/03/2023

#### **IV.2.7. Conditions for opening of tenders**

Date: 13/01/2023 Local time: 12:01

## **Section VI: Complementary information**

---

### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

Mercell notice: <https://opic.com/id/afwpzrmiuq>

### **VI.4. Procedures for review**

#### **VI.4.1.**

**Review body**

Official name: Søndre Østfold tingrett

Town: Fredrikstad

Country: Norway

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

03/12/2022