

**Sweden-Stockholm: Advertising and marketing services**

OJ S 243/2022 16/12/2022

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Svenska Institutet

National registration number: 202100-4961

Postal address: Virkesvägen 2

Town: Stockholm

NUTS code: SE11 Stockholm

Postal code: 120 30

Country: Sweden

Contact person: Louise Grünberg

E-mail: [louise.grunberg@adda.se](mailto:louise.grunberg@adda.se)**Internet address(es):**Main address: <http://si.se>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afhyfwjtjfg&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afhyfwjtjfg&GoTo=Tender>

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

Regional or local authority

**I.5. Main activity**

General public services

**Section II: Object**

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

Upphandling av kommunikations- och marknadsföringstjänster

Reference number: 01241/2022

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

SI upphandlar tjänster för att planera, producera och förvalta kommunikation och marknadsföring för olika plattformar, kanaler och målgrupper. Tjänsterna kan komma att omfatta alltifrån konceptutveckling och utformning av kampanjer, digital annonsering, marknadsföring och uppföljning - till produktion av filmer, animationer, fysiskt utställningsmaterial och enklare trycksaker.

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

Value excluding VAT: 28 000 000,00 SEK

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

This contract is divided into lots: yes

Tenders may be submitted for all lots

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

#### **II.2.1. Title**

Lot No: Delområde 1 - Strategi och marknadsföringstjänster

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

79342000 Marketing services, 79413000 Marketing management consultancy services

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

NUTS code: SE110 Stockholms län

Main site or place of performance: Stockholm

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

Strategi och konceptutveckling för kommunikations- och marknadsföringsaktiviteter.

#### **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**

Duration in months: 48

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**

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

#### **II.2.1. Title**

Lot No: Delområde 2 – Produktion

#### **II.2.2.**

**Additional CPV code(s)**

79800000 Printing and related services, 92111000 Motion picture and video production services, 92111210 Advertising film production

**II.2.3. Place of performance**

NUTS code: SE110 Stockholms län

Main site or place of performance: Stockholm

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

Produktion av digitala kampanjer, annonser, innehåll för webb och sociala medier - men även utställningar och trycksaker.

**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**

Duration in months: 48

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

Date: 18/01/2023 Local time: 23:59

**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**

Swedish

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 18/04/2023

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

Date: 19/01/2023 Local time: 00:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

Mercell annons: <https://opic.com/id/afhyfwtjfg>

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Country: Sweden

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

12/12/2022