

Norway-Bergen: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 243/2022 16/12/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norges Handelshøyskole

National registration number: 974 789 523

Postal address: Helleveien 30

Town: Bergen

NUTS code: NO0 Norge

Postal code: 5045

Country: Norway

Contact person: Øyvind Kjørlaus

E-mail: oyvind@odinprosjekt.no

Internet address(es):

Main address: <https://www.nhh.no/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.no/doc.aspx?UniqueId=affyhzhxb&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?UniqueId=affyhzhxb&GoTo=Tender>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Advertising agency services

Reference number: 22/08021

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

NHH [the Norwegian School of Economics and Business Administration] is in need of a strong collaboration partner within branding and advertising agency services. We are searching for an agency that can take ownership of the NHH branding and contribute to strengthening NHH's position as the leading school of economics and business administration. The agency must be able to support NHH and NHH Executive in all areas of the branding and marketing process and offer a broad spectrum of services and competence.

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)

79340000 Advertising and marketing services, 79341000 Advertising services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

NHH [the Norwegian School of Economics and Business Administration] is in need of a strong collaboration partner within branding and advertising agency services. We are searching for an agency that can take ownership of the NHH branding and contribute to strengthening NHH's position as the leading school of economics and business administration. The agency must be able to support NHH and NHH Executive in all areas of the branding and marketing process and offer a broad spectrum of services and competence.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Assignment comprehension / Weighting: 50

Quality criterion - Name: Offered expertise / Weighting: 30

Price - Weighting: 20

II.2.6. Estimated value

Value excluding VAT: 20 000 000,00 NOK

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

Duration in months: 2

This contract is subject to renewal: yes

Description of renewals:

2 extension(s), each for 12 months

II.2.9. Information about the limits on the number of candidates to be invited

Maximum number: 7 Objective criteria for choosing the limited number of candidates:

Experience

Implementation ability

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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Registered in a company register, professional register or trade register

Adequate economic and financial capacity

Experience from comparable assignments.

Implementation ability

III.1.2. Economic and financial standing

Minimum level(s) of standards possibly required:

Requirement:

Tenderers must have sufficient economic and financial capacity to fulfil the contract.

Creditworthiness with no requirement for guarantees will be sufficient to meet the requirement.

Documentation requirement:

Credit rating based on the most recent accounting figures. The rating must be carried out by a credit rating agency with a licence to provide such service.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Experience

Implementation ability

Minimum level(s) of standards possibly required:

Requirement:

Tenderers must have experience from comparable assignments.

Documentation requirement:

Description of up to 5 of the tenderer's most relevant deliveries in the last 3 years.

The description shall as a minimum contain:

- A brief description of the assignment.
- Time of execution
- Delivery scope in amount or hours
- Name, and telephone number of the reference person at the contracting authority.

Requirement:

Implementation ability

Documentation requirement:

A short general description of the company shall be given, including:

- An account of the company's business concept and core competencies related to the scope of the delivery.
- An overview of the company's history, organisation and ownership, as well as a description of the current business activities.
- A description of how the tenderer is organised for the

implementation of this contract. The organisation must also include a solution for the distribution of digital campaigns and services.

- A short description of the general quality assurance system that the tenderer will use as the basis for the execution of this contract.

- A description of how the tenderer ensures good communication between all stakeholders in the contract and how collaboration and interactions with potential subcontractors are handled in a resource-efficient and appropriate manner.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Special contract terms: Double representation

The consultant cannot advise, represent or act on behalf of other clients if conflicting interests exist or arise between them or if there is a clear risk that this may occur.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.5. Information about negotiation

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: 16/01/2023 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: 29/05/2023

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Merzell notice: <https://opic.com/id/affyhhlhzb>

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

12/12/2022