

Sweden-Stockholm: Advertising and marketing services

OJ S 248/2022 23/12/2022

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sveriges Kommuner och Regioner

National registration number: 222000-0315

Postal address: Hornsgatan 20

Town: Stockholm

NUTS code: SE11 Stockholm

Postal code: 11882

Country: Sweden

Contact person: Ulrika Lundberg

E-mail: Ulrika.Lundberg@skr.se**Internet address(es):**Main address: <http://www.skr.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=afkywxngc&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=afkywxngc&GoTo=Tender>**I.4. Type of the contracting authority**

Other type: SKR är en arbetsgivar- och intresseorganisation samt medlemsorganisation för alla Sveriges kommuner och regioner.

I.5. Main activity

General public services

Section II: Object

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

Strategiska kommunikationstjänster 2022

Reference number: 22/178

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandlingen ska resultera i att SKR erhåller leverantörer som kan tillhandahålla en fullservicelösning för SKR inom strategisk kommunikation.

SKR avser att ingå ramavtal med minst tre rangordnade leverantörer, under förutsättning att så många anbud uppfyller samtliga ställda krav.

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, 79341200 Advertising management services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Upphandlingen omfattar olika typer av uppdrag inom strategisk kommunikation i vilka leverantören ska kunna genomföra analyser, kommunikationsplanering och åtgärder. Leverantören ska även kunna arbeta långsiktigt med strategiskt varumärkesarbete och liknande uppdrag. Leverantören ska kunna erbjuda tjänster både vad gäller snabba avrop samt mer långsiktiga uppdrag. Leverantören ska ta ansvar för att hitta kreativa och effektiva lösningar. Flera större och/eller olika typer av projekt och uppdrag ska kunna genomföras parallellt.

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: 01/04/2023 End: 31/03/2024

This contract is subject to renewal: yes

Description of renewals:

2 förlängning/ar á 12 månader

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

IV.1. Description

IV.1.1. Type of procedure

Restricted 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: 30/01/2023 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: 25/07/2023

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

21/12/2022