

**Sweden-Sandöverken: Advertising management services**  
**OJ S 239/2023 12/12/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Folke Bernadotteakademin  
National registration number: 202100-5380  
Postal address: Sandövägen 1  
Town: Sandöverken  
NUTS code: SE Sverige  
Postal code: 872 64  
Country: Sweden  
E-mail: [gazal.ongorur@fba.se](mailto:gazal.ongorur@fba.se)  
Telephone: +46 10-1901040  
**Internet address(es):**  
Main address: <http://www.fba.se/>

**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

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**Section II: Object**

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

**II.1.1. Title**

Formgivningstjänster  
Reference number: 22-00448

**II.1.2. Main CPV code**

79341200 Advertising management services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

FBA saknar egna resurser för formgivning och behöver därför upphandla tjänsten. En visuell identitet finns för myndigheten, och konsulterna behöver därför vana av att arbeta enligt givna ramar och mallar, som FBA tillhandahåller. Det förekommer också fria formgivningsuppdrag, om än i mer begränsad omfattning.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 3 500 000,00 SEK

## **II.2. Description**

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

79341200 Advertising management services, 79341400 Advertising campaign services, 79400000 Business and management consultancy and related services

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

NUTS code: SE11 Stockholm

NUTS code: SE Sverige

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

1 år med option 1+1+1 år.

### **II.2.5. Award criteria**

Quality criterion - Name: Arbetsprover / Weighting: 60

Quality criterion - Name: Språkvård och klarspråksarbete / Weighting: 13

Quality criterion - Name: Offentlig sektor / Weighting: 15

Quality criterion - Name: Språk / Weighting: 13

Price - Weighting: 100

### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 188-585193](#)

#### **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**

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**Contract No: 2**

**Title:**

Formgivningstjänster

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

10/11/2023

**V.2.2. Information about tenders**

Number of tenders received: 31

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

**V.2.3. Name and address of the contractor**

Official name: Astory Kommunikationsbyrå AB

National registration number: 556612-4219

Postal address: Kyrkogatan 7B

Town: Eskilstuna

NUTS code: SE Sverige

Postal code: 632 20

Country: Sweden

E-mail: [marko@astory.se](mailto:marko@astory.se)

Telephone: +46 708-654081

The contractor is an SME: yes

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

Total value of the contract/lot: 417 000,00 SEK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 3**

**Title:**

Formgivningstjänster

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

10/11/2023

**V.2.2. Information about tenders**

Number of tenders received: 31

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

**V.2.3. Name and address of the contractor**

Official name: Essen International Aktiebolag

National registration number: 556390-7251

Postal address: Kungsbron 2

Town: Stockholm  
NUTS code: SE Sverige  
Postal code: 11122  
Country: Sweden  
E-mail: [daniel.teame@esseninternational.com](mailto:daniel.teame@esseninternational.com)  
Telephone: +46 701840120  
The contractor is an SME: yes

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

Total value of the contract/lot: 409 800,00 SEK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 4

**Title:**

Formgivningstjänster

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

10/11/2023

**V.2.2. Information about tenders**

Number of tenders received: 31

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

**V.2.3. Name and address of the contractor**

Official name: Knak Agency AB

National registration number: 559139-4225

Postal address: Adelsgatan 24

Town: Visby

NUTS code: SE Sverige

Postal code: 621 57

Country: Sweden

E-mail: [upphandling@zango.se](mailto:upphandling@zango.se)

Telephone: +46 736206008

The contractor is an SME: yes

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

Total value of the contract/lot: 444 000,00 SEK

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Förvaltningsrätten i Härnösand

Postal address: Box 314

Town: Härnösand

Postal code: 871 27

Country: Sweden

E-mail: [forvaltningsratteniharnosand@dom.se](mailto:forvaltningsratteniharnosand@dom.se)

Telephone: +46 611-460600

Fax: +46 611-511820

Internet address: <http://www.forvaltningsratteniharnosand.domstol.se>

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

07/12/2023