

Danemark – Services récréatifs, culturels et sportifs – Public procurement regarding media content for the new museum galleries at Natural History Museum of Denmark**OJ S 237/2024 05/12/2024****Avis de marché ou de concession – régime ordinaire - Avis de changement Services**

1. Acheteur**1.1. Acheteur**

Nom officiel: The University of Copenhagen - The Natural History Museum of Denmark

Adresse électronique: elin.gislason@snm.ku.dk

Forme juridique de l'acheteur: Organisme de droit public

Activité du pouvoir adjudicateur: Loisirs, culture et culte

2. Procédure**2.1. Procédure**

Titre: Public procurement regarding media content for the new museum galleries at Natural History Museum of Denmark

Description: This procurement procedure regards a contract for P4 Media Content. It concerns the design, production, delivery and on-site installation of media content, including software, interactives, film and animations, to the Natural History Museum of Denmark ('NHMD'). The media content must be installed, integrated, implemented, executed and/or run on the AV System in connection with presentations, exhibitions and interactive elements etc. on the site. An AV hardware system has been designed for NHMD prior to the P4 Media Content Contract and will be implemented, installed and located on site. The Contractors fee for the performance of the P4 Contract is fixed at DKK 23,000,000. Furthermore, the contract includes an option for the NHMD to – during the warranty period – request additional support such as maintenance and support. For a more thorough description of the task to be performed according to the contract, please see the Draft Media Content Services Contract and appendices, including the Scope of Works (Appendix 2). The NHMD has decided not to - further - divide the P4 Media contract into lots as it is the NHMD's assessment that a single contract with one contractor will result in the most coherent solution and the best user experience.

Identifiant de la procédure: 91d7f724-7f22-4e7d-ba6e-5426df39cac3

Identifiant interne: 2024/19

Type de procédure: Ouverte

La procédure est accélérée: non

Principales caractéristiques de la procédure: The procurement procedure will be carried out as an open procedure pursuant to section 56-57 of the Danish Public Procurement Act (Act no. 1564 of 15 December 2015 with subsequent amendments). This means that any interested economic operator can submit a tender in response to the contract notice. The NHMD will award the contract to the most economically advantageous tender based on the criteria 'best price-quality ratio'. Tenderers are excluded from participating in the procurement procedure if they are subject to one or more of the grounds for exclusion in sections 134(a) and 135-136 of the Danish Public Procurement Act. Furthermore, tenderers are excluded from participating in the procurement procedure if the tenderer (including other participants in an association, consortium or similar) is covered by article 5k of Regulation (EU) No 833/2014. To document

that the tenderer is not subject to grounds for exclusion stipulated in sections 135-136 of the Danish Public Procurement Act, the NHMD expects to ask the tenderer to submit: • An extract from the relevant register or a similar document issued by a competent judicial or administrative authority stating that the tenderer is not subject to the grounds for exclusion stipulated in section 135(1). • A certificate issued by the competent authority in the country referred to as documentation that the tenderer is not subject to the grounds for exclusion stipulated in the cases stated in section 135(3). To document that the tenderer fulfils the requirements for suitability for participation in this procurement procedure the NHMD expects to ask the tenderer to submit: • An audited annual report or equivalent documentation stating the tenderer's turnover, equity and equity ratio. If an annual report is not required under the law of the country in which the tenderer is established or if the tenderer's annual report doesn't contain the required information the NHMD will accept a signed declaration from the tenderer's external accountant as equivalent documentation. • Documentation of the number of employees at the deadline for submission of the prequalification application, e.g., a signed declaration from the candidate's external accountant. • Contact information (email and telephone number) to contact persons at the costumers mentioned as references in ESPD (or an appendix to the ESPD) if such contact information is not included in the ESPD (or an appendix to the ESPD). In this procurement procedure the NHMD intends to request the documentation regarding the information provided in the ESPD from the tenderer in connection with the evaluation of the tenders. The tenderer will be asked to submit the documentation within a suitable time limit. The NHMD will not be remunerating tenderers for their participation in the procurement procedure.

2.1.1. Objet

Nature du marché: Services

Nomenclature principale (cpv): 92000000 Services récréatifs, culturels et sportifs

Nomenclature supplémentaire (cpv): 72000000 Services de technologies de l'information, conseil, développement de logiciels, internet et appui, 72200000 Services de programmation et de conseil en logiciels, 92100000 Services cinématographiques et services vidéo, 92500000 Services de bibliothèques, archives, musées et autres services culturels, 92520000 Services de musées et de préservation des sites historiques et des services connexes

2.1.2. Lieu d'exécution

Subdivision pays (NUTS): Byen København (DK011)

Pays: Danemark

2.1.3. Valeur

Valeur estimée hors TVA: 23 000 000,00 DKK

2.1.4. Informations générales

Informations complémentaires: The NHMD invites all tenderers to a site visit at: Natural History Museum of Denmark Botanical Garden Gothersgade 130 1123 Copenhagen K The site visit will take place on 14 November 2024. The site visit will consist of a guided tour of the Underground Galleries and the Ocean Hall. During the site visit it is possible for the tenderers to ask questions to the NHMD regarding the facilities at the site. However, the NHMD may ask the tenderer to submit the question in writing via the tendering system if the question is not suitable to be answered orally and/or without further contemplation. After the site visit, the NHMD will publish the questions asked and answers given during the site visit via the tendering system. Tenderers who would like to participate in the site visit must sign up by informing the NHMD via the tendering system of the name and position of the person(s) to participate on behalf of the tenderer no later than 12 November 2024. Due to safety

precautions on the building site, each tenderer may only sign up a maximum of two persons to participate in the site visit.

Base juridique:

Directive 2014/24/UE

2.1.6. Motifs d'exclusion

Corruption: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for corruption, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, OJ C 195, 25.6.1997, p. 1, and in Article 2(1) of Council Framework Decision 2003/568/JHA of 22 July 2003 on combating corruption in the private sector (OJ L 192, 31.7.2003, p. 54). This exclusion ground also includes corruption as defined in the national law of the contracting authority (contracting entity) or the economic operator.

Participation à une organisation criminelle: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for participation in a criminal organisation, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Article 2 of Council Framework Decision 2008/841/JHA of 24 October 2008 on the fight against organised crime (OJ L 300, 11.11.2008, p. 42).

Blanchiment de capitaux ou financement du terrorisme: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for money laundering or terrorist financing, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council of 26 October 2005 on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing (OJ L 309, 25.11.2005, p. 15).

Fraude: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for fraud, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? Within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests (OJ C 316, 27.11.1995, p. 48).

Travail des enfants et autres formes de traite des êtres humains: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for child labour and other forms of trafficking in human beings, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council of 5 April 2011 on preventing and combating trafficking in human beings and protecting its victims, and replacing Council Framework Decision 2002/629/JHA (OJ L 101, 15.4.2011, p. 1).

Coupable de fausses déclarations, non-communication, n'a pas été en mesure de fournir les documents requis et a obtenu des informations confidentielles de la présente procédure: Can the economic operator confirm that: a) It has been guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion

or the fulfilment of the selection criteria, b) It has withheld such information, c) It has not been able, without delay, to submit the supporting documents required by a contracting authority or contracting entity, and d) It has undertaken to unduly influence the decision making process of the contracting authority or contracting entity, to obtain confidential information that may confer upon it undue advantages in the procurement procedure or to negligently provide misleading information that may have a material influence on decisions concerning exclusion, selection or award?

Conflit d'intérêt créé par sa participation à la procédure de passation de marché: Is the economic operator aware of any conflict of interest, as indicated in national law, the relevant notice or the procurement documents due to its participation in the procurement procedure?
Association directe ou indirecte à la préparation de cette procédure de passation de marché: Has the economic operator or an undertaking related to it advised the contracting authority or contracting entity or otherwise been involved in the preparation of the procurement procedure?
Coupable d'une faute professionnelle grave: Is the economic operator guilty of grave professional misconduct? Where applicable, see definitions in national law, the relevant notice or the procurement documents.

Paie ment des cotisations de sécurité sociale: Has the economic operator breached its obligations relating to the payment social security contributions, both in the country in which it is established and in Member State of the contracting authority or contracting entity if other than the country of establishment?

Paie ment d'impôts et taxes: Has the economic operator breached its obligations relating to the payment of taxes, both in the country in which it is established and in Member State of the contracting authority or contracting entity if other than the country of establishment?

Infractions terroristes ou infractions liées aux activités terroristes: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for terrorist offences or offences linked to terrorist activities, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Articles 1 and 3 of Council Framework Decision of 13 June 2002 on combating terrorism (OJ L 164, 22.6.2002, p. 3). This exclusion ground also includes inciting or aiding or abetting or attempting to commit an offence, as referred to in Article 4 of that Framework Decision.

5. Lot

5.1. Lot: LOT-0000

Titre: Public procurement regarding media content for the new museum galleries at Natural History Museum of Denmark

Description: This procurement procedure regards a contract for P4 Media Content. It concerns the design, production, delivery and on-site installation of media content, including software, interactives, film and animations, to the Natural History Museum of Denmark ('NHMD'). The media content must be installed, integrated, implemented, executed and/or run on the AV System in connection with presentations, exhibitions and interactive elements etc. on the site. An AV hardware system has been designed for NHMD prior to the P4 Media Content Contract and will be implemented, installed and located on site. The Contractors fee for the performance of the P4 Contract is fixed at DKK 23,000,000. Furthermore, the contract includes an option for the NHMD to – during the warranty period – request additional support such as maintenance and support. For a more thorough description of the task to be performed according to the contract, please see the Draft Media Content Services Contract and appendices, including the Scope of Works (Appendix 2). The NHMD has decided not to -

further - divide the P4 Media contract into lots as it is the NHMD's assessment that a single contract with one contractor will result in the most coherent solution and the best user experience.

Identifiant interne: 2024/19

5.1.1. Objet

Nature du marché: Services

Nomenclature principale (cpv): 92000000 Services récréatifs, culturels et sportifs

Nomenclature supplémentaire (cpv): 72000000

Services de technologies de l'information, conseil, développement de logiciels, internet et appui , 72200000 Services de programmation et de conseil en logiciels, 92100000

Services cinématographiques et services vidéo, 92500000

Services de bibliothèques, archives, musées et autres services culturels, 92520000

Services de musées et de préservation des sites historiques et des services connexes

Options:

Description des options: The Draft Media Content Services Contract includes an option for the NHMD to – during the warranty period – request additional support such as maintenance and support.

5.1.2. Lieu d'exécution

Subdivision pays (NUTS): Byen København (DK011)

Pays: Danemark

5.1.3. Durée estimée

Durée: 36 Mois

5.1.5. Valeur

Valeur estimée hors TVA: 23 000 000,00 DKK

5.1.6. Informations générales

Participation réservée: La participation n'est pas réservée.

Projet de passation de marché non financé par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): oui

Le marché en question convient aussi aux petites et moyennes entreprises (PME): oui

Informations complémentaires: The NHMD invites all tenderers to a site visit at: Natural History Museum of Denmark Botanical Garden Gothersgade 130 1123 Copenhagen K The site visit will take place on 14 November 2024. The site visit will consist of a guided tour of the Underground Galleries and the Ocean Hall. During the site visit it is possible for the tenderers to ask questions to the NHMD regarding the facilities at the site. However, the NHMD may ask the tenderer to submit the question in writing via the tendering system if the question is not suitable to be answered orally and/or without further contemplation. After the site visit, the NHMD will publish the questions asked and answers given during the site visit via the tendering system. Tenderers who would like to participate in the site visit must sign up by informing the NHMD via the tendering system of the name and position of the person(s) to participate on behalf of the tenderer no later than 12 November 2024. Due to safety precautions on the building site, each tenderer may only sign up a maximum of two persons to participate in the site visit.

5.1.9. Critères de sélection

Critère:

Type: Capacité économique et financière

Nom: General yearly turnover

Description: The tenderer must have a turnover equivalent to at least DKK 10 million in the most recently concluded and audited financial year at the deadline for submission of the application for prequalification. The tenderer must fill in the required information regarding turnover in the following field in the ESPD, Part IV B: 'General Yearly Turnover'.

Utilisation de ce critère: Utilisé

Critère:

Type: Capacité économique et financière

Nom: Equity

Description: The tenderer must have a positive equity in the most recently concluded and audited financial year at the deadline for submission of the application for prequalification. The tenderer must fill in the required information regarding equity in the following field in the ESPD, Part IV B: 'Other economic or financial requirements'.

Utilisation de ce critère: Utilisé

Critère:

Type: Capacité économique et financière

Nom: Equity ratio

Description: The tenderer must have an equity ratio ((equity/assets)*100) equivalent to at least 30 % in the most recently concluded and audited financial year at the deadline for submission of the application for prequalification. The tenderer must fill in the required information regarding equity ratio in the following field in the ESPD, Part IV B: 'Other economic or financial requirements'.

Utilisation de ce critère: Utilisé

Critère:

Type: Aptitude à exercer l'activité professionnelle

Utilisation de ce critère: Non utilisé

Critère:

Type: Capacité technique et professionnelle

Nom: For service contracts: performance of services of the specified type

Description: The tenderer must provide 3 references concerning ongoing or completed projects within the last 5 years. The NHMD defines "completed projects" as projects where hand over has been completed before the tender deadline. The tenderer's references must fulfil the following requirements: 1) At least 1 of the references must regard the delivery of at least 70 pieces of mixed media types. However, in each reference a maximum of 10 % of the deliveries mentioned can be of purely audio. 2) At least 1 of the references must regard the delivery of complex multi-user interactives including sensor based interaction and interactives that explain complex processes. 3) At least 2 of the references must regard a project for which the tenderer's fee was equivalent to at least DKK 4,500,000. The tenderer must fill in information regarding its references in the following field in the ESPD, Part IV C: 'For service contracts: performance of deliveries of the specified type'. For each reference the tenderer is required to describe the reference regarding the following information: i. The tenderer's scope of works, including the deliveries under the reference (number and type (e.g. purely audio, interactives, multi-user interactives etc.) of media content delivered) and the location of performance ('Description') ii. The final contract sum for the reference/contract ('Amount'), if the project is handed over or the latest estimated contract sum for projects that are not completed. iii. The time of performance, i.e., the date of commencement and completion data

(‘Start date’ and ‘End date’) iv. The name of the costumer and contact information, i.e., email and telephone number, to a contact person at the costumer (‘Recipient’) The tenderer can add references by clicking the ‘+’ button. As an alternative to describing the references in the ESPD, the tenderer may submit its references in a separate appendix to the ESPD. If so, the NHMD asks that the tenderer uses the template for references provided in Annex VII and that the tenderer refers to the appendix in the ESPD. The NHMD will accept references which have been performed by the following entities/persons as the tenderer’s references: • The tenderer itself • Supporting entities By submitting the references, the tenderer accepts that the NHMD may contact the customers’ contact persons regarding the tenderer’s performance of the contract. If necessary, the tenderer must assist the NHMD in contacting the customer.

Utilisation de ce critère: Utilisé

Critère:

Type: Capacité technique et professionnelle

Nom: Average annual manpower

Description: The tenderer must fulfil the following requirements: • The tenderer must have at least 10 employees The tenderer must fill in information regarding its organisation in the following field in the ESPD, Part IV C: ‘Average annual manpower’. Here, the tenderer is expected to fill in the following information: • Line 1: In the field ‘Year’: 2024, and the field ‘Number’: The candidate’s number of employees, including managerial staff, at the tender deadline.

Utilisation de ce critère: Utilisé

5.1.10. Critères d’attribution

Critère:

Type: Qualité

Nom: Organisation

Description: For a more detailed description of the evaluation of the criterion, please refer to the tender specifications, including its Annex I.

Catégorie du critère d’attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d’attribution: 15

Critère:

Type: Qualité

Nom: Project Execution

Description: For a more detailed description of the evaluation of the criterion, please refer to the tender specifications, including its Annex I.

Catégorie du critère d’attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d’attribution: 35

Critère:

Type: Qualité

Nom: Creative Response

Description: For a more detailed description of the evaluation of the criterion, please refer to the tender specifications, including its Annex I.

Catégorie du critère d’attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d’attribution: 50

5.1.11. Documents de marché

Adresse des documents de marché: <https://www.ethics.dk/ethics/eo#/aa6b9c51-5c7a-4a7c-aa7b-d27937802eeb/publicMaterial>

5.1.12. Conditions du marché public

Conditions de présentation:

Présentation par voie électronique: Requisite

Adresse de présentation: <https://www.ethics.dk/ethics/eo#/aa6b9c51-5c7a-4a7c-aa7b-d27937802eeb/homepage>

Langues dans lesquelles les offres ou demandes de participation peuvent être présentées: anglais

Catalogue électronique: Non autorisée

Variantes: Non autorisée

Les soumissionnaires peuvent présenter plusieurs offres: Non autorisée

Date limite de réception des offres: 16/12/2024 11:00:00 (UTC)

Date limite de validité de l'offre: 6 Mois

Informations relatives à l'ouverture publique:

Date d'ouverture: 16/12/2024 11:05:00 (UTC)

Informations complémentaires: The tenderers are not allowed to attend the opening of the tenders.

Conditions du marché:

Le marché doit être exécuté dans le cadre de programmes d'emplois protégés: Non

Facturation en ligne: Requisite

La commande en ligne sera utilisée: oui

Le paiement en ligne sera utilisé: oui

5.1.15. Techniques

Accord-cadre: Pas d'accord-cadre

Informations sur le système d'acquisition dynamique: Pas de système d'acquisition dynamique

Enchère électronique: non

5.1.16. Informations complémentaires, médiation et réexamen

Organisation chargée des procédures de recours: Klagenævnet for Udbud

Informations relatives aux délais de recours: The Danish Complaints Board for Public Procurement Act (Act no. 593 of 02.06.2016 which is available at www.retsinformation.dk.) contain the regulation governing the deadlines for review procedures regarding public procurement under Danish law. Complaints must be lodged with the Danish Complaints Board for Public Procurement ('the Complaints Board') within a 45 calendar day deadline initiated by the NHMD's publication of a contract award notice in the Official Journal of the European Union. The first day of the deadline is the day following the publication date, cf. section 7(2)(i) of the Danish Complaints Board for Public Procurement Act. The complainant must notify the NHMD of the complaint in writing at the latest at the same time as the complainant lodges the complaint with the Complaints Board. Furthermore, the complainant must inform the NHMD as to whether or not the complaint has been lodged in the standstill-period and whether the complainant has requested the complaint to be given suspensory effect, cf. section 6(4) of the Danish Complaints Board for Public Procurement Act. To lodge a complaint with the Danish Complaints Board for Public Procurement the complainant must pay a fee of DKK 20,000.

Organisation qui fournit des précisions concernant l'introduction des recours: Konkurrence- og Forbrugerstyrelsen

Organisation qui reçoit les demandes de participation: The University of Copenhagen - The Natural History Museum of Denmark

Organisation qui traite les offres: The University of Copenhagen - The Natural History Museum of Denmark

TED eSender: Mercell Holding ASA

8.1. ORG-0001

Nom officiel: The University of Copenhagen - The Natural History Museum of Denmark

Numéro d'enregistrement: ORG-29979812

Adresse postale: Gothersgade 130

Ville: København K

Code postal: 1123

Subdivision pays (NUTS): Byen København (DK011)

Pays: Danemark

Point de contact: Elin Gíslason

Adresse électronique: elin.gislason@snm.ku.dk

Téléphone: +45 29 87 70 52

Adresse internet: <https://snm.ku.dk/>

Rôles de cette organisation:

Acheteur

Organisation qui reçoit les demandes de participation

Organisation qui traite les offres

8.1. ORG-0002

Nom officiel: Klagenævnet for Udbud

Numéro d'enregistrement: ORG-37795526

Adresse postale: Toldboden 2

Ville: Viborg

Code postal: 8800

Subdivision pays (NUTS): Vestjylland (DK041)

Pays: Danemark

Point de contact: Klagenævnet for Udbud

Adresse électronique: kfu@naevneneshus.dk

Téléphone: +45 72405600

Point de terminaison pour l'échange d'informations (URL): <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

Rôles de cette organisation:

Organisation chargée des procédures de recours

8.1. ORG-0003

Nom officiel: Konkurrence- og Forbrugerstyrelsen

Numéro d'enregistrement: ORG-10294819

Adresse postale: Carl Jacobsens Vej 35

Ville: Valby

Code postal: 2500

Subdivision pays (NUTS): Byen København (DK011)

Pays: Danemark

Point de contact: Konkurrence- og Forbrugerstyrelsen

Adresse électronique: kfst@kfst.dk

Téléphone: +45 41715000

Point de terminaison pour l'échange d'informations (URL): <https://www.kfst.dk>

Rôles de cette organisation:

Organisation qui fournit des précisions concernant l'introduction des recours

8.1. ORG-0004

Nom officiel: Merzell Holding ASA

Numéro d'enregistrement: 980921565

Adresse postale: Askekroken 11

Ville: Oslo

Code postal: 0277

Subdivision pays (NUTS): Oslo (NO081)

Pays: Norvège

Point de contact: eSender

Adresse électronique: publication@merzell.com

Téléphone: +47 21018800

Télécopieur: +47 21018801

Adresse internet: <http://merzell.com/>

Rôles de cette organisation:

TED eSender

10. Modification

Version de l'avis antérieur à modifier: 2937d7f0-45c1-4232-8623-9f98e81fa9b6-01

Principale raison de la modification: Mise à jour d'informations

Description: The NHMD has extended the deadline for the submission of tenders from 6 December 2024 at 12:00 (noon) CET to 16 December 2024 at 12:00 (noon) CET due to the amount of new information published in the tendering system on 29 November 2024, which resulted from the questions received from the tenderers. The Tender Conditions have been updated with a revised timetable for the full procurement procedure.

10.1. Modification

Identifiant de la section: LOT-0000

Les documents de marché ont été modifiés le: 29/11/2024

Informations relatives à l'avis

Identifiant/version de l'avis: 6beebd25-15ad-4747-a965-81e308f5c822 - 01

Type de formulaire: Mise en concurrence

Type d'avis: Avis de marché ou de concession – régime ordinaire

Sous-type d'avis: 16

Date d'envoi de l'avis: 03/12/2024 15:15:27 (UTC)

Date d'envoi de l'avis (eSender): 04/12/2024 12:32:28 (UTC)

Langues dans lesquelles l'avis en question est officiellement disponible: anglais

Numéro de publication de l'avis: 743880-2024

Numéro de publication au JO S: 237/2024

Date de publication: 05/12/2024