

Sverige-Solna: Konsulttjänster för marknadsföring

OJ S 247/2019 23/12/2019

**Meddelande om tilldelning av kontrakt – försörjningssektorerna
Tjänster**

Rättslig grund:

direktiv 2014/25/EU

Avsnitt I: Upphandlande enhet

I.1. Namn och adresser

Officiellt namn: Vattenfall AB

Postadress: Evenemangsgatan 13 C

Ort: Solna

Nuts-kod: SE11 Stockholm

Postnummer: 16956

Land: Sverige

Kontaktperson: Schinz, Christian

E-post: christian.schinz@vattenfall.de

Internetadress(er):

Allmän adress: www.vattenfall.com

I.2. Information om gemensam upphandling

Kontraktet tilldelas av en inköpscentral

I.6. Huvudsaklig verksamhet

Elektricitet

Avsnitt II: Föremål

II.1. Upphandlingens omfattning

II.1.1. Benämning på upphandlingen

Media Agency Tender (Non Creative)

Referensnummer: 2019001214

II.1.2. Huvudsaklig CPV-kod

79413000 Konsulttjänster för marknadsföring

II.1.3. Typ av kontrakt

Tjänster

II.1.4. Kort beskrivning

Contract about media agency services (non creative), planning, implementation and review of media agency services for the energy company Vattenfall with main focus in Berlin and Hamburg.

II.1.6. Information om delar

Kontraktet är uppdelat i flera delar: nej

II.2. Beskrivning

II.2.2. Ytterligare CPV-kod(er)

79000000 Företagstjänster: lagstiftning, marknadsföring, rådgivning, rekrytering, tryckning och säkerhet, 79340000 Reklam och marknadsföring

II.2.3. Plats för utförande

Nuts-kod: SE11 Stockholm

Nuts-kod: DE300 Berlin

Huvudsaklig plats för byggnation/anläggning eller utförande: GERMANY.

II.2.4. Beskrivning av upphandlingen

The services shall cover the complete day to day work regarding media strategy, media planning, management, negotiation, media buying, administration and follow-up for any offline and online media communication, and any kind of coordination related with. The services also include amendments to approved media plans and negotiations regarding compensation and invoicing.

The services shall potentially cover furthermore

- all offline and online media types including, but not limited to
- media sponsorships,
- search engine marketing (SEM),
- search engine optimization (SEO) on campaign basis,
- the use of the service provider's planning software/tools,
- optimization and negotiation strategy/tactics,
- verification of bought media, including but not limited to spot insertion/placements checks for TV/Radio/Print/OOH/Cinema,
- evaluation of campaign outcome versus objective,
- and a follow-up of achieved costs.

Online investments should at all times be tracked by a third party tracking tool chosen by Vattenfall. For the Services related to online this includes, but is not limited to:

- management of commercial space bought, and
- defined display and online video buying,
- self-serving sites,
- programmatic, and
- commercial space within social media.

II.2.11. Information om optioner

Option: nej

II.2.13. Information om EU-medel

Kontraktet är knutet till projekt och/eller program som finansieras med EU-medel: nej

II.2.14. Kompletterande upplysningar

Avsnitt IV: Förfarande

IV.1. Beskrivning

IV.1.1. Typ av förfarande

Förhandlat förfarande med föregående meddelande om upphandling

IV.1.3. Information om ramavtal eller dynamiskt inköpssystem

Upphandlingen omfattar upprättandet av ett ramavtal

IV.1.8.

Information om avtalet om offentlig upphandling

Upphandlingen omfattas av avtalet om offentlig upphandling: nej

IV.2. Administrativ information

IV.2.1. Tidigare offentliggörande angående detta förfarande

Meddelandenummer i EUT: [2019/S 130-320543](#)

IV.2.8. Information om avslutande av det dynamiska inköpssystemet

IV.2.9. Information om avslutande av anbudsinfordran i form av ett periodiskt meddelande

Avsnitt V: Kontraktstilldelning

Benämning på upphandlingen:

Media Agency Tender (Non Creative)

Ett kontrakt/delkontrakt tilldelas: ja

V.2. Kontraktstilldelning

V.2.1. Datum för beslut om tilldelning av kontrakt

18/12/2019

V.2.4. Upplysningar om kontraktets/delens värde

V.2.5. Information om underentreprenader

V.2.6. Erlagt pris vid förmånliga inköp

Avsnitt VI: Kompletterande upplysningar

VI.3. Kompletterande upplysningar

1) The bid must be submitted in English and in written form electronically at: <https://root.deutsche-evergabe.de/portal/>

Use of the portal [deutsche-evergabe.de](https://root.deutsche-evergabe.de/portal/) is free of charge for applicants and bidders of Vattenfall projects.

Requests to participate can be submitted there.

Requests to participate by post, fax or e-mail will not be accepted.

2) The bid is to be divided in accordance with the numbering in Section III.1) and should contain the information requested in the respective sections. The contracting entity reserves the right to disregard information not contained in the sections specifically provided for this purpose. References to previous tenders will not suffice for the purpose of verification;

3) The term 'current' in Section III.1) means that the date of issue of the third-party confirmation in question must not be longer than 6 months prior to the date of publication in the Official Journal of the EU;

4) The obligation to submit third-party confirmation does not apply if and insofar as no such register is kept or registration is unnecessary. The onus is on the applicant to prove and explain this;

5) For the purposes of Point 4 above, foreign applicants are still required to submit such third-party confirmation. Their equivalence must be proven. To this end, exhaustive presentation is

expected. It should be pointed out here that the entire tender must be written in English, If an official document, reference information, etc. are not written in English, official German documents from authorities will also be accepted;

6) Even as part of a bidding consortium, an applicant may rely on the capabilities of other companies in proving their fitness:

(a) bidders wishing to avail themselves of such borrowed capacity (not possible for reliability in accordance with Section III.1.1), must immediately name the subcontractors whose capacity they are borrowing and submit the relevant evidence for Sections III.1.1) to III.1.3) for the subcontractors together with the request to participate, this submission requirement being limited to the part of the services to be provided by subcontractors. In this case, the applicant must prove that the subcontractor will provide him with the necessary resources (e.g. in the form of a letter of commitment);

(b) any other subcontractors (whose capacity is not borrowed) need not be named in the request to participate initially and the proof in accordance with Sections III.1.1) to III.1.3) need not be submitted initially for the subcontractor. The proportion contracted out alone has to be indicated.

However, the contracting entity reserves the right to require other applicants/bidders who are shortlisted for further participation in the process and plan to use subcontractors, before the end of the competitive bidding or throughout the rest of the process, to name such subcontractors and to submit the aforementioned evidence in respect of their share of the services.

7) The contracting entity reserves the right – without being required to do so – to demand declarations and evidence (including for the minimum requirements) at a later date. Moreover, the contracting entity reserves the right to demand a personal introduction to an applicant or to inspect the applicant's business or a reference project, e.g. in order to verify the validity of the self-declarations. The applicant is not entitled to make any additional demands or demand a personal introduction;

8) The contracting entity reserves the right – without being required to do so – following the selection of applicants and submission of tenders, if the situation so justifies, to carry out an audit of individual bidders in the form of sustainability risk assessments. Justification for this includes a situation where the bidder is based in a CSR high-risk country or its production facilities are situated there. A list of high-risk countries can be found under:

Further details see documentation www.deutsche-evergabe.de

VI.4. Överprövningsförfaranden

VI.4.1. Behörigt organ vid överprövning

Officiellt namn: Förvaltningsrätten i Stockholm

Ort: Stockholm

Postnummer: SE-11541

Land: Sverige

Telefon: +46 856168000

Internetadress: <http://www.forvaltningsrattenistockholm.dom.se>

VI.5. Datum då meddelandet sänts

18/12/2019