

# Services - 650692-2022

23/11/2022 5226

I. II. III. IV. VI.

Norway–Oslo: Market research services

2022/S 226-650692

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: INNOVASJON NORGE

National registration number: 986399445

Postal address: Akersgata 13

Town: OSLO

NUTS code: NO Norge

Postal code: 0158

Country: Norway

Contact person: Lise Carlsen

E-mail: [lise.carlsen@innovasjonnorge.no](mailto:lise.carlsen@innovasjonnorge.no)

**Internet address(es):**

Main address: <https://permalink.mercell.com/190603374.aspx>

Address of the buyer profile: <http://www.innovasjonnorge.no/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/190603374.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via:

<https://permalink.mercell.com/190603374.aspx>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Economic and financial affairs

**Section II: Object**

## II.1) Scope of the procurement

### II.1.1) Title:

Framework agreement for the procurement of segmentation surveys  
Reference number: 2022/360185

### II.1.2) Main CPV code

79310000 Market research services

### II.1.3) Type of contract

Services

### II.1.4) Short description:

The purpose of the competition is to procure one tenderer who can carry out new and updated segmentation surveys for marketing Norway as a holiday destination. Overall, Innovation Norway needs updated insight into the motivation segments, attitudes towards travelling on holiday abroad and barriers to travel as well as consumers' attitudes towards sustainability and other consumer trends. Furthermore, the tenderer must provide updated insight into Merkevaren Norge's position and competitive situation.

### II.1.5) Estimated total value

Value excluding VAT: 10 000 000.00 NOK

### II.1.6) Information about lots

This contract is divided into lots: no

## II.2) Description

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

79311200 Survey conduction services  
79311300 Survey analysis services  
79340000 Advertising and marketing services

### II.2.3) Place of performance

NUTS code: NO081 Oslo

### II.2.4) Description of the procurement:

The purpose of the competition is to procure one tenderer who can carry out new and updated segmentation surveys for marketing Norway as a holiday destination. Overall, Innovation Norway needs updated insight into the motivation segments, attitudes towards travelling on holiday abroad and barriers to travel as well as consumers' attitudes towards sustainability and other consumer trends. Furthermore, the tenderer must provide updated insight into Merkevaren Norge's position and competitive situation.

Innovation Norway will contribute to increased value creation in the tourism industry within a sustainable framework and work on profiling Norway as a year-round travel destination. We work towards the tourism industry with network building, expertise, advice and financing. Working with the Norway brand is an important part of this. In the work to market Norway as a holiday country and develop the Norwegian tourism product, it is crucial to have a good understanding of the target group. After two years of the pandemic and climate change being in the spotlight, it is important for us to update the existing insights. What changes have occurred in the market since last we set our goals? Meanwhile, we are coming out of two years of pandemic, there is a war and it is likely that several European markets are heading into a recession. Innovation Norway's own Travel Barometer in six European markets has shown us that interest in travelling for a holiday abroad changes in line with changes in the environment. Therefore, it is important to try to isolate "temporary noise", even though uncertainty and economic downturn may be the new normal.

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**  
Value excluding VAT: 10 000 000.00 NOK

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**  
Duration in months: 24  
This contract is subject to renewal: yes  
Description of renewals:  
The contracting authority has the option to extend the contract subject to the same conditions for 1+1 year, so that the total possible length of the contract is 4 years.

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:  
Tenderers must be a legally established company. Documentation requirement:  
Norwegian companies: Company registration certificate.  
Foreign companies: Verification that the company is registered in a trade or business register in accordance with the national requirements in the country where the tenderer is established.  
Documented through the reply in the ESPD.

III.1.2) **Economic and financial standing**  
List and brief description of selection criteria:  
Tenderers must have their tax and VAT payments in order. Documentation requirement:  
Tax and VAT certificate.  
The certificate must not be older than 6 months from the tender deadline.  
Foreign tenderers must provide certificates from equivalent authorities to the Norwegian authorities. Documented through the reply in the ESPD.

III.1.3) **Technical and professional ability**  
List and brief description of selection criteria:  
Tenderers must have relevant competence and experience from equivalent assignments/deliveries. Documentation requirement: Tenderers must give a short description of the company's relevant competence for the execution of the assignment.  
Tenderers must account for 3 relevant reference projects with a short description of the assignment, the assignment's length, value and reference persons.  
The description/account is to be added in a separate document and uploaded in Mercell

### **Section IV: Procedure**

IV.1) **Description**

**IV.1.1) Type of procedure**

Open procedure

**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.1.8) 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: 2022/S 161-460098

**IV.2.2) Time limit for receipt of tenders or requests to participate**

Date: 21/12/2022

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**

Duration in months: 3 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date: 21/12/2022

Local time: 12:00

**Section VI: Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: no

**VI.3) Additional information:**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Official name: Oslo Tingrett

Town: Oslo

Country: Norway

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

18/11/2022