

Services - 650692-2022

23/11/2022 S226

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@innovasjon norge.no

Internet address(es):

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

Address of the buyer profile: <http://www.innovasjon norge.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 Merkebaren 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 Merkebaren 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 Merccell.

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