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Contract

Eco-Points Incentives Scheme

London Borough of Camden

F03: Contract award notice

Notice identifier: 2024/S 000-028817

Procurement identifier (OCID): ocds-h6vhtk-044a80

Published 9 September 2024, 3:11pm

Section I: Contracting authority

I.1) Name and addresses

London Borough of Camden

5 Pancras Square

London

N1C 4AG

Email

procurement@camden.gov.uk

Country

United Kingdom

Region code

UKI31 - Camden and City of London

Internet address(es)

Main address

<https://www.camden.gov.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Eco-Points Incentives Scheme

Reference number

DN700719

II.1.2) Main CPV code

- 72416000 - Application service providers

II.1.3) Type of contract

Services

II.1.4) Short description

The incentives scheme meets two very important aims; to incentivise recycling and sustainable travel and to communicate service messages, shown to be a clear barrier to behaviour change. It does this through engaging with residents, encouraging actions that they can accrue 'points' for and publicising resident action to motivate and engage others.

It is a key tool for both Environment Services and Transport to connect with residents, to reward sustainable behaviours, to communicate projects and service messages as well as monitoring the activity and success of projects being delivered.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £398,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKI31 - Camden and City of London

II.2.4) Description of the procurement

A behaviour change platform that incentivises residents to adopt sustainable behaviours relating to waste minimisation, recycling and re-use as well as sustainable and active travel.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-008889](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

31 May 2024

V.2.2) Information about tenders

Number of tenders received: 5

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

V.2.3) Name and address of the contractor

Green Rewards Limited

The Courtyard Shoreham Road

West Sussex

BN44 3TN

Country

United Kingdom

NUTS code

- UKI31 - Camden and City of London

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £398,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Cabinet Office

London

Country

United Kingdom