

Spain-Palma: Public relations services

OJ S 6/2023 09/01/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

National registration number: Q5755004H

Postal address: Rita Levi, s/n

Town: Palma

NUTS code: ES532 Mallorca

Postal code: 07121

Country: Spain

Contact person: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

E-mail: juridico@aetib.caib.es

Telephone: +34 971176699

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de relaciones públicas y comunicación exterior para la Agencia de Estrategia Turística de las Illes Balears

Reference number: 009/2023

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de relaciones públicas y comunicación exterior para la Agencia de Estrategia Turística de las Illes Balears

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 31 200,00 EUR

II.2. Description

II.2.1. Title

Alemania

Lot No: 1

II.2.2. Additional CPV code(s)

79400000 Business and management consultancy and related services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Alemania

II.2.5. Award criteria

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

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

II.2. Description

II.2.1. Title

Reino Unido + Irlanda

Lot No: 2

II.2.2. Additional CPV code(s)

79400000 Business and management consultancy and related services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Reino Unido + Irlanda

II.2.5. Award criteria

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

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

II.2. Description

II.2.1. Title

España

Lot No: 3

II.2.2. Additional CPV code(s)

79400000 Business and management consultancy and related services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

España

II.2.5. Award criteria

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

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 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

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 in the OJ S: [2022/S 187-529659](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 009/2023lote3

Lot No: 3

Title:

España

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/01/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: NEWLINK CONSULTING AND COMMUNICATIONS SPAIN S.A.

National registration number: A81867202

Postal address: C Padilla 80

Town: Madrid

NUTS code: ES España

Postal code: 28006

Country: Spain

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 35 000,00 EUR

Total value of the contract/lot: 31 200,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Av General Perón 38

Town: Madrid

Postal code: 28020

Country: Spain

VI.5. Date of dispatch of this notice

04/01/2023