

Spain-Barcelona: Advertising management services
OJ S 13/2020 20/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agencia de Residuos de Cataluña

Postal address: C/ Doctor Roux, 80

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08017

Country: Spain

Contact person: Departamento de Gestión Económica Administrativa

E-mail: contractacio.arc.tes@gencat.cat

Telephone: +34 935673300

Fax: +34 935673305

Internet address(es):

Main address: <http://residus.gencat.cat>

Address of the buyer profile: http://residus.gencat.cat/ca/lagencia/perfil_de_contractant/

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación de servicios de gestión e inserción de publicidad institucional en los medios de comunicación de la campaña para fomentar la recogida selectiva de las diferentes fracciones de residuos

Reference number: G2029-2019-4

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de gestión e inserción de publicidad institucional en los medios de comunicación de la campaña para fomentar la recogida selectiva de las diferentes fracciones (orgánica, vidrio, papel, cartón y envases ligeros) de residuos municipales en Cataluña 2019-2020.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 570 323,64 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES51 Cataluña

II.2.4. Description of the procurement

Servicios de gestión e inserción de publicidad institucional en los medios de comunicación de la campaña para fomentar la recogida selectiva de las diferentes fracciones (orgánica, vidrio, papel, cartón y envases ligeros) de residuos municipales en Cataluña 2019-2020.

II.2.5. Award criteria

Quality criterion - Name: Planificación estratégica global / Weighting: 20

Quality criterion - Name: Proposta de millores / Weighting: 20

Cost criterion - Name: Oferta económica / Weighting: 60

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

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The procurement falls outside the scope of application of the directive

Explanation:

Contratación derivada del Acuerdo Marco de servicios de gestión e inserción de publicidad institucional en los medios de comunicación que lleven a cabo la Administración de la Generalitat de Cataluña, mediante sus departamentos y los organismos y entidades dependientes (expediente: PR-2018-054).

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: yes

IV.2. Administrative information

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

Title:

Contratación de servicios de gestión e inserción de publicidad institucional en los medios de comunicación de la campaña para fomentar la recogida selectiva de las diferentes fracciones de residuos

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/12/2019

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Havas Media Group Spain, S. A. U.

Town: Barcelona

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 1 570 253,69 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 Catalán de Contratos del Sector Público

Town: Barcelona

Country: Spain

VI.5. Date of dispatch of this notice

17/01/2020