

Germany-Berlin: Public relations consultancy services
OJ S 20/2020 29/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Berufsgenossenschaft der Bauwirtschaft

Postal address: Hildegardstraße 29/30

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10715

Country: Germany

Contact person: Vergabestelle

E-mail: vergabestelle@bgbau.de

Internet address(es):

Main address: <http://www.bgbau.de>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Social protection

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Unterstützungsleistungen für Kommunikations- und Marketingmaßnahmen [2-2019]

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Ausgeschrieben wird die Fortführung sowie die konzeptionelle Weiterentwicklung des Präventionsprogramms „Bau auf Sicherheit. Bau auf Dich.“ In diesem Rahmen muss der Auftragnehmer Unterstützungsleistungen in den Bereichen Social Media, Marketing und Kommunikation – jeweils in enger Abstimmung mit dem Auftraggeber – erbringen.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 3 000 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE300 Berlin

Main site or place of performance: Berlin

II.2.4. Description of the procurement

Ausgeschrieben wird die Fortführung sowie die konzeptionelle Weiterentwicklung des Präventionsprogramms „Bau auf Sicherheit. Bau auf Dich.“ In diesem Rahmen muss der Auftragnehmer Unterstützungsleistungen in den Bereichen Social Media, Marketing und Kommunikation – jeweils in enger Abstimmung mit dem Auftraggeber – erbringen.

II.2.5. Award criteria

Quality criterion - Name: Umsetzungskonzept / Weighting: 70 %

Price - Weighting: 30 %

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

Competitive procedure with negotiation

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 143-352417](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/11/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: TVN Corporate Media GmbH & Co. KG

Town: Hannover

NUTS code: DE92 Hannover

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 3 000 000,00 EUR

Total value of the contract/lot: 3 000 000,00 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: Vergabekammer des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

Fax: +49 2289499163

VI.4.2. Body responsible for mediation procedures

Official name: Bundesversicherungsamt

Postal address: Friedrich-Ebert-Allee 38

Town: Bonn

Postal code: 53113

Country: Germany

Fax: +49 2286191870

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Vergabekammer des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

Fax: +49 2289499163

VI.5. Date of dispatch of this notice

28/01/2020