

Spain-Madrid: Other community, social and personal services
OJ S 28/2015 10/02/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Asociación para el empleo y la formación de personas con discapacidad (FSC INSERTA)

Postal address: Bernardino Obregón, nº 26

Town: Madrid

Postal code: 28012

Country: Spain

For the attention of: Eva Martín Sánchez

E-mail: eva.martin.fsc@fundaciononce.es

Telephone: +34 914688500

Fax: +34 914688502

Internet address(es):

General address of the contracting authority: <http://www.fsc-inserta.es>

I.2. Type of the contracting authority

Other: Entidad sin ánimo de lucro

I.3. Main activity

Other: Cooperación e integracion social de personas con discapacidad

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Campaña de comunicación integrada de captación de empresas y la producción de un contenido audiovisual.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

Main site or place of performance: Madrid.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Campaña de comunicación integrada de captación de empresas y la producción de contenido audiovisual de marca (branded content) de 8 capítulos de la serie televisiva Capacitados, la

gestión de su emisión en una cadena nacional de televisión de ámbito generalista y la realización de acciones de difusión para dar a conocer la serie.

II.1.5. CPV code(s)

98000000 Other community, social and personal services

II.1.6. Information about the Government Procurement Agreement (GPA)

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 143 500 EUR

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Criterios sujetos a juicio de valor. Weighting 55
2. Criterios no sujetos a juicio de valor. Weighting 40

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

EA14/016/C

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 197-348184](#) of 14.10.2014

Section V: Award of contract

V.1. Date of conclusion of the contract

29.1.2015

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Arete Activia, S.L.

Postal address: av. Pío XII, nº 5, entreplanta derecha

Town: Pamplona

Postal code: 31008

Country: Spain

E-mail: info@arete-activia.com

Telephone: +34 948172948

Fax: +34 948172948

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 143 500 EUR

excluding VAT

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

5.2.2015