

**Spain-Barcelona: Advertising and marketing services**

**OJ S 31/2023 13/02/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: BARCELONA ACTIVA SAU SPM

National registration number: A58295296

Postal address: Llacuna 162

Town: Barcelona

NUTS code: ES51 Cataluña

Postal code: 08018

Country: Spain

E-mail: [juridic@barcelonactiva.cat](mailto:juridic@barcelonactiva.cat)

Telephone: +34 934019585

Fax: +34 934019626

**Internet address(es):**

Main address: [https://contractaciopublica.gencat.cat/ecofin\\_pscp/AppJava/perfil/BCN\\_BASA/customProf](https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/perfil/BCN_BASA/customProf)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contractaciopublica.gencat.cat/ecofin\\_pscp/AppJava/perfil/BCN\\_BASA/customProf](https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/perfil/BCN_BASA/customProf)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Other type: Empresa pública del Ayuntamiento de Barcelona

**I.5. Main activity**

Other activity: Servicios de formación, fomento del empleo, impulso de la emprendeduría y el soporte a las empresas

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Servicios de desarrollo de contenidos audiovisuales de Barcelona Activa

Reference number: BA 76/22

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3.**

## **Type of contract**

Services

### **II.1.4. Short description**

Servicios de desarrollo de contenidos audiovisuales de Barcelona Activa

### **II.1.5. Estimated total value**

Value excluding VAT: 552 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: ES511 Barcelona

### **II.2.4. Description of the procurement**

Servicios de desarrollo de contenidos audiovisuales de Barcelona Activa

### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Juicio de valor / Weighting: 50

Quality criterion - Name: Experiencia más allá de los requisitos de solvencia del personal que ejecute el contrato / Weighting: 10

Cost criterion - Name: Oferta económica / Weighting: 35

Cost criterion - Name: Herramientas o espacios de trabajo / Weighting: 5

### **II.2.6. Estimated value**

Value excluding VAT: 552 000,00 EUR

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

La duración total del contrato incluyendo las eventuales prórrogas será de 5 años. La duración del contrato se podrá prorrogar por acuerdo del órgano de contratación. La o las prórrogas serán por períodos máximos de doce 12 meses. Atendiendo a la previsión del artículo 29.2 LCSP, la prórroga será obligatoria para la empresa si el aviso de prórroga se comunica como mínimo con dos meses de anticipo.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **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 III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2. Conditions related to the contract**

#### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV: Procedure**

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### **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: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 13/03/2023 Local time: 14:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Catalan, Spanish

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 15/03/2023 Local time: 13:00

Place:

La Mesa de Contratación que procederá a la apertura del sobre electrónico B se realizará mediante la herramienta Microsoft Teams y podrá asistir cualquier persona que esté interesada enviando, al menos, veinticuatro horas antes de la mesa un correo electrónico a: [juridic@barcelonactiva.cat](mailto:juridic@barcelonactiva.cat) por que pueda ser debidamente convocada

Information about authorised persons and opening procedure: Para concurrir a esta licitación las empresas deberán presentar las propuestas en sobres en formato electrónico a través del Portal de Contratación Electrónica del Ayuntamiento de Barcelona. El número e identificación de los sobres electrónicos, así como su contenido, es el que se especifica en el anexo 2 del Pliego de Cláusulas Administrativas Particulares.

## **Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal Catalán de Contratos del Sector Público

Postal address: Via Laietana, 14

Town: Barcelona

Postal code: 08003

Country: Spain

Telephone: +34 935676300

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

El plazo de interposición de recurso es de quince días hábiles a contar des de la fecha de publicación o notificación en función del acto que se pretende impugnar acuerdo con la Ley de contratos del sector público

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

Official name: Barcelona Activa SAU PSM

Postal address: C. Llacuna, 162

Town: Barcelona

Postal code: 08018

Country: Spain

E-mail: [juridic@barcelonactiva.cat](mailto:juridic@barcelonactiva.cat)

Telephone: +34 934019710

**VI.5. Date of dispatch of this notice**

08/02/2023