

Spain-Barcelona: Market research services
OJ S 52/2023 14/03/2023
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ayuntamiento de Barcelona. Dirección de Servicios de Gestión Económica de la Gerencia de Recursos

Postal address: Pl. Sant Miquel, 4-5, planta 5a. Edifici Novíssim

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08002

Country: Spain

E-mail: aescalantec@bcn.cat

Telephone: +34 934027487

Fax: +34 934023298

Internet address(es):

Main address: www.bcn.cat/perfildecontractant

Address of the buyer profile: www.bcn.cat/perfildecontractant

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: www.bcn.cat/perfildecontractant

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://licitacions.bcn.cat/>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://licitacions.bcn.cat/>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Acuerdo Marco de contratación de los servicios para la realización de estudios de opinión de interés del Ayuntamiento de Barcelona mediante encuestas o reuniones de grupo y otros servicios análogos

Reference number: 001_22003515

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

El Acuerdo Marco tiene por objeto establecer las condiciones procedimentales y de ejecución para la contratación de los servicios para la realización de estudios de opinión de interés del Ayuntamiento de Barcelona mediante encuestas o reuniones de grupo y otros servicios análogos durante la vigencia de este Acuerdo Marco.

El Acuerdo Marco está dividido en cuatro lotes:

LOTE NÚM. 1: Encuestas telefónicas

LOTE NÚM. 2: Encuestas presenciales a domicilio oa un lugar predeterminado

LOTE NÚM. 3: Encuestas on-line

LOTE NÚM. 4: Estudios cualitativos

II.1.5. Estimated total value

Value excluding VAT: 5 828 247,93 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description**II.2.1. Title**

Encuestas telefónicas

Lot No: 1

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Encuestas telefónicas

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 1 262 148,76 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato se podrá renovar por 24 meses adicionales

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

II.2. Description

II.2.1. Title

Encuestas presenciales a domicilio o en un lugar predeterminado
Lot No: 2

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Encuestas presenciales a domicilio oa un lugar predeterminado

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 3 620 433,06 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato se podrá renovar por 24 meses adicionales

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

II.2. Description

II.2.1. Title

Encuestas on-line
Lot No: 3

II.2.2.

Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Encuestas on-line

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 792 690,91 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato se podrá renovar por 24 meses adicionales

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**II.2. Description****II.2.1. Title**

Estudios cualitativos

Lot No: 4

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Estudios cualitativos

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 152 975,21 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato se podrá renovar por 24 meses adicionales

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

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.2.2. Contract performance conditions

Las indicadas en los pliegos

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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: [2022/S 214-614449](#)

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

Date: 24/03/2023 Local time: 23:59

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: 6 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

Una vez finalizado el presente, se volverá a licitar.

VI.2. Information about electronic workflows

Electronic ordering will be used

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

Town: Barcelona

Country: Spain

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Ver información en los pliegos

VI.5. Date of dispatch of this notice

09/03/2023