

**Germany-Berlin: Government services**  
**OJ S 70/2023 07/04/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Senatsverwaltung für Wirtschaft, Energie und Betriebe

Postal address: Martin-Luther-Str. 105

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10825

Country: Germany

E-mail: [ZentraleVergabestelle@senweb.berlin.de](mailto:ZentraleVergabestelle@senweb.berlin.de)

**Internet address(es):**

Main address: <https://www.berlin.de/vergabepattform>

Address of the buyer profile: <https://www.berlin.de/vergabepattform>

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

Regional or local authority

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Umsetzungsbegleitung und Sichtbarmachung Masterplan Industriestadt Berlin 2022-2026

Reference number: 2022-D-011

**II.1.2. Main CPV code**

75131000 Government services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Der Auftragsgegenstand ist die vorrangig kommunikative Prozessbegleitung der Umsetzung des Masterplans Industriestadt Berlin 2022-2026.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 602 500,00 EUR

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79416000 Public relations services, 79952000 Event services

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

NUTS code: DE3 Berlin

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

Schwerpunktmäßig soll dies auf kommunikativer Ebene in den folgenden Bereichen erfolgen:

- Zusammenführen von industriepolitisch relevanten Akteur:innen der Hauptstadtregion über gezielte Formate
- Sichtbarmachung von innovativen Projekten der industriellen Transformation über
  - o ein geeignetes Monitoringsystem
  - o die kommunikative Begleitung von Fördercalls
- Kontinuierliche Öffentlichkeitsarbeit zur Sichtbarmachung von Potenzialen der Industriestadt Berlin
- Profilschärfung der Industriestadt Berlin

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

Quality criterion - Name: • Güte und Schlüssigkeit des eingereichten Konzepts einschließlich Zeitplan / Weighting: 40

Quality criterion - Name: • Qualifikation und Erfahrung des für die Leistungserbringung vorgesehenen Personals / Weighting: 30

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**

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### **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: no

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

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 171-484784](#)

#### **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

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A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

15/03/2023

##### V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

##### V.2.3. Name and address of the contractor

Official name: Vogler EDC

Town: Berlin

NUTS code: DE30 Berlin

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: 460 000,00 EUR

Total value of the contract/lot: 602 500,00 EUR

##### V.2.5. Information about subcontracting

### Section VI: Complementary information

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#### VI.3. Additional information

#### VI.4. Procedures for review

##### VI.4.1. Review body

Official name: Vergabekammer des Landes Berlin

Town: Berlin

Country: Germany

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

Official name: Senatsverwaltung für Wirtschaft, Energie und Betriebe

Postal address: Martin-Luther-Str. 105

Town: Berlin

Postal code: 10825

Country: Germany

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

03/04/2023

