

281387-2026 - Result

Bulgaria – Advertising and marketing services – Изпълнение на дейности по информация, комуникация и публичност“ по инвестиция BG-RRP-11.001-0001 „Модернизиране на дългосрочната грижа“ – Компонент 1

OJ S 80/2026 24/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: СТОЛИЧНА ОБЩИНА

Email: svetla.doseva@sofia.bg

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Изпълнение на дейности по информация, комуникация и публичност“ по инвестиция BG-RRP-11.001-0001 „Модернизиране на дългосрочната грижа“ – Компонент 1

Description: „Изпълнение на дейности по информация, комуникация и публичност“ по инвестиция BG-RRP-11.001-0001 „Модернизиране на дългосрочната грижа“ – Компонент 1 „Продължаваща подкрепа за деинституционализация на грижата за възрастните хора и хората с увреждания по пет договора, финансирани от Механизма за възстановяване и устойчивост (МВУ), във връзка с изпълнение на Плана за възстановяване и устойчивост (ПВУ) на Република България в Столична община"

Procedure identifier: 725d8f8b-a2c7-4b7f-898e-1909ab94b0d4

Previous notice: f6245ebf-2bc2-4a9c-b210-574ea4aecfcd-01

Internal identifier: 531586

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): София (столица) (BG411)

Country: Bulgaria

2.1.3. Value

Estimated value excluding VAT: 108 909,36 BGN

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: „Изпълнение на дейности по информация, комуникация и публичност“ по четири договора за финансиране по Инвестиция „Модернизиране на дългосрочната грижа“ към национален план за възстановяване и устойчивост, процедура чрез директно предоставяне на средства на конкретни крайни получатели

Description: „Изпълнение на дейности по информация, комуникация и публичност“ по четири договора за финансиране по Инвестиция „Модернизиране на дългосрочната грижа“ към национален план за възстановяване и устойчивост, процедура чрез директно предоставяне на средства на конкретни крайни получатели – BG-RRP-11.010

„Извършване на строителни дейности и доставка на оборудване и обзавеждане с оглед реформиране на съществуващите домове за стари хора“

Internal identifier: 531598

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): София (столица) (BG411)

Country: Bulgaria

5.1.3. Estimated duration

Start date: 22/04/2026

Duration end date: 30/06/2026

5.1.5. Value

Estimated value excluding VAT: 49 417,05 BGN

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.10. Award criteria

Criterion:

Type: Price

Name: най-ниска цена

Description: най-ниска цена

Description of the method to be used if weighting cannot be expressed by criteria: най-ниска цена

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Комисия за защита на конкуренцията

Information about review deadlines: неприложимо

6. Results

Value of all contracts awarded in this notice: 18 611,02 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: СОЛАР 8 ЕООД

Tender:

Tender identifier: OF2593829: "СОЛАР 8 ЕООД"

Identifier of lot or group of lots: LOT-0001

Value of the tender: 18 611,02 EUR

The tender was ranked: yes

Rank of the tender: 1

Subcontracting: No

Contract information:

Identifier of the contract: 246061

Title: Изпълнение на дейности по информация, комуникация и публичност“ , Обособена позиция 1: „Изпълнение на дейности по информация, комуникация и публичност“

Date of the conclusion of the contract: 22/04/2026

Address of the contract: <https://app.eop.bg/today/531586>

Information about European Union funds:

Name of EU-financed project or programme: European Union Recovery Instrument (EURI) (2021/2027)

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 7

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 7

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenderers registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Range of tenders:

Value of the lowest admissible tender: 36 400,00 BGN

Value of the highest admissible tender: 45 200,00 BGN

8. Organisations

8.1. ORG-0001

Official name: СТОЛИЧНА ОБЩИНА
Registration number: 000696327
Postal address: ул. МОСКОВСКА №33
Town: гр.София
Postcode: 1000
Country subdivision (NUTS): София (столица) (BG411)
Country: Bulgaria
Contact point: SVETLA BORISLAVOVA DOSSEVA
Email: svetla.doseva@sofia.bg
Telephone: +359 29377 311
Internet address: <https://www.sofia.bg/>
Buyer profile: <https://app.eop.bg/buyer/1240>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Комисия за защита на конкуренцията
Registration number: 000698612
Postal address: бул. Витоша № 18
Town: София
Postcode: 1000
Country subdivision (NUTS): София (столица) (BG411)
Country: Bulgaria
Contact point: Комисия за защита на конкуренцията
Email: delovodstvo@cpc.bg
Telephone: +359 29356113
Fax: +359 29807315
Internet address: <http://www.cpc.bg>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: СОЛАР 8 ЕООД
Size of the economic operator: Micro, small, or medium
Registration number: 206917488
Postal address: ул. "Полковник Борис Дрангов" №.6 ап.1
Town: гр. София
Postcode: 1000
Country subdivision (NUTS): София (столица) (BG411)
Country: Bulgaria
Contact point: NELI Ivanova Apostolova
Email: ndraganova@gmail.com
Telephone: +359 897400056

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 216d98e0-7602-4e7d-ba8a-e079482ea27d - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 23/04/2026 13:57:13 (UTC+03:00) Eastern European Summer Time, Istanbul, Mayotte

Languages in which this notice is officially available: Bulgarian

Notice publication number: 281387-2026

OJ S issue number: 80/2026

Publication date: 24/04/2026