

Spain-Pamplona: Advertising services
OJ S 109/2021 08/06/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Servicios de la Comarca de Pamplona, S. A.

National registration number: A31118441

Postal address: 31002

Town: Pamplona

NUTS code: ES220 Navarra

Country: Spain

Contact person: Mónica Eneterreaga Echepare

E-mail: contratacion@mcp.es

Telephone: +34 948423140

Internet address(es):

Main address: <http://sedeelectronica.mcp.es/>

I.4. Type of the contracting authority

Other type: Entidad pública

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Programa de acciones de acompañamiento y de comunicación directa y de proximidad para la implantación de los contenedores con apertura mediante tarjeta en la comarca de Pamplona

Reference number: 2020/SCON-ASU/000024

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Programa de acciones de comunicación directa y de proximidad para la implantación de contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fase 2021/2022).

El contrato se divide en dos lotes:

- lote 1: programa de acciones de comunicación directa y de proximidad para implantar los contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fases 1-3),
- lote 2: programa de acciones de comunicación directa y de proximidad para implantar los contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fases 4-8).

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 325 500,00 EUR

II.2. Description

II.2.1. Title

Lote 1: programa de acciones de comunicación directa y de proximidad para implantar los contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fases 1-3)

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 80540000 Environmental training services, 90700000 Environmental services, 90710000 Environmental management, 98133100 Civic betterment and community facility support services

II.2.3. Place of performance

NUTS code: ES220 Navarra

II.2.4. Description of the procurement

Programa de acciones de comunicación directa y de proximidad para implantar los contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fases 1-3).

II.2.5. Award criteria

Quality criterion - Name: Criterios sociales / Weighting: 10

Quality criterion - Name: Otros criterios valorables automáticamente / Weighting: 15

Quality criterion - Name: Criterios no valorables automáticamente / Weighting: 50

Price - Weighting: 25

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

Lote 2: programa de acciones de comunicación directa y de proximidad para implantar los contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fases 4-8)

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 80540000 Environmental training services, 90700000 Environmental services, 90710000 Environmental management, 98133100 Civic betterment and community facility support services

II.2.3. Place of performance

NUTS code: ES220 Navarra

II.2.4. Description of the procurement

Programa de acciones de comunicación directa y de proximidad para implantar los contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fases 4-8).

II.2.5. Award criteria

Quality criterion - Name: Criterios sociales / Weighting: 10

Quality criterion - Name: Otros criterios valorables automáticamente / Weighting: 15

Quality criterion - Name: Criterios no valorables automáticamente / Weighting: 50

Price - Weighting: 25

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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 168-407402](#)

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

Contract No: 1

Lot No: 1

Title:

Lote 1: programa de acciones de comunicación directa y de proximidad para implantar los contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fases 1-3)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/06/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Lavola 1981, S. A. U.

National registration number: A58635269

Town: Manlleu

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 511 500,00 EUR

Total value of the contract/lot: 418 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Lote 2: programa de acciones de comunicación directa y de proximidad para implantar los contenedores con apertura mediante tarjeta electrónica en la comarca de Pamplona (fases 4-8)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/06/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Lavola 1981, S. A. U.

National registration number: A58635269

Town: Manlleu

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 814 000,00 EUR

Total value of the contract/lot: 666 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

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

Official name: Tribunal Administrativo de Contratos de Navarra

Town: Pamplona

Country: Spain

VI.5. Date of dispatch of this notice

03/06/2021