

Portugal-Lisbon: Advertising campaign services
OJ S 96/2023 19/05/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Instituto da Conservação da Natureza e das Florestas, I. P.

National registration number: 510342647

Postal address: Av. da República, 16

Town: Lisboa

NUTS code: PT Portugal

Postal code: 1050-191

Country: Portugal

E-mail: dcl@icnf.pt

Internet address(es):

Main address: www.icnf.pt

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

Reference number: CP/14/2023/ICNF/SEDE

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 580 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: PT Portugal

II.2.4. Description of the procurement

Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

II.2.5. Award criteria

Quality criterion - Name: Valia da proposta / Weighting: 85

Price - Weighting: 15

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: [2023/S 053-157294](#)

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: 41/2023

Title:

Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/05/2023

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: Nova Expressão - Planeamento de Media e Publicidade, S. A.

Postal address: Av. Marquês de Tomar 2, 8º e 9º

Town: Lisboa

NUTS code: PT Portugal

Postal code: 1050-155

Country: Portugal

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 580 000,00 EUR

Total value of the contract/lot: 579 608,31 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: Conselho Diretivo do ICNF, I. P.

Postal address: Av da República, 16

Town: Lisboa

Postal code: 1050-191

Country: Portugal

E-mail: geral@icnf.pt

Internet address: www.icnf.pt

VI.5. Date of dispatch of this notice

16/05/2023