

**Spain-València: Management-related services**

OJ S 106/2023 05/06/2023

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Concejalía Delegada de Contratación del Ajuntament de València

National registration number: P4625200C

Postal address: Plaça de l'Ajuntament, 1

Town: València

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

Contact person: Concejalía Delegada de Contratación del Ajuntament de València

E-mail: [e-contratacion@valencia.es](mailto:e-contratacion@valencia.es)

Telephone: +34 962081802

Fax: +34 963940498

**Internet address(es):**Main address: <http://www.valencia.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=WAc5HvxZrKkQK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Servicios de la Oficina de Comunicación y Contenidos y de la Oficina Técnica para la elaboración de creatividades gráficas y audiovisuales de la Estrategia Urbana València 2030 y de Missions València 2030, en el marco de la Estrategia del Plan de Recuperación, Transformación y Resiliencia –Financiado por la Unión Europea – Next Generation EU

Reference number: 04101/2022/178-SER

**II.1.2. Main CPV code**

79420000 Management-related services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicios de la Oficina de Comunicación y Contenidos y de la Oficina Técnica para la elaboración de creatividades gráficas y audiovisuales de la Estrategia Urbana València 2030 y de Missions València 2030, en el marco de la Estrategia del Plan de Recuperación, Transformación y Resiliencia –Financiado por la Unión Europea – Next Generation EU

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 185 720,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Lote 1: Servicios de Oficina de Comunicación y Contenidos de la Estrategia Urbana València 2030 y de Missions València 2030

Lot No: 1

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

79420000 Management-related services, 79341000 Advertising services, 79341200 Advertising management services, 79400000 Business and management consultancy and related services

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

NUTS code: ES523 Valencia/València

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

Lote 1: Servicios de Oficina de Comunicación y Contenidos de la Estrategia Urbana València 2030 y de Missions València 2030

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

Quality criterion - Name: EXPERIENCIA PREVIA Y PRESENTACIÓN CORPORATIVA (documento B) / Weighting: 25

Quality criterion - Name: PROPUESTA DE METODOLOGÍA DE TRABAJO Y PLANIFICACIÓN (documento A) / Weighting: 20

Price

#### **II.2.11. Information about options**

Options: yes

Description of options:

Según se indica en el apdo. E del Anexo I PCAP

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Next Generation UE

#### **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Lote 2 Servicios de Oficina Técnica para la elaboración de copias, creatividades gráficas y audiovisuales de la Estrategia Urbana València 2030 de Missions València 2030

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, 79420000 Management-related services, 92400000 News-agency services

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

NUTS code: ES523 Valencia/València

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

Lote 2 Servicios de Oficina Técnica para la elaboración de copias, creatividades gráficas y audiovisuales de la Estrategia Urbana València 2030 de Missions València 2030

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

Quality criterion - Name: CONCEPTO CREATIVO Y PROPUESTAS DE CAMPAÑA Y DE OPTIMIZACIÓN (documento C) / Weighting: 30

Quality criterion - Name: EXPERIENCIA PREVIA Y PRESENTACIÓN CORPORATIVA (documento D) / Weighting: 15

Price

### **II.2.11. Information about options**

Options: yes

Description of options:

Según se indica en el apdo. E del Anexo I PCAP

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Next Generation UE

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **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: yes

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

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

Notice number in the OJ S: [2022/S 164-465684](#)

#### **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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**Contract No:** 164

**Lot No:** 1

**Title:**

Lote 1: Servicios de Oficina de Comunicación y Contenidos de la Estrategia Urbana València 2030 y de Missions València 2030

A contract/lot is awarded: yes

## **V.2. Award of contract**

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

30/05/2023

### **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: AMPARO CERVANTES COMUNICACIÓN SL

National registration number: B98943772

Postal address: Quart, 14

Town: València

NUTS code: ES523 Valencia/València

Postal code: 46001

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: 97 944,00 EUR

Total value of the contract/lot: 95 000,00 EUR

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

## **Section V: Award of contract**

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**Contract No:** 165

**Lot No:** 2

**Title:**

Lote 2 Servicios de Oficina Técnica para la elaboración de copias, creatividades gráficas y audiovisuales de la Estrategia Urbana València 2030 de Missions València 2030

A contract/lot is awarded: yes

## **V.2. Award of contract**

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

30/05/2023

**V.2.2. Information about tenders**

Number of tenders received: 7

Number of tenders received from SMEs: 7

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: 7

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

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

Official name: SOPORTE CREATIVO COMUNICACION POSITIVA, S.L.

National registration number: B98694755

Postal address: Savina, 8

Town: Paterna

NUTS code: ES523 Valencia/València

Postal code: 46980

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: 129 600,00 EUR

Total value of the contract/lot: 90 720,00 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: Ajuntament de València

Postal address: Pl. Ajuntament, 1

Town: València

Postal code: 46002

Country: Spain

Internet address: <https://sede.valencia.es/sede>

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

31/05/2023