

Germany-Cologne: Public relations management services
OJ S 110/2023 09/06/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bundeszentrale für gesundheitliche Aufklärung (BZgA)

Postal address: Maarweg 149-161

Town: Köln

NUTS code: DEA2 Köln

Postal code: 50825

Country: Germany

E-mail: philipp.ludwig@ble.de

Fax: +49 3018106845-3379

Internet address(es):

Main address: <https://www.bzga.de>

Address of the buyer profile: <https://www.ble.de/zv>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Organisation und Durchführung von Telefonaktionen der BZgA

Reference number: 214-02.05-20.0256-22-II-G

II.1.2. Main CPV code

79416100 Public relations management services

II.1.3. Type of contract

Services

II.1.4. Short description

Organisation und Durchführung von Telefonaktionen der BZgA

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 0,01 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79416000 Public relations services, 85100000 Health services

II.2.3. Place of performance

NUTS code: DEA2 Köln

NUTS code: DEA13 Essen, Kreisfreie Stadt

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Main site or place of performance: Bundeszentrale für gesundheitliche Aufklärung (BZgA)

Maarweg 149-161 50825 Köln

II.2.4. Description of the procurement

Gegenstand der Rahmenvereinbarung ist die Organisation und Durchführung von Telefonaktionen zu ausgewählten Gesundheitsthemen der BZgA einschließlich der Begleitkommunikation mit redaktioneller Vor- und Nachberichterstattung in Form von Resonanzveröffentlichungen mit den relevanten Fragen und Antworten der Telefonaktionen sowie einer Übersicht zu den wichtigsten Serviceangeboten der BZgA ("Infokasten") zum jeweiligen Thema.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

Es besteht die unter II.2.7) genannte Verlängerungsoption.

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

Der Daten unter II.2.7) werden aus rein technischen Gründen angegeben. Die tatsächliche Vertragslaufzeit ist den Vergabeunterlagen zu entnehmen.

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

The procurement involves the establishment of a framework agreement

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: [2023/S 052-153942](#)

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

Title:

Organisation und Durchführung von Telefonaktionen der BZgA

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/06/2023

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: 2

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: Berliner Pressebüro

Postal address: Storkower Straße 99A

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10407

Country: Germany

The contractor is an SME: yes

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

Total value of the contract/lot: 0,01 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: Vergabekammer des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123
Country: Germany
Telephone: +49 2289499-0
Fax: +49 2289499-163

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Die Frist zur Geltendmachung der Unwirksamkeit i. S. v. § 135 Abs. 1 GWB endet 30 Kalendertage nach Veröffentlichung der Bekanntmachung dieser Auftragsvergabe im Amtsblatt der Europäischen Union.

VI.5. Date of dispatch of this notice

06/06/2023