

**Spain-Barcelona: Advertising and marketing services**  
**OJ S 120/2023 26/06/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: BARCELONA ACTIVA SAU SPM

National registration number: A58295296

Postal address: Llacuna 162

Town: Barcelona

NUTS code: ES51 Cataluña

Postal code: 08018

Country: Spain

E-mail: [juridic@barcelonactiva.cat](mailto:juridic@barcelonactiva.cat)

Telephone: +34 934019585

Fax: +34 934019626

**Internet address(es):**

Main address: [https://contractaciopublica.gencat.cat/ecofin\\_pscp/AppJava/perfil/BCN\\_BASA/customProf](https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/perfil/BCN_BASA/customProf)

**I.4. Type of the contracting authority**

Other type: Empresa pública del Ayuntamiento de Barcelona

**I.5. Main activity**

Other activity: Servicios de formación, fomento del empleo, impulso de la emprendeduría y el soporte a las empresas

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**Section II: Object**

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

**II.1.1. Title**

Servicios de desarrollo de contenidos audiovisuales de Barcelona Activa

Reference number: BA 76/22

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicios de desarrollo de contenidos audiovisuales de Barcelona Activa

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 92 000,00 EUR

## **II.2. Description**

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

NUTS code: ES511 Barcelona

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

Servicios de desarrollo de contenidos audiovisuales de Barcelona Activa

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

Quality criterion - Name: Juicio de valor / Weighting: 50

Quality criterion - Name: Experiencia más allá de los requisitos de solvencia del personal que ejecute el contrato / Weighting: 10

Cost criterion - Name: Oferta económica / Weighting: 35

Cost criterion - Name: Herramientas o espacios de trabajo / Weighting: 5

### **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**

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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: [2023/S 031-091659](#)

#### **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:** BA 76/22

**Lot No:** 1

**Title:**

A contract/lot is awarded: yes

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

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

21/06/2023

### **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: MEDIAPRODUCCIÓN AUDIOVISUAL SL

National registration number: B60188752

Postal address: Av. Diagonal, 177 Plta 12

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08018

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: 552 000,00 EUR

Total value of the contract/lot: 92 000,00 EUR

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

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 50 % Short description of the part of the contract to be subcontracted:

La contratista deberá realizar directamente, sin posibilidad de subcontratarlas, las siguientes actividades porque se trata de un contrato con un fuerte componente de intelectualidad cuya descentralización y pérdida de control directo podría provocar un grave perjuicio en la calidad de los materiales: la coordinación, la elaboración de los guiones, los enregistros y los montajes

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal Catalán de Contratos del Sector Público

Postal address: Via Laietana, 14

Town: Barcelona

Postal code: 08003

Country: Spain

Telephone: +34 935676300

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

El plazo de interposición de recurso es de quince días hábiles a contar des de la fecha de publicación o notificación en función del acto que se pretende impugnar acuerdo con la Ley de contratos del sector público

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Barcelona Activa SAU PSM

Postal address: C. Llacuna, 162

Town: Barcelona

Postal code: 08018

Country: Spain

E-mail: [juridic@barcelonactiva.cat](mailto:juridic@barcelonactiva.cat)

Telephone: +34 934019710

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

21/06/2023