

Portugal-Lisbon: Advertising campaign services
OJ S 120/2023 26/06/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Secretaria-Geral do Ambiente e da Ação Climática

National registration number: 600086330

Postal address: Rua de "O Século", n.º 63, 3.º

Town: Lisboa

NUTS code: PT Portugal

Postal code: 1200-433

Country: Portugal

Contact person: Secretaria-Geral do Ambiente e da Ação Climática

E-mail: dcp@sgambiente.gov.pt

Internet address(es):

Main address: <https://poseur.portugal2020.pt/>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Aquisição de Serviços de Desenvolvimento da Campanha de Comunicação de Encerramento do PO SEUR (2014-2020) e de Desenvolvimento e Implementação da Estratégia de

Comunicação do Programa "Ação Climática

Reference number: 272/DCP/POSEUR/2022

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 de Desenvolvimento da Campanha de Comunicação de Encerramento do PO SEUR (2014-2020) e de Desenvolvimento e Implementação da Estratégia de

Comunicação do Programa "Ação Climática e Sustentabilidade" (2021-2027)

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 719 000,00 EUR

II.2. Description

II.2.1. Title

Desenvolvimento e Implementação da campanha de comunicação de encerramento do POSEUR (2014-2020)

Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: PT Portugal

II.2.4. Description of the procurement

Aquisição de Serviços de Desenvolvimento da Campanha de Comunicação de Encerramento do PO SEUR (2014-2020) e de Desenvolvimento e Implementação da Estratégia de Comunicação do Programa "Ação Climática e Sustentabilidade" (2021-2027)

II.2.5. Award criteria

Quality criterion - Name: Qualidade técnica da proposta / Weighting: 70

Price - Weighting: 30

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

Desenvolvimento e Implementação da Estratégia de Comunicação do Programa "Ação Climática"

Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: PT Portugal

II.2.4. Description of the procurement

Aquisição de Serviços de Desenvolvimento da Campanha de Comunicação de Encerramento do PO SEUR (2014-2020) e de Desenvolvimento e Implementação da Estratégia de Comunicação do Programa "Ação Climática e Sustentabilidade" (2021-2027)

II.2.5. Award criteria

Quality criterion - Name: Qualidade técnica da proposta / Weighting: 70
Price - Weighting: 30

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: [2022/S 243-700061](#)

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: 272/2022

Lot No: 1

Title:

Desenvolvimento e Implementação da campanha de comunicação de encerramento do POSEUR (2014-2020)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/06/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

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: 4

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

V.2.3. Name and address of the contractor

Official name: McCann Erickson Portugal, Publicidade, Lda.

National registration number: 500224455

Town: Lisboa

NUTS code: PT Portugal

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: 242 000,00 EUR

Total value of the contract/lot: 229 800,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 272/2022

Lot No: 2

Title:

Desenvolvimento e Implementação da Estratégia de Comunicação do Programa "Ação Climática"

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/06/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

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: 4

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

V.2.3. Name and address of the contractor

Official name: McCann Erickson Portugal, Publicidade, Lda.

National registration number: 500224455

Town: Lisboa

NUTS code: PT Portugal

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: 477 000,00 EUR

Total value of the contract/lot: 457 800,00 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: Secretaria-Geral do Ambiente

Town: Lisboa

Country: Portugal

VI.5. Date of dispatch of this notice

21/06/2023