

Spain-Barcelona: Public relations services
OJ S 121/2023 27/06/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Secretariat of the Union for the Mediterranean (UfM Secretariat)

National registration number: V65362691

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08034

Country: Spain

E-mail: procurement@ufmsecretariat.org

Internet address(es):

Main address: <https://ufmsecretariat.org/work-with-us/procurement/>

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

Other activity: Activities aimed at strengthening cooperation and regional integration between Euro-Mediterranean countries

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Communication services

Reference number: 01 - PRO377CPA-2022

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

The contract will provide support on overall communication services for the UfM activities. The general aim of the contract is to increase the UfM visibility in the region and promote a better understanding of its role. For this purpose, technical services will be commissioned to implement the communication, visibility and information strategy of the UfM Secretariat, thereby guaranteeing enhanced recognition and engagement with its key audiences (Government reps, ministers, senior officials, parliamentarians, International and regional

organisations. Financial Institutions and development agencies, opinion leaders, non-governmental stakeholders and civil society organisations, Private sector, Influential journalists and media actors, youth and the general public).

The services included within this contract will mainly range from support on media relations and public affairs, to digital communication and design and printing services.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 650 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

On the basis of the request to participate received, between 4 and 8 candidates will be invited to submit detailed tenders for this contract. If the number of eligible candidates meeting the selection criteria is less than the minimum of 4, the contracting authority may invite the candidates who satisfy the criteria to submit a tender. If the number of eligible candidates meeting the selection criteria is more than the maximum allowed, the contracting authority will rank them using the re-examination criteria stated below.

II.2.5. Award criteria

Quality criterion - Name: Understanding of UfM needs and proposal of strategic approach per sector. / Weighting: 17.6

Quality criterion - Name: Experts team / Weighting: 24

Quality criterion - Name: Methodology of work and management. / Weighting: 22.4

Quality criterion - Name: Case Studies / Weighting: 16

Price - Weighting: 20

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: yes

Identification of the project: NDICI-GEO-NEAR/2021/430-071

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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 086-234626](#)

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

Title:

Communication services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/03/2023

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: GOPA COM. SA

National registration number: BE 0462293288

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Country: Belgium

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 650 000,00 EUR

Total value of the contract/lot: 1 650 000,00 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: Tribunal Arbitral de Barcelona (TAB) [Barcelona Arbitration Court], of the Associació Catalana per a l'Arbitratge [Catalan Arbitration Association]

Town: Barcelona

Country: Spain

VI.5. Date of dispatch of this notice

22/06/2023