

Spain-Seville: Advertising services
OJ S 229/2014 27/11/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejería de Economía, Innovación, Ciencia y Empleo

Postal address: c/ Albert Einstein, s/n, Isla de La Cartuja

Town: Sevilla

Postal code: 41092

Country: Spain

E-mail: sv.contratacionyc.sgt.ceice@juntadeandalucia.es

Telephone: +34 954995205

Fax: +34 954995230

Internet address(es):

General address of the contracting authority: <http://www.juntadeandalucia.es/contratacion>

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

Other: Publicidad

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Elaboración y ejecución de un plan de comunicación infantil de las actuaciones desarrolladas en materia de fondos europeos en el ámbito de las competencias de la Dirección General de Fondos Europeos.

II.1.2. Type of contract and place of performance or delivery

Services

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Elaboración y ejecución de un plan de comunicación infantil de las actuaciones desarrolladas en materia de fondos europeos en el ámbito de las competencias de la Dirección General de Fondos Europeos.

II.1.5. CPV code(s)

79341000 Advertising services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 276 900 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Juicios de valor. Weighting 4
2. Proposición económica. Weighting 5
3. Número de centros a visitar. Weighting 1

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

FE 04/14

IV.3.2. Previous publication concerning this procedure

Simplified contract notice on a dynamic purchasing system

Notice number in the OJ S: [2014/S 148-266497](#) of 5.8.2014

Section V: Award of contract

V.1. Date of conclusion of the contract

20.10.2014

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: Alegría Activity, S.L.

Postal address: c/ Andalucía, 24

Town: Vitoria-Gasteiz

Postal code: 01015

Country: Spain

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

excluding VAT
Total value of the procurement:
Value: 276 900 EUR
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. 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: FEDER, FSE y FEADER.

VI.2. Additional information

La fecha de formalización del contrato ha sido el 19.11.2014.

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

25.11.2014