

Italy-Parma: Advertising management services
OJ S 143/2022 27/07/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: COMUNE DI PARMA

National registration number: Z000

Town: PARMA

NUTS code: ITH52 Parma

Country: Italy

Contact person: ANDREA MINARI

E-mail: a.minari@comune.parma.it

Internet address(es):

Main address: <https://www.comune.parma.it/comune/Atti-e-Bandi/Gare-di-Appalto>

Address of the buyer profile: <https://www.comune.parma.it>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Procedura aperta per l'affidamento in concessione, mediante project financing della progettazione, della fornitura e della gestione, di servizi e di elementi di arredo cittadino

Reference number: 918210833A

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Procedura aperta, ai sensi dell'art. 60 del D.lgs. 50/2016 per l'affidamento in concessione, mediante project financing, ai sensi degli artt. 179, comma 3, e 183, comma 15, del D.lgs. n. 50 /2016, con diritto di prelazione da parte del Promotore, della progettazione, della fornitura e della gestione, di servizi e di elementi di arredo cittadino comprensiva dell'installazione e gestione di servizi igienici automatizzati.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 5 677 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ITH52 Parma

Main site or place of performance: PARMA

II.2.4. Description of the procurement

Procedura aperta, ai sensi dell'art. 60 del D.lgs. 50/2016 per l'affidamento in concessione, mediante project financing, ai sensi degli artt. 179, comma 3, e 183, comma 15, del D.lgs. n. 50 /2016, con diritto di prelazione da parte del Promotore, della progettazione, della fornitura e della gestione, di servizi e di elementi di arredo cittadino comprensiva dell'installazione e gestione di servizi igienici automatizzati.

La concessione è vincolata alla piena attuazione del PEF e al rispetto dei tempi previsti dallo stesso.

II.2.5. Award criteria

Price

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 084-225864](#)

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:

Procedura aperta per l'affidamento in concessione, mediante project financing della progettazione, della fornitura e della gestione, di servizi e di elementi di arredo cittadino

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

V.2.2. Information about tenders

Number of tenders received: 1

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: 1

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

V.2.3. Name and address of the contractor

Official name: IMPRESA GENERALE PUBBLICITA' - JCDECAUX SPA (in forma breve "IGPDECAUX SPA")

National registration number: C.F. e P. Iva n. 00893300152

Postal address: 20090

Town: Assago (MI)

NUTS code: ITC4C Milano

Country: Italy

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 7 878 000,00 EUR

Total value of the contract/lot: 5 677 000,00 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: TRIBUNALE AMMINISTRATIVO REGIONALE PER LA REGIONE EMILIA ROMAGNA - SEZ. DI PARMA

Town: PARMA

Country: Italy

VI.5. Date of dispatch of this notice

22/07/2022