

Spain-Barcelona: Advertising and marketing services

OJ S 130/2023 10/07/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

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

Telephone: +34 934019585

Fax: +34 934019626

Internet address(es):Main address: 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

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicios de diseño y producción gráfica, multimedia y audiovisual de contenidos de Barcelona Treball

Reference number: BA 10-23

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 diseño y producción gráfica, multimedia y audiovisual de contenidos de Barcelona Treball

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 66 825,00 EUR

II.2. Description**II.2.3. Place of performance**

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Servicios de diseño y producción gráfica, multimedia y audiovisual de contenidos de Barcelona Treball

II.2.5. Award criteria

Quality criterion - Name: De juicio de valor / Weighting: 50

Quality criterion - Name: Experiencia adicional más allá de los requisitos de solvencia del personal que ejecute el contrato / Weighting: 15

Cost criterion - Name: Oferta económica / Weighting: 35

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: yes

IV.2. Administrative information**IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 055-163989](#)

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: BA 10-23

Lot No: 1

Title:

Servicios de diseño y producción gráfica, multimedia y audiovisual de contenidos de Barcelona Treball

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/07/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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: 3

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

V.2.3. Name and address of the contractor

Official name: MEDIAPRODUCCIÓN SLU

National registration number: B60188752

Postal address: Avda. Diagonal, 177

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08003

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: 391 500,00 EUR

Total value of the contract/lot: 66 825,00 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 que se consideran de especial relevancia o características críticas, la coordinación, la elaboración de los guiones, grabaciones y montajes, excepto las que se pueden considerar sencillas.

Section VI: Complementary information

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

Telephone: +34 934019710

VI.5. Date of dispatch of this notice

05/07/2023