

**Poland-Jarocin: Advertising campaign services**  
**OJ S 239/2015 10/12/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: „Zakład Gospodarki Odpadami” Sp. z o.o. w Jarocinie

Postal address: Witaszyczki 1a

Town: Jarocin

Postal code: 63-200

Country: Poland

For the attention of: Bartosz Sip

E-mail: [przetargi.jrp@zgo-jarocin.pl](mailto:przetargi.jrp@zgo-jarocin.pl)

Telephone: +48 627472456

Fax: +48 627472456

**Internet address(es):**

General address of the contracting authority: <http://www.zgo-jarocin.pl>

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

General public services

**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**

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**II.1. Description**

**II.1.1. Title**

Kontrakt 4b: Kampania informacyjno-promocyjna ZZO Jarocin.

**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)**

1. Przedmiotem zamówienia jest prowadzenie działań informujących i promujących, mających na celu zwiększenie świadomości opinii publicznej o udziale środków unijnych w realizacji projektu pn. „Rozbudowa Zakładu Zagospodarowania Odpadów Jarocin” zarejestrowanego pod numerem POIS.02.01.00-00-001/11 w ramach działania.

2.1 priorytetu II Programu Operacyjnego Infrastruktura i Środowisko 2007–2013, współfinansowanego z Funduszu Spójności.

2. Szczegółowy opis przedmiotu zamówienia przedstawiony został w załączniku nr 9 do SIWZ.

#### **II.1.5. CPV code(s)**

79341400 Advertising campaign services, 79341000 Advertising services, 79342000 Marketing services, 79416000 Public relations services, 79822500 Graphic design services, 79342200 Promotional services, 22462000 Advertising material

#### **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: 613 649,96 PLN

Including VAT. VAT rate (%) 23

### **Section IV: Procedure**

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#### **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. Cena. Weighting 20

2. Mnogość oferty. Weighting 80

##### **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**

ZGO/ZP/2/2015

##### **IV.3.2. Previous publication concerning this procedure**

###### **Notice on a buyer profile**

Notice number in the OJ S: [2015/S 103-187592](#) of 30.5.2015

### **Section V: Award of contract**

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Contract No: 1

#### **V.1. Date of conclusion of the contract**

5.8.2015

#### **V.2. Information about tenders**

Number of tenders received: 11

#### **V.3. Name and address of the contractor**

Official name: Jarociński Fundusz Poręczeń Kredytowych Sp. z o.o.

Postal address: ul. Kościuszki 15b

Town: Jarocin  
Postal code: 63-200  
Country: Poland

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

Initial estimated total value of the contract/lot:

Value: 800 000 PLN

Including VAT. VAT rate (%) 23

Total value of the procurement:

Value: 613 649,96 PLN

Including VAT. VAT rate (%) 23

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**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: Realizacja projektu pn. „Rozbudowa Zakładu Zagospodarowania Odpadów Jarocin” zarejestrowanego pod numerem POIS.02.01.00-00-001/11 w ramach działania 2.1 priorytetu II Programu Operacyjnego Infrastruktura i Środowisko 2007–2013, współfinansowanego z Funduszu Spójności.

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

Official name: Krajowa Izba Odwoławcza

Postal address: ul. Postępu 13

Town: Warszawa

Country: Poland

**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**

7.12.2015