

Spain-Barcelona: Advertising and marketing services

OJ S 206/2021 22/10/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Institut Barcelona Esports

National registration number: Q0801296E

Postal address: Av. de l'Estadi 40

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08038

Country: Spain

E-mail: sjuridicsibe@bcn.cat

Telephone: +34 934023000

Fax: +34 934023033

Internet address(es):

Main address: https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/perfil/BCN_IBE/customProf

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contractaciopublica.gencat.cat/perfil/BCN_IBE/customProf

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://seuelectronica.ajuntament.barcelona.cat/licitacioelectronica>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Other activity: Gestión de instalaciones de centros deportivos

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicación del Institut Barcelona Esports, con medidas de contratación pública sostenible

Reference number: CC 21000170 / Exp. 20210230

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 gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicación del Institut Barcelona Esports, con medidas de contratación pública sostenible, dividido en 10 lotes

II.1.5. Estimated total value

Value excluding VAT: 423 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

En el supuesto que en algun lote se haya presentado un único licitador y éste ya sea adjudicatario de 3 lotes per haber obtenido la màxima puntuación también seria adjudicatario de éste para evitar que el ote quedara desierto

II.2. Description**II.2.1. Title**

Campaña TICB,s

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 49 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10.

Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Campaña caminatas populares

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 43 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Campaña media maratón de Barcelona

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 43 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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**II.2. Description****II.2.1. Title**

Campaña maratón de Barcelona

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 43 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Campaña promoción deportiva
Lot No: 5

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 45 000,00 EUR

II.2.7.

Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Campaña cursa Bomberos

Lot No: 6

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 43 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Campaña premio mujer y deporte
Lot No: 7

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España
Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 24 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12
This contract is subject to renewal: yes
Description of renewals:
Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Campaña fiesta del fitnes
Lot No: 8

II.2.2.

Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 43 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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**II.2. Description****II.2.1. Title**

Campaña Barcelona Triatló

Lot No: 9

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 43 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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

II.2. Description

II.2.1. Title

Campaña cursa dels Nassos

Lot No: 10

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 43 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá prorrogar para 2 años, en períodos de un año

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information**

III.1. Conditions for participation**III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 22/11/2021 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 25/11/2021 Local time: 11:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Català de Contractes del Sector Públic

Town: Barcelona

Country: Spain

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Institut Barcelona Esports

Town: Barcelona

Country: Spain

VI.5. Date of dispatch of this notice

18/10/2021