

Switzerland-Ittigen: Advertising and marketing services
OJ S 199/2022 14/10/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bundesamt für Energie BFE
Postal address: Mühlestrasse 4
Town: Ittigen
NUTS code: CH0 Schweiz/Suisse/Svizzera
Postal code: 3063
Country: Switzerland
E-mail: beschaffung.wto@bbl.admin.ch
Internet address(es):
Main address: <https://www.simap.ch>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

(22130) 805 Programm Ladeinfrastruktur

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

(22130) 805 Programm Ladeinfrastruktur

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 14 464 808,43 CHF

II.2. Description

II.2.1. Title

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 75100000 Administration services, 79413000 Marketing management consultancy services, 79411100 Business development consultancy services, 71314300 Energy-efficiency consultancy services, 85312320 Counselling services

II.2.3. Place of performance

NUTS code: CH0 Schweiz/Suisse/Svizzera

II.2.4. Description of the procurement

(22130) 805 Programm Ladeinfrastruktur

II.2.5. Award criteria

Cost criterion - Name: ZK01 Preis / Weighting: 30%

Cost criterion - Name: ZK02 Auftragskonzept / Weighting: 24%

Cost criterion - Name: ZK03 Rollen- und Ressourcenkonzept / Weighting: 16%

Cost criterion - Name: ZK04 Referenzen zu vergleichbaren Projekten / Weighting: 17%

Cost criterion - Name: ZK05 Qualität des Angebots / Weighting: 3%

Cost criterion - Name: ZK06 Anbieterpräsentation / Weighting: 10%

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

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 75100000 Administration services, 79413000 Marketing management consultancy services, 79411100 Business development consultancy services, 71314300 Energy-efficiency consultancy services, 85312320 Counselling services

II.2.3. Place of performance

NUTS code: CH0 Schweiz/Suisse/Svizzera

II.2.4. Description of the procurement

(22130) 805 Programm Ladeinfrastruktur

II.2.5. Award criteria

Cost criterion - Name: ZK01 Preis / Weighting: 30%

Cost criterion - Name: ZK02 Auftragskonzept / Weighting: 24%

Cost criterion - Name: ZK03 Rollen- und Ressourcenkonzept / Weighting: 16%

Cost criterion - Name: ZK04 Referenzen Kommunikationsprojekte / Weighting: 8.5%

Cost criterion - Name: ZK05 Referenzen Fachwissen und Fachveranstaltungen / Weighting: 8.5%

Cost criterion - Name: ZK06 Qualität des Angebots / Weighting: 3%

Cost criterion - Name: ZK07 Anbieterpräsentation / Weighting: 10%

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: [2022/S 118-334084](#)

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

Lot No: 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/09/2022

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Protoscar SA

Postal address: Via Antonio Ciseri 3

Town: Lugano

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 6900

Country: Switzerland

The contractor is an SME: yes

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

Total value of the contract/lot: 5 626 853,81 CHF

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 2

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

28/09/2022

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: EBP Schweiz AG

Postal address: Mühlebachstrasse 11

Town: Zürich

NUTS code: CH0 Schweiz/Suisse/Svizzera

Postal code: 8008

Country: Switzerland

The contractor is an SME: yes

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

Total value of the contract/lot: 8 837 954,62 CHF

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Begründung des Zuschlagsentscheides: Den Zuschlag erhält die Firma Protoscar SA. Die Bewertung aller Zuschlagskriterien gemäss Pflichtenheft (qualitative Kriterien und Preis) hat die höchste Gesamtpunktzahl unter den eingereichten Angeboten erzielt. Ausschlaggebend für den Zuschlag an die Firma Protoscar AG ist insbesondere der günstigste Preis des Angebots und die sehr gute Präsentation.

Rechtsmittelbelehrung: Gegen diese Verfügung kann gemäss Art. 56 Abs. 1 des Bundesgesetzes über das öffentliche Beschaffungswesen (BöB) innert 20 Tagen seit Eröffnung schriftlich Beschwerde beim Bundesverwaltungsgericht, Postfach, 9023 St. Gallen, erhoben werden. Die Beschwerde ist im Doppel einzureichen und hat die Begehren, deren Begründung mit Angabe der Beweismittel sowie die Unterschrift der beschwerdeführenden Person oder ihrer Vertretung zu enthalten. Eine Kopie der vorliegenden Verfügung und vorhandene Beweismittel sind beizulegen. Die Bestimmungen des Verwaltungsverfahrensgesetzes (VwVG) über den Fristenstillstand finden gemäss Art. 56 Abs. 2 BöB keine Anwendung.

Bemerkungen zum Preis (Ziffer 3.2) - Grundauftrag: CHF 2'080'292.81 - Optionen: CHF 3'546'561.00 Alle Preisangaben inklusive 7.7% MWSt.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Bundesverwaltungsgericht

Postal address: Postfach

Town: St. Gallen

Postal code: 9023

Country: Switzerland

VI.5. Date of dispatch of this notice

11/10/2022