

Spain-Barcelona: Advertising management services
OJ S 231/2021 29/11/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agencia de Residuos de Cataluña

Postal address: C/ Provença, 204-208

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08036

Country: Spain

E-mail: contractacio.arc.tes@gencat.cat

Telephone: +34 935673300

Fax: +34 935673305

Internet address(es):

Main address: <http://residus.gencat.cat>

Address of the buyer profile: http://residus.gencat.cat/ca/lagencia/perfil_de_contractant/

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación para la inserción en los medios de comunicación de la campaña de publicidad institucional para fomentar la recogida selectiva de diferentes fracciones de residuos municipales Cataluña

Reference number: G2029-2021-1

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Inserción en los medios de comunicación de la campaña de publicidad institucional para fomentar la recogida selectiva de las diferentes fracciones (orgánica, vidrio, papel, cartón y envases ligeros) de residuos municipales en Cataluña para el año 2021.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 000 000,00 EUR

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

NUTS code: ES51 Cataluña

II.2.4. Description of the procurement

Inserción en los medios de comunicación de la campaña de publicidad institucional para fomentar la recogida selectiva de las diferentes fracciones (orgánica, vidrio, papel, cartón y envases ligeros) de residuos municipales en Cataluña para el año 2021.

II.2.5. Award criteria

Quality criterion - Name: Planificación estratégica global / Weighting: 20

Quality criterion - Name: Propuesta de mejoras / Weighting: 20

Price - Weighting: 60

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

Ver pliego de cláusulas administrativas particulares y pliego de prescripciones técnicas.

Section IV: Procedure

IV.1. Description**IV.1.1. Type of procedure**

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The procurement falls outside the scope of application of the directive

Explanation:

Contrato basado en un acuerdo marco.

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.2.8. 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: G2029-2021-1

Title:

Contratación para la inserción en los medios de comunicación de la campaña de publicidad institucional para fomentar la recogida selectiva de diferentes fracciones de residuos municipales Cataluña

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/11/2021

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: CARAT ESPAÑA, SAU

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28043

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 1 998 015,78 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Ver pliego de cláusulas administrativas particulares y pliego de prescripciones técnicas.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Catalán de Contratos del Sector Público

Town: Barcelona

Country: Spain

VI.5. Date of dispatch of this notice

24/11/2021