

Spain-Barcelona: Market research services
OJ S 204/2023 23/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ayuntamiento de Barcelona. Dirección de Servicios de Gestión Económica de la Gerencia de Recursos

Postal address: Pl. Sant Miquel, 4-5, planta 5a. Edifici Novíssim

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08002

Country: Spain

E-mail: aescalantec@bcn.cat

Telephone: +34 934027487

Fax: +34 934023298

Internet address(es):

Main address: www.bcn.cat/perfildecontractant

Address of the buyer profile: www.bcn.cat/perfildecontractant

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Acuerdo Marco de contratación de los servicios para la realización de estudios de opinión de interés del Ayuntamiento de Barcelona mediante encuestas o reuniones de grupo y otros servicios análogos

Reference number: 001_22003515

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

El Acuerdo Marco tiene por objeto establecer las condiciones procedimentales y de ejecución para la contratación de los servicios para la realización de estudios de opinión de interés del Ayuntamiento de Barcelona mediante encuestas o reuniones de grupo y otros servicios análogos durante la vigencia de este Acuerdo Marco.

El Acuerdo Marco está dividido en cuatro lotes:

LOTE NÚM. 1: Encuestas telefónicas

LOTE NÚM. 2: Encuestas presenciales a domicilio oa un lugar predeterminado

LOTE NÚM. 3: Encuestas on-line

LOTE NÚM. 4: Estudios cualitativos

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 5 828 247,94 EUR

II.2. Description

II.2.1. Title

Encuestas telefónicas

Lot No: 1

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Encuestas telefónicas

II.2.5. Award criteria

Quality criterion - Name: Criterios de calidad / Weighting: 100

Cost criterion - Name: No se valora el precio en la contratación basada / Weighting: 0

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

Encuestas presenciales a domicilio o en un lugar predeterminado

Lot No: 2

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Encuestas presenciales a domicilio oa un lugar predeterminado

II.2.5. Award criteria

Quality criterion - Name: Criterios de calidad / Weighting: 100

Cost criterion - Name: No se valora el precio en esta fase del acuerdo marco / Weighting: 0

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

Encuestas on-line

Lot No: 3

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Encuestas on-line

II.2.5. Award criteria

Quality criterion - Name: Criterios de calidad / Weighting: 100

Cost criterion - Name: No se valora el precio en esta fase del acuerdo marco / Weighting: 0

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

Estudios cualitativos

Lot No: 4

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Estudios cualitativos

II.2.5. Award criteria

Quality criterion - Name: Criterios de calidad / Weighting: 100

Cost criterion - Name: No se valora el precio en esta fase del acuerdo marco / Weighting: 0

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

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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 052-153307](#)

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

Title:

Encuestas telefónicas

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/10/2023

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

V.2.3. Name and address of the contractor

Official name: INSTITUTO DYM, S.A., OPINOMETRE SL , GABINET D'ESTUDIS SOCIALS I OPINIÓ PÚBLICA SL y IPSOS IBERIA SA

Town: Varias

NUTS code: ES España

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: 1 262 148,76 EUR

Total value of the contract/lot: 1 262 148,76 EUR

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

Contract No: 2

Lot No: 2

Title:

Encuestas presenciales a domicilio o en un lugar predeterminado

A contract/lot is awarded: yes

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

11/10/2023

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

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

V.2.3. Name and address of the contractor

Official name: INSTITUTO DYM, S.A., OPINOMETRE SL, GABINET D'ESTUDIS SOCIALS I OPINIÓ PÚBLICA SL y IPSOS IBERIA SA

Town: Varias

NUTS code: ES España

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: 3 620 433,06 EUR

Total value of the contract/lot: 3 620 433,06 EUR

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

Contract No: 3

Lot No: 3

Title:

Encuestas on-line

A contract/lot is awarded: yes

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

11/10/2023

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

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

V.2.3. Name and address of the contractor

Official name: INSTITUTO DYM, S.A., OPINOMETRE SL, GABINET D'ESTUDIS SOCIALS I OPINIÓ PÚBLICA SL, SIGMADOS, S.L

Town: España

NUTS code: ES España

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: 792 690,91 EUR

Total value of the contract/lot: 792 690,91 EUR

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

Contract No: 4

Lot No: 4

Title:

Estudios cualitativos

A contract/lot is awarded: yes

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

11/10/2023

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

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

V.2.3. Name and address of the contractor

Official name: INSTITUTO DYM, S.A., GABINET D'ESTUDIS SOCIALS I OPINIÓ PÚBLICA SL y IDERIA INSIGHTS SL

Town: España

NUTS code: ES España

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: 152 975,21 EUR

Total value of the contract/lot: 152 975,21 EUR

V.2.5. Information about subcontracting

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

Town: Barcelona

Country: Spain

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Ver información en los pliegos

VI.5. Date of dispatch of this notice

18/10/2023