

Germany-Potsdam: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 255/2021 31/12/2021

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: TMB Tourismus-Marketing Brandenburg GmbH

Postal address: Babelsberger Str. 26

Town: Potsdam

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Postal code: 14473

Country: Germany

E-mail: Andreas.Zimmer@reiseland-brandenburg.de**Internet address(es):**Main address: www.reiseland-brandenburg.de**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Tourismusmarketing Gesellschaft des Landes Brandenburg

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Starke Destinationen: Themenfeld 2 Beratungsleistungen

Reference number: 2021-91-TMB

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Ziel der Ausschreibung "Starke Destinationen" ist es, den Tourismus in den touristischen Regionen Brandenburgs bei anstehenden Veränderungs- und Neustartprozessen nach der Corona-Krise zu unterstützen, um so wertschöpfende Impulse in Richtung der regionalen Wirtschaftsstrukturen zu aktivieren.

Im Themenfeld 2 werden sechs Lose vergeben.

Los 1: Beratungsleistungen zur Repositionierung der Prignitz

Los 2: Gestaltungskonzept für die Touristinformation Dahme-Seenland als Muster-TI für den brandenburgischen Tourismus

Los 3: Fachliche Beratung zum Weiterentwicklung des Angebots E-Bike-Verleih im Elbe-Elster-Land

Los 4: Entwicklung eines Kooperationsnetzwerks von Tourist-Informationen im Fläming

Los 5: Durchführung von Ideen- und Produktentwicklungs-workshops im Fläming

Los 6: Fachliche Beratung zur Erarbeitung einer Marketing- und Kommunikationsstrategie

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 89 915,97 EUR

II.2. Description

II.2.1. Title

Beratungsleistungen zur Repositionierung der Prignitz

Lot No: 1

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH

Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

Beratungsleistungen zur Repositionierung der Prignitz.

II.2.5. Award criteria

Quality criterion - Name: Zeit- und Maßnahmeplan / Weighting: 10%

Quality criterion - Name: Workshopkonzept / Weighting: 40%

Cost criterion - Name: Angebotspreis / Weighting: 50%

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

Gestaltungskonzept für die Touristinformation Dahme-Seenland als Muster-TI für den brandenburgischen Tourismus

Lot No: 2

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH
Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

Gestaltungskonzept für die Touristinformation Dahme-Seenland als Muster-TI für den brandenburgischen Tourismus

II.2.5. Award criteria

Price

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

FACHLICHE BERATUNG ZUM WEITERENTWICKLUNG DES ANGELOTS E-BIKE-VERLEIH
IM ELBE-ELSTER-LAND

Lot No: 3

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH
Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

FACHLICHE BERATUNG ZUM WEITERENTWICKLUNG DES ANGELOTS E-BIKE-VERLEIH
IM ELBE-ELSTER-LAND

II.2.5. Award criteria

Price

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

ENTWICKLUNG EINES KOOPERATIONSNETZWERKS VON TOURIST-INFORMATIONEN
IM FLÄMING

Lot No: 4

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH

Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

ENTWICKLUNG EINES KOOPERATIONSNETZWERKS VON TOURIST-INFORMATIONEN
IM FLÄMING

II.2.5. Award criteria

Price

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

DURCHFÜHRUNG VON IDEEN- UND PRODUKTENTWICKLUNGS-WORKSHOPS IM
FLÄMING

Lot No: 5

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH

Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

DURCHFÜHRUNG VON IDEEN- UND PRODUKTENTWICKLUNGS-WORKSHOPS IM
FLÄMING

II.2.5. Award criteria

Quality criterion - Name: Workshopkonzept / Weighting: 50%

Cost criterion - Name: Angebotspreis / Weighting: 50%

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

FACHLICHE BERATUNG ZUR ERARBEITUNG EINER MARKETING- UND
KOMMUNIKATIONSSTRATEGIE

Lot No: 6

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH
Babelsberger Str. 26 14473 Potsdam

II.2.4. Description of the procurement

FACHLICHE BERATUNG ZUR ERARBEITUNG EINER MARKETING- UND
KOMMUNIKATIONSSTRATEGIE

II.2.5. Award criteria

Quality criterion - Name: Zeit- und Maßnahmeplan / Weighting: 10%

Quality criterion - Name: Workshopkonzept / Weighting: 40%

Cost criterion - Name: Angebotspreis / Weighting: 50%

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 136-360969](#)

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:

BERATUNGSLEISTUNGEN ZUR REPOSITIONIERUNG DER PRIGNITZ

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/09/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: dwif- Consulting GmbH

Postal address: Marienstrasse 19/20

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 10117

Country: Germany

E-mail: info-berlin@dwif.de

Internet address: <http://www.dwif.de>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 33 613,45 EUR

Total value of the contract/lot: 32 850,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

GESTALTUNGSKONZEPT FÜR DIE TOURISTINFORMATION DAHME-SEENLAND ALS MUSTER-TI FÜR DEN BRANDENBURGISCHEN TOURISMUS

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/09/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Interiordesign

Postal address: Südwall 25

Town: Celle

NUTS code: DE931 Celle

Postal code: 29221

Country: Germany

E-mail: info@interior-designerin.com

Internet address: <http://interior-designerin.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 9 243,70 EUR

Total value of the contract/lot: 9 200,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 3

Title:

FACHLICHE BERATUNG ZUM WEITERENTWICKLUNG DES ANGEBOTS E-BIKE-VERLEIH
IM ELBE-ELSTER-LAND

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/09/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3.

Name and address of the contractor

Official name: Quanz & Partner

Postal address: Heynstraße 29

Town: Berlin

NUTS code: DE300 Berlin

Postal code: 13187

Country: Germany

E-mail: a.quanz@quanz-partner.de

Internet address: <http://quanz-partner.de>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 12 605,04 EUR

Total value of the contract/lot: 11 580,00 EUR

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

Lot No: 4

Title:

ENTWICKLUNG EINES KOOPERATIONSNETZWERKS VON TOURIST-INFORMATIONEN
IM FLÄMING.

A contract/lot is awarded: yes

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

06/09/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Björn Eichner - 3.RaumRealisierung

Postal address: Mathildenstraße 87

Town: Bremen

NUTS code: DE501 Bremen, Kreisfreie Stadt

Postal code: 28203

Country: Germany

E-mail: eichner@3-raum-realisierung.com

Internet address: <http://www.3-raum-realisierung.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 15 126,05 EUR

Total value of the contract/lot: 13 600,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 5

Title:

DURCHFÜHRUNG VON IDEEN- UND PRODUKTENTWICKLUNGS-WORKSHOPS IM FLÄMING.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/09/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Björn Eichner - 3.RaumRealisierung

Postal address: Mathildenstraße 87

Town: Bremen

NUTS code: DE501 Bremen, Kreisfreie Stadt

Postal code: 28203

Country: Germany

E-mail: eichner@3-raum-realisierung.com

Internet address: <http://www.3-raum-realisierung.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 5 882,35 EUR

Total value of the contract/lot: 5 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 6

Title:

FACHLICHE BERATUNG ZUR ERARBEITUNG EINER MARKETING- UND KOMMUNIKATIONSSTRATEGIE

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/09/2021

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: ift Freizeit- und Tourismusberatung GmbH

Postal address: Gutenbergstraße 74

Town: Potsdam

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Postal code: 14467

Country: Germany

E-mail: info@ift-potsdam.de

Internet address: <http://www.ift-consulting.de>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 13 445,38 EUR

Total value of the contract/lot: 12 180,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Bekanntmachungs-ID: CXP9YRJRJXR

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer des Landes Brandenburg beim Ministerium für Wirtschaft, Arbeit und Energie

Town: Potsdam

Country: Germany

VI.5. Date of dispatch of this notice

26/12/2021