

**Spain-Barcelona: Advertising management services**  
**OJ S 245/2022 20/12/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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@gencat.cat](mailto:contractacio.arc@gencat.cat)

Telephone: +34 935673300

**Internet address(es):**

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

Address of the buyer profile: [http://residus.gencat.cat/ca/lagencia/perfil\\_de\\_contractant/](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

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**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: G2029-2022-2

**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 2022.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 700 000,00 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 2022.

### **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**

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### **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

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**Contract No:** G2029-2022-2

**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

29/11/2022

#### V.2.2. Information about tenders

Number of tenders received: 4

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

#### V.2.3. Name and address of the contractor

Official name: HAVAS MEDIA GROUP SPAIN, SAU

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08029

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 1 699 168,03 EUR

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### 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

15/12/2022