

## Justification of the need for contracting

**Proponent**

Isidre Sala i Queralt, delegate of the Government of Catalonia to the United States of America and Canada.

## Object of the contract

The purpose of this contract is to provide consulting and professional services for the creation and projection of audiovisual and multimedia content for the Delegation of the Government of Catalonia to the United States of America and Canada, within the framework of the powers and tasks assigned, in accordance with Article 18 of Decree 61/2017, of June 13, on the units of institutional representation of the Government abroad.

This includes the following services:

* Design and creation of audiovisual productions, immersive installations, video projections, XR, VR, or others, with images that identify Catalonia, its traditions and arts of all kinds in a creative way to promote and enrich the delegation's events in any part of the United States and Canada. The creations must take the culture of the target audience into account, so that they understand the activity message.
* Screening throughout the geographical area of the delegation where the events take place in order to adapt each projection to each space.

Two types of projections are planned:

* Thematic artistic productions projected on a screen, or thematic videos adapted to the theme of the reception in question, of indeterminate duration but which can be programmed for repeated projection or videos broadcast on a loop.
* More complex artistic productions such as mapping or immersive artistic projections with a duration adapted to the event.

The delegation may request short promotional videos of the agreed projects in order to disseminate them.

## Justification of the need for the object of the contract

The Delegation of the Government of Catalonia to the United States of America and Canada carries out its activities to promote the interests of Catalonia as a whole throughout the Delegation's area of influence from an economic, cultural, political, and social point of view.

The purpose of this contract is justified by the Delegation's need to achieve the maximum dissemination of traditions, culture, art and other shows of culture, business or education that can have a knock-on effect and be a magnet for any area in the countries where the Delegation conducts its activities.

In this sense, it is important to have attractive audiovisual products that help to promote Catalonia. This type of product will help to recognize Catalan identifying traits at events to which North American or Canadian counterparts are invited, and will also be shown to potentially interested parties in any audiovisual format.

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## Essential reason to cover the need for a contract with a third party

As the technical level that these services require is very high, they must be carried out by a qualified company with experience in new audiovisual formats and new communication technologies. It is also necessary to have knowledge of both cultures, Catalan of course, but also North American, in order to create products that fit and are understood by the target culture. The staff force at the Delegation is too small for the immense activity scope and it does not have qualified personnel for this type of service.

I RESOLVE TO:

Initiate the contracting procedure by negotiated procedure without advertising, in accordance with the first additional provision of Law 9/2017, of November 8, on public sector contracts, in accordance with the following data:

## Reference contract data Estimated value of the contract

The estimated value of the contract is $136.312,20 (one hundred and thirty-six thousand thre hundred and twelve dollars and twenty cents), equivalent to approximately € 123.359,46 (one hundred and twenty-three thousand three hundred and fifty-nine euros and forty-six cents), which includes the base bidding budget for a period of ten months, four extensions for a period of one year each, a price revision estimated at 10% per year and a possible modification of the contract up to a maximum of 20% of the initial contract price

## Base bidding budget:

VAT excluded: 20,000.00 USD (equivalent to 18,099.55 EUR\*) VAT included: 20,000.00 USD (equivalent to 18,099.55 EUR\*)

VAT supported in the United States; there is no such direct tax.

*\* Official exchange rate on December 29, 2023: 1 EUR = 1.1050 USD*

## Term of execution:

The term of the contract is from March 1st, 2024 or from the date of its formalization if later, until December 31, 2024.

The possibility of four extensions with a duration of one year each is provided for.

Digitally signed by Isidre Sala Queralt

Isidre Sala

# Queralt

Date: