

Spain-Madrid: Advertising services
OJ S 6/2014 09/01/2014
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejería de Asuntos Sociales

Postal address: c/ O'Donnell, 50

Town: Madrid

Postal code: 28009

Country: Spain

Contact person: Contratación de la Consejería de Asuntos Sociales

For the attention of: Área de Contratación

E-mail: contratacion@madrid.org

Telephone: +34 913925713

Fax: +34 913925490

Internet address(es):

General address of the contracting authority: <http://madrid.org>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

Social protection

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Producción y difusión de una campaña de publicidad sobre promoción de la igualdad efectiva entre mujeres y hombres en los distintos ámbitos de la sociedad y favorecer actitudes que faciliten la flexibilidad laboral y la corresponsabilidad en la vida familiar en la Comunidad de Madrid durante el año 2014.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Comunidad de Madrid.
NUTS code ES300 Madrid

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

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Producción de todos los materiales necesarios para el desarrollo de la campaña que incluirá las adaptaciones a los distintos soportes que se utilicen en el plan de medios, la planificación y la difusión de una Campaña de publicidad institucional, cuyo mensaje central se basa en la necesidad de llevar a cabo la Promoción de la Igualdad efectiva entre mujeres y hombres en los distintos ámbitos de la sociedad y favorecer actitudes que faciliten la flexibilidad laboral y la corresponsabilidad en la vida familiar en la Comunidad de Madrid.

II.1.6. CPV code(s)

79341000 Advertising services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT: 404 958,68 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Garantía definitiva: 5 % del importe de adjudicación del contrato (IVA excluido).

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: Para empresas españolas y extranjeras no comunitarias se exige clasificación.

Para empresas no españolas de Estados miembros de la U.E., se exige acreditar la solvencia económica y financiera.

Minimum level(s) of standards possibly required: Empresas españolas y extranjeras no comunitarias: clasificación en el Grupo T, Subgrupo 1, Categoría C.

Se presentará declaración relativa a la cifra de negocios global de la empresa en el curso de los tres últimos ejercicios. Se considerará una cifra mínima de negocios de 404 958,68 EUR en el global de los 3 últimos ejercicios.

III.2.3. Technical and professional ability

List and brief description of conditions:

Para empresas españolas y extranjeras no comunitarias se exige clasificación en el Grupo T, Subgrupo 1, Categoría C.

Para empresas no españolas de Estados miembros de la U.E., se exige acreditar la solvencia técnica o profesional.

Minimum level(s) of standards possibly required:

Empresas españolas y extranjeras no comunitarias: clasificación en el Grupo T, Subgrupo 1, Categoría C.

Para empresas no españolas de Estados miembros de la U.E.: Se presentará una relación de los principales trabajos realizados en los 3 últimos años, que incluya importe, fechas y el destinatario, público o privado, de los mismos, con mención expresa a 2 trabajos, al menos, similares al objeto del presente contrato. Los trabajos se acreditarán de la forma descrita en el artículo 78.a) del TRLCSP.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

013/2014

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

17.2.2014 - 14:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Spanish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 3.3.2014

Place:

Salón de Actos, planta Semisótano de la Consejería de Asuntos Sociales, calle O'Donnell, nº 50, 28009 Madrid.

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Representantes de las empresas.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Eje 2, Tema Prioritario 69 del Programa Operativo 2007-2013 del Fondo Social Europeo.

VI.3. Additional information

La documentación a presentar se distribuirá en 2 sobres: sobre número 1 «Documentación

Administrativa», sobre número 2 «Proposición económica». Las entidades adjudicatarias estarán sometidas al cumplimiento de las obligaciones establecidas en el artículo 228.bis del Real Decreto Legislativo 3/2011, de 14 de noviembre, por el que se aprueba el texto refundido de la Ley de Contratos del Sector Público

VI.4. Procedures for review

VI.4.1. Review body

Official name: Consejería de Asuntos Sociales

Country: Spain

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Consejería de Asuntos Sociales

VI.5. Date of dispatch of this notice

8.1.2014