

**Spain-Bilbao: Advertising and marketing services**

OJ S 18/2021 27/01/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: SPRI

National registration number: Q4800789B

Postal address: Alameda Urquijo, 36, 4.ª planta, edificio Plaza Bizkaia

Town: Bilbao (Bizkaia)

NUTS code: ES21 País Vasco

Postal code: 48011

Country: Spain

E-mail: [bcsc@bcsc.eus](mailto:bcsc@bcsc.eus)

Telephone: +34 944037000

**Internet address(es):**Main address: <http://www.spri.eus>Address of the buyer profile: <https://www.contratacion.euskadi.eus/>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.contratacion.euskadi.eus/w32-kpeperfi/es/contenidos/anuncio\\_contratacion/expjaso35555/es\\_doc/es\\_arch\\_expjaso35555.html](https://www.contratacion.euskadi.eus/w32-kpeperfi/es/contenidos/anuncio_contratacion/expjaso35555/es_doc/es_arch_expjaso35555.html)

Additional information can be obtained from the abovementioned address

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

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

Economic and financial affairs

**Section II: Object**

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

Servicio de comunicación y relaciones para el BCSC

Reference number: 2021001 Armon.

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Servicio de comunicación y relaciones para el BCSC.

#### **II.1.5. Estimated total value**

Value excluding VAT: 270 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.3. Place of performance**

NUTS code: ES21 País Vasco

Main site or place of performance: ES21 - País Vasco.

#### **II.2.4. Description of the procurement**

Servicio de comunicación y relaciones para el BCSC.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Metodología y plan de trabajo / Weighting: 13

Quality criterion - Name: Equipo de trabajo / Weighting: 5

Quality criterion - Name: Plan estratégico de comunicación / Weighting: 16

Quality criterion - Name: Plan de gestión de crisis / Weighting: 5

Quality criterion - Name: Calendario editorial / Weighting: 10

Cost criterion - Name: Oferta económica / Weighting: 51

#### **II.2.6. Estimated value**

Value excluding VAT: 270 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Dos.

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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 III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

## Section IV: Procedure

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### 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: yes

### IV.2. Administrative information

#### IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 22/02/2021 Local time: 10:00

#### IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

#### IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish, Basque

#### IV.2.6. Minimum time frame during which the tenderer must maintain the tender

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

#### IV.2.7. Conditions for opening of tenders

Date: 04/03/2021 Local time: 13:00

Place:

Telemáticamente a través de la página web Irekia.

Information about authorised persons and opening procedure: Pública.

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Órgano Administrativo de Recursos Contractuales

Town: Vitoria-Gasteiz

Country: Spain

E-mail: [oarc@euskadi.eus](mailto:oarc@euskadi.eus)

#### VI.4.4. Service from which information about the review procedure may be obtained

Official name: Contacto Técnico

Postal address: Alameda Urquijo, 36, 4.ª planta, edificio Plaza Bizkaia

Town: Bilbao (Bizkaia)

Postal code: 48011

Country: Spain

Internet address: <https://www.spri.eus>

**VI.5. Date of dispatch of this notice**

22/01/2021