

Spain-Huelva: Advertising and marketing services

OJ S 16/2023 23/01/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Diputación Provincial de Huelva

National registration number: P2100000E

Postal address: Avda. Martín Alonso Pinzón, 9

Town: Huelva

NUTS code: ES615 Huelva

Postal code: 21003

Country: Spain

Contact person: Presidencia de la Diputación Provincial de Huelva

E-mail: contratacion@diphuelva.org

Telephone: +34 959494600

Internet address(es):Main address: <https://contrataciondelestado.es/wps/portal/plataforma>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=wUljWmMMkrIQK2TEfXGy%2BA%3D%3D>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=%2Fdp0M4tWScUuf4aBO%2BvQIQ%3D%3D

Additional information can be obtained from the abovementioned address

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

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=wUljWmMMkrIQK2TEfXGy%2BA%3D%3D)[perfilContratante&idBp=wUljWmMMkrIQK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=wUljWmMMkrIQK2TEfXGy%2BA%3D%3D)**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

EJECUCIÓN del plan de comunicación de la estrategia Dusi "Vive tu rías- rias de Huelva 2020

Reference number: 22seA73

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

EJECUCIÓN del plan de comunicación de la estrategia Dusi "Vive tu rías- rias de Huelva 2020

II.1.5. Estimated total value

Value excluding VAT: 317 418,40 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 4

Maximum number of lots that may be awarded to one tenderer: 4

II.2. Description**II.2.1. Title**

Eventos en la calle para la Ciudadanía

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES615 Huelva

II.2.4. Description of the procurement

Eventos en la calle para la Ciudadanía

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Mejoras / Weighting: 20

Cost criterion - Name: OFERTA ECONOMICA / Weighting: 80

II.2.6. Estimated value

Value excluding VAT: 138 528,35 EUR

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

Duration in months: 11

This contract is subject to renewal: no

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:
yes

Identification of the project: OT9 LA6 OP06 1

II.2.14. Additional information

II.2. Description

II.2.1. Title

Merchandising
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES615 Huelva

II.2.4. Description of the procurement

Merchandising

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Mejoras / Weighting: 20

Cost criterion - Name: OFERTA ECONOMICA / Weighting: 80

II.2.6. Estimated value

Value excluding VAT: 60 557,85 EUR

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

Duration in months: 11

This contract is subject to renewal: no

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:
yes

Identification of the project: OT9 LA6 OP06 1

II.2.14. Additional information

II.2. Description

II.2.1. Title

Placas, Carteles, Folletos, Lonas, Vinilos y Mupis
Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES615 Huelva

II.2.4. Description of the procurement

Placas, Carteles, Folletos, Lonas, Vinilos y Mupis

II.2.5.

Award criteria

Criteria below

Cost criterion - Name: Mejoras / Weighting: 20

Cost criterion - Name: OFERTA ECONOMICA / Weighting: 80

II.2.6. Estimated value

Value excluding VAT: 54 532,45 EUR

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

Duration in months: 11

This contract is subject to renewal: no

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:
yes

Identification of the project: OT9 LA6 OP06 1

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Videos y Microvídeos

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES615 Huelva

II.2.4. Description of the procurement

Videos y Microvídeos

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Mejoras / Weighting: 20

Cost criterion - Name: OFERTA ECONOMICA / Weighting: 80

II.2.6. Estimated value

Value excluding VAT: 63 799,75 EUR

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

Duration in months: 11

This contract is subject to renewal: no

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:
yes

Identification of the project: OT9 LA6 OP06 1

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

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

Date: 17/02/2023 Local time: 23:59

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

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

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 22/02/2023 Local time: 09:30

Place:

Servicio de Contratación

Datos de Dirección:

Calle: Fernando el Católico, 18 ENTREPLANTA

CP: 21003

Población: Huelva

País: España

Information about authorised persons and opening procedure: Descripción: interesados

Section VI: Complementary information

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: TRIBUNAL RECURSOS CONTRACTUALES DIPUTACION PROVINCIAL DE HUELVA

Postal address: AVDA. MARTIN ALONSO PINZON Nº 9

Town: HUELVA

Postal code: 21003

Country: Spain

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Plazo de Presentación: 2023-03-08

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

Official name: TIRBUNAL DE RECURSOS CONTRACTUALES DE LA DIPUTACION DE HUELVA

Postal address: AVDA. MARTIN ALONSO PINZÓN Nº 9

Town: HUELVA

Postal code: 21003

Country: Spain

VI.5. Date of dispatch of this notice

18/01/2023