

116423-2026 - Competition

Spain – Marketing services – Acuerdo marco relativo a los servicios de comunicación y acciones divulgativas en el ámbito de la investigación e innovación de la Universidad Oberta de Catalunya
OJ S 34/2026 18/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: FUNDACIÓ UNIVERSITAT OBERTA DE CATALUNYA

Email: contractacio@uoc.edu

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Acuerdo marco relativo a los servicios de comunicación y acciones divulgativas en el ámbito de la investigación e innovación de la Universidad Oberta de Catalunya

Description: Servicios de comunicación y acciones divulgativas de proyectos de investigación e innovación y de los resultados y transferencia de su actividad, tanto en la UOC, como entre otros agentes ajenos a la Universidad: profesionales, académicos, administrativos, así como entre la sociedad en general.

Procedure identifier: 83957a91-9344-4222-9b3c-ef234f220dd8

Internal identifier: HSE00001/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79822500 Graphic design services

2.1.2. Place of performance

Postal address: Rambla del Poblenou, 154 156 Rambla del Poblenou, 154 156 Rambla del Poblenou, 154 156

Town: Barcelona

Postcode: 08018

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 109 088,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Estrategia de divulgación científica y participación ciudadana

Description: Estrategia de divulgación científica y participación ciudadana

Internal identifier: LOTE 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 216 000,00 EUR

Maximum value of the framework agreement: 216 000,00 EUR

5.1.6. General information**Reserved participation:**

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Spanish

Deadline for requesting additional information: 05/03/2026 23:59:59 (UTC+01:00) Central

European Time, Western European Summer Time

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfils-contractant/detall/1079508?categoria=0>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfils-contractant/detall/1079508?categoria=0>

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Allowed

Variants: Not allowed

Deadline for receipt of tenders: 20/03/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 0

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: FUNDACIÓ UNIVERSITAT OBERTA DE CATALUNYA

Information about review deadlines: Recurso especial en materia de contratación ante el Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este recurso que se contiene en la LCSP y en los plazos de quince (15) días hábiles a contar según lo dispuesto en el artículo 50 de la LCSP o, alternativamente, Recurso Contencioso-Administrativos de dos Plazos de Barcelona. (2) meses a contar desde el día siguiente a su notificación, de conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio, Reguladora de la Jurisdicción Contencioso-Administrativa.

5.1. Lot: LOT-0002

Title: Estrategia y planes de comunicación/marketing en el ámbito de I+D+i

Description: Estrategia y planes de comunicación/marketing en el ámbito de I+D+i

Internal identifier: LOTE 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 436 896,00 EUR

Maximum value of the framework agreement: 436 896,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Spanish

Deadline for requesting additional information: 05/03/2026 23:59:59 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfils-contractant/detall/1079508?categoria=0>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfils-contractant/detall/1079508?categoria=0>

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Allowed

Variants: Not allowed

Deadline for receipt of tenders: 20/03/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 0

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: FUNDACIÓ UNIVERSITAT OBERTA DE CATALUNYA

Information about review deadlines: Recurso especial en materia de contratación ante el Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este recurso que se contiene en la LCSP y en los plazos de quince (15) días hábiles a contar según lo dispuesto en el artículo 50 de la LCSP o, alternativamente, Recurso Contencioso-Administrativos de dos Plazos de Barcelona. (2) meses a contar desde el día siguiente a su notificación, de conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio, Reguladora de la Jurisdicción Contencioso-Administrativa.

5.1. Lot: LOT-0003

Title: Estrategia y planes de comunicación asociados a un proyecto de investigación, innovación y transferencia y sus resultados

Description: Estrategia y planes de comunicación asociados a un proyecto de investigación, innovación y transferencia y sus resultados

Internal identifier: LOTE 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Postal address: Rambla del Poblenou, 154 156

Town: Barcelona

Postcode: 08018

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 312 192,00 EUR

Maximum value of the framework agreement: 312 192,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Spanish

Deadline for requesting additional information: 05/03/2026 23:59:59 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508?categoria=0>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508?categoria=0>

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 20/03/2026 14:00:00 (UTC+01:00) Central European Time,
Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered
employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 0

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: FUNDACIÓ UNIVERSITAT OBERTA DE CATALUNYA

Information about review deadlines: Recurso especial en materia de contratación ante el
Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este
recurso que se contiene en la LCSP y en el plazo de quince (15) días hábiles a contar según
lo dispuesto en el artículo 50 de la LCSP o, alternatively, Recurso Contencioso-
Administrativo ante los Juzgados contar desde el día siguiente al de su notificación, de
conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio,
Reguladora de la Jurisdicción Contencioso-Administrativa

5.1. Lot: LOT-0004

Title: Infografías asociadas a la estrategia de comunicación de la actividad de I+D+i,
transferencia y emprendimiento, así como de los resultados obtenidos en estos ámbitos

Description: Infografías asociadas a la estrategia de comunicación de la actividad de I+D+i,
transferencia y emprendimiento, así como de los resultados obtenidos en estos ámbitos

Internal identifier: LOTE 4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

5.1.2. Place of performance

Postal address: Rambla del Poblenou, 154 156 Rambla del Poblenou, 154 156

Town: Barcelona

Postcode: 08018

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 144 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Spanish

Deadline for requesting additional information: 05/02/2026 23:59:59 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfils-contractant/detall/1079508?categoria=0>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfils-contractant/detall/1079508?categoria=0>

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Allowed

Variants: Not allowed

Deadline for receipt of tenders: 20/03/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 0

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: FUNDACIÓ UNIVERSITAT OBERTA DE CATALUNYA

Information about review deadlines: Recurso especial en materia de contratación ante el Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este recurso que se contiene en la LCSP y en el plazo de quince (15) días hábiles a contar según lo dispuesto en el artículo 50 de la LCSP o, alternatively, Recurso Contencioso-Administrativo ante los Juzgados contar desde el día siguiente al de su notificación, de conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio, Reguladora de la Jurisdicción Contencioso-Administrativa

8. Organisations

8.1. ORG-0001

Official name: FUNDACIÓ UNIVERSITAT OBERTA DE CATALUNYA

Registration number: G60667813

Department: Jurídico contractual

Postal address: Rambla del Poblenou, 154-156 Rambla del Poblenou, 154-156 Rambla del Poblenou, 154-156

Town: Barcelona

Postcode: 08018

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Contact point: Rambla del Poblenou, 154-156

Email: contractacio@uoc.edu

Telephone: +34 933263600

Internet address: www.uoc.edu

Information exchange endpoint (URL): <https://contractaciopublica.cat/ca/perfils-contractant/detall/1079508?categoria=0>

Buyer profile: https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/ca_ES/cap.do?keyword=&reqCode=viewDetail&idCap=1079508&department=575596

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 1c216095-5f35-4e02-8ce9-943624416adf - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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Languages in which this notice is officially available: Spanish

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OJ S issue number: 34/2026

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