

117075-2026 - Competition

Spain – Advertising and marketing services – CONTRATO DE SERVICIOS DE GESTIÓN DIGITAL Y DE CONTENIDOS DE BARCELONA CULTURA EN EI INSTITUTO DE CULTURA DE BARCELONA, CON MEDIDAS DE CONTRATACIÓN PÚBLICA SOSTENIBLE
OJ S 34/2026 18/02/2026

Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Institut de Cultura de Barcelona

Email: serveis_juridicslcub@bcn.cat

Legal type of the buyer: Local authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: CONTRATO DE SERVICIOS DE GESTIÓN DIGITAL Y DE CONTENIDOS DE BARCELONA CULTURA EN EI INSTITUTO DE CULTURA DE BARCELONA, CON MEDIDAS DE CONTRATACIÓN PÚBLICA SOSTENIBLE

Description: Servicios de gestión digital y de contenidos de Barcelona Cultura, que incluyen la gestión, actualización y mantenimiento de los contenidos del web de Barcelona Cultura, así como la definición, ejecución y seguimiento de la estrategia digital y la gestión de sus perfiles en las redes sociales.

Procedure identifier: 63bbcf6d6-90cb-467e-931a-438feaf1abdb

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: CONTRATO DE SERVICIOS DE GESTIÓN DIGITAL Y DE CONTENIDOS DE BARCELONA CULTURA EN EI INSTITUTO DE CULTURA DE BARCELONA, CON MEDIDAS DE CONTRATACIÓN PÚBLICA SOSTENIBLE

Description: Servicios de gestión digital y de contenidos de Barcelona Cultura, que incluyen la gestión, actualización y mantenimiento de los contenidos del web de Barcelona Cultura, así como la definición, ejecución y seguimiento de la estrategia digital y la gestión de sus perfiles en las redes sociales.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

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

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

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://seuelectronica.ajuntament.barcelona.cat/licitacioelectronica>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 19/03/2026 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Years

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: Ver cláusula 28 del pliego de cláusulas administrativas particulares

8. Organisations

8.1. ORG-0001

Official name: Institut de Cultura de Barcelona

Registration number: P-5890006-I

Postal address: Rambla 99

Town: Barcelona

Postcode: 08002

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: serveis_juridicslcub@bcn.cat

Telephone: 933161085

Internet address: <https://seuelectronica.ajuntament.barcelona.cat/licitacioelectronica>

Buyer profile: <https://seuelectronica.ajuntament.barcelona.cat/licitacioelectronica>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: *

Postal address: Rambla 99

Town: Barcelona

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: serveis_juridicslcub@bcn.cat

Telephone: 933161085

Internet address: <https://seuelectronica.ajuntament.barcelona.cat/licitacioelectronica>

Roles of this organisation:

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

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