

**Spain-Madrid: Advertising services**

OJ S 50/2023 10/03/2023

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

National registration number: Q2820009E

Postal address: Madera 8

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28004

Country: Spain

Contact person: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

E-mail: [440@idae.es](mailto:440@idae.es)

Telephone: +34 914564988

Fax: +34 915230414

**Internet address(es):**

Main address: <http://www.idae.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Sh7TDTsiNU0%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=Wtj8D%2FRqFnd7h85%2Fpmmsfw%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Wtj8D%2FRqFnd7h85%2Fpmmsfw%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:perfilContratante&idBp=Sh7TDTsiNU0%3D>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

**Section II: Object**

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

### **II.1.1. Title**

Servicios de diseño, estrategia, asesoría, creatividad y estudio de resultados ejecución de la Campaña “EL CIUDADANO COMO ACTOR CLAVE EN LA TRANSICIÓN ENERGÉTICA” 2023

Reference number: CONTR/2023/2578

### **II.1.2. Main CPV code**

79341000 Advertising services

### **II.1.3. Type of contract**

Services

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

Servicios de diseño, estrategia, asesoría, creatividad y estudio de resultados ejecución de la Campaña “EL CIUDADANO COMO ACTOR CLAVE EN LA TRANSICIÓN ENERGÉTICA” 2023

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

Value excluding VAT: 350 000,00 EUR

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

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

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

NUTS code: ES300 Madrid

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

Servicios de diseño, estrategia, asesoría, creatividad y estudio de resultados ejecución de la Campaña “EL CIUDADANO COMO ACTOR CLAVE EN LA TRANSICIÓN ENERGÉTICA” 2023

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

Criteria below

Quality criterion - Name: Asesoría, consultoría y definición de medios / Weighting: 5

Quality criterion - Name: Creatividad y materiales, producción / Weighting: 30

Quality criterion - Name: Diseño y estrategia general / Weighting: 30

Quality criterion - Name: Estudio y medición de resultados / Weighting: 5

Price - Weighting: 30

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

Value excluding VAT: 350 000,00 EUR

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

Duration in months: 8

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:  
no

### **II.2.14. Additional information**

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

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

#### **III.1.1. 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**

List and brief description of selection criteria:  
Otros

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:  
- Otros

## **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: no

### **IV.2. Administrative information**

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

Date: 11/04/2023 Local time: 12:00

#### **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

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

Date: 26/04/2023 Local time: 10:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Information about authorised persons and opening procedure: Descripción:

## **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: IDAE

Postal address: Madera, 8

Town: Madrid

Postal code: 28004

Country: Spain

E-mail: [440@idae.es](mailto:440@idae.es)

Internet address: <https://www.idae.es/home>

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

06/03/2023