

Spain-Palma: Public relations services
OJ S 71/2021 13/04/2021
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

National registration number: Q5755004H

Postal address: C/ Rita Levi, s/n

Town: Palma

NUTS code: ES532 Mallorca

Postal code: 07121

Country: Spain

Contact person: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

E-mail: juridico@aetib.caib.es

Telephone: +34 971176699

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%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=BDH2tNCCqf4uf4aBO%2BvQIQ%3D%3D

[detalle_licitacion&idEvl=BDH2tNCCqf4uf4aBO%2BvQIQ%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=BDH2tNCCqf4uf4aBO%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:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D>

[perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%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**

Servicios de relaciones públicas y comunicación exterior

Reference number: 047/2021

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de relaciones públicas y comunicación exterior.

II.1.5. Estimated total value

Value excluding VAT: 325 500,02 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 3

II.2. Description

II.2.1. Title

Servicios de relaciones públicas y comunicación exterior: Francia

Lot No: 1

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Servicios de relaciones públicas y comunicación exterior: Francia.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta plan de comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimiento de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación personas con discapacidad o con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

II.2.6. Estimated value

Value excluding VAT: 55 416,67 EUR

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

Duration in months: 19

This contract is subject to renewal: yes

Description of renewals:

Un año.

II.2.10.

Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Artículo 29.2 LCSP. El preaviso de la prórroga se deberá realizar con una antelación mínima de dos meses antes de la fecha de finalización del contrato.

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

II.2. Description

II.2.1. Title

Servicios de relaciones públicas y comunicación exterior: Italia
Lot No: 2

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: IT Italia

II.2.4. Description of the procurement

Servicios de relaciones públicas y comunicación exterior: Italia.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta plan de comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimiento de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación personas con discapacidad o con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

II.2.6. Estimated value

Value excluding VAT: 55 416,67 EUR

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

Duration in months: 19

This contract is subject to renewal: yes

Description of renewals:

Un año.

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11.

Information about options

Options: yes

Description of options:

Artículo 29.2 LCSP. El preaviso de la prórroga se deberá realizar con una antelación mínima de dos meses antes de la fecha de finalización del contrato.

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

II.2. Description

II.2.1. Title

Servicios de relaciones públicas y comunicación exterior: países nórdicos (Dinamarca, Suecia, Noruega y Finlandia). Debido a la estructura de la plataforma únicamente nos permite indicar un lugar de ejecución, en este caso Suecia, pero debe entenderse referido a cualquiera de los países contenidos dentro del lote países nórdicos

Lot No: 3

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: SE Sverige

II.2.4. Description of the procurement

Servicios de relaciones públicas y comunicación exterior: países nórdicos (Dinamarca, Suecia, Noruega y Finlandia). Debido a la estructura de la plataforma únicamente nos permite indicar un lugar de ejecución, en este caso Suecia, pero debe entenderse referido a cualquiera de los países contenidos dentro del lote países nórdicos.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta plan de comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimiento de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación personas con discapacidad o con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

II.2.6. Estimated value

Value excluding VAT: 55 416,67 EUR

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

Duration in months: 19

This contract is subject to renewal: yes

Description of renewals:

Un año.

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Artículo 29.2 LCSP. El preaviso de la prórroga se deberá realizar con una antelación mínima de dos meses antes de la fecha de finalización del contrato.

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

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,
- para las empresas extranjeras, declaración de sometimiento a la legislación española.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- trabajos realizados,
- títulos académicos y profesionales del empresario y directivos, o responsables de la ejecución,
- indicación de la parte del contrato que se pretende subcontratar.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: acuerdo de Consejo de Gobierno de fecha 29.4.2016.

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: 12/05/2021 Local time: 14:00

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

Catalan, Spanish

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

Duration in months: 19 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 21/05/2021 Local time: 09:00

Place:

Datos de dirección:

— calle:

— código postal:

— población:

— país:

Information about authorised persons and opening procedure: Descripción

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 Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, 8.^a planta

Town: Madrid

Postal code: 28071

Country: Spain

E-mail: tribunal_recursos.contratos@minhap.es

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, 8.^a planta

Town: Madrid

Postal code: 28071

Country: Spain

E-mail: tribunal_recursos.contratos@minhap.es

VI.5. Date of dispatch of this notice

08/04/2021