

182068-2026 - Competition

Portugal – Advertising consultancy services – CP/EMRP/10/2025 - Aquisição de Serviços de Outsourcing de Equipas Multidisciplinares para Gestão de Media, Digital e Produção de Conteúdos

OJ S 53/2026 17/03/2026

**Contract or concession notice – standard regime
Services**

1. Buyer

1.1. Buyer

Official name: Estrutura de Missão «Recuperar Portugal»

Email: ecompras@sg.pcm.gov.pt

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: CP/EMRP/10/2025 - Aquisição de Serviços de Outsourcing de Equipas Multidisciplinares para Gestão de Media, Digital e Produção de Conteúdos

Description: CP/EMRP/10/2025 - Aquisição de Serviços de Outsourcing de Equipas Multidisciplinares para Gestão de Media, Digital e Produção de Conteúdos

Procedure identifier: dcb3c4cf-0722-490a-b112-a990917907df

Internal identifier: CP/EMRP/10/2025

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Conforme indicado nas peças de procedimento

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

2.1.2. Place of performance

Town: Freguesia de Avenidas Novas

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

2.1.3. Value

Estimated value excluding VAT: 410 160,00 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: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Aquisição de serviços para implementação do Plano Estratégico de Divulgação de Impactos e Resultados do Plano de Recuperação e Resiliência

Description: Aquisição de serviços para implementação do Plano Estratégico de Divulgação de Impactos e Resultados do Plano de Recuperação e Resiliência

Internal identifier: LOT-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Town: Freguesia de Avenidas Novas

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 246 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preço

Description: Preço

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60

Criterion:

Type: Quality

Name: Outros

Description: Equipa proposta

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: https://www.acingov.pt/acingovprod/2/zonaPublica/zona_publica_c/downloadProcedurePiece/MTA2ODc0NQ

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.acingov.pt>

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

Electronic catalogue: Allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 12/04/2026 23:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 90 Days

Terms of contract:

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

Conditions relating to the performance of the contract: Conforme indicado nas peças de procedimento

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

Financial arrangement: Conforme indicado nas peças de procedimento

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: Estrutura de Missão «Recuperar Portugal»

Information about review deadlines: 30 dias

5.1. Lot: LOT-0002

Title: Aquisição de serviços de comunicação digital para a Unidade de Comunicação e Imagem da Estrutura de Missão «Recuperar Portugal»

Description: Aquisição de serviços de comunicação digital para a Unidade de Comunicação e Imagem da Estrutura de Missão «Recuperar Portugal»

Internal identifier: LOT-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Town: Freguesia de Avenidas Novas

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 164 160,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Outros

Description: Preço

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60

Criterion:

Type: Price

Name: Outros

Description: Equipa proposta

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: https://www.acingov.pt/acingovprod/2/zonaPublica/zona_publica_c/downloadProcedurePiece/MTA2ODc0NQ

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.acingov.pt>

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

Electronic catalogue: Allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

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Electronic ordering will be used: no

Electronic payment will be used: no

Financial arrangement: Conforme indicado nas peças de procedimento

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: Estrutura de Missão «Recuperar Portugal»

Information about review deadlines: 30 dias

8. Organisations

8.1. ORG-0001

Official name: Estrutura de Missão «Recuperar Portugal»

Registration number: 600087590

Department: Núcleo de Contratação Pública - Administrativa, Financeira e Recursos

Postal address: Avenida João Crisóstomo n.º11

Town: Lisboa

Postcode: 1000-177

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

Contact point: Núcleo de Contratação Pública - Administrativa, Financeira e Recursos

Email: ecompras@sg.pcm.gov.pt

Telephone: 218801120

Internet address: <https://recuperarportugal.gov.pt>

Information exchange endpoint (URL): <https://www.acingov.pt>

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: Imprensa Nacional-Casa da Moeda, S. A. (INCM)

Registration number: 500792887

Department: Unidade do Diário da República

Postal address: Avenida António José de Almeida

Town: Lisboa
Postcode: 1000-042
Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)
Country: Portugal
Contact point: Ponto de contacto
Email: 2serie@diariodarepublica.pt
Telephone: +351 217810870
Fax: +351 213945716
Internet address: <https://diariodarepublica.pt>
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: 44236c23-f919-431f-a7f7-478cd4602113 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 13/03/2026 18:44:51 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: Portuguese
Notice publication number: 182068-2026
OJ S issue number: 53/2026
Publication date: 17/03/2026