

## 241886-2026 - Competition

Spain – Specialty design services – Servicio de Diseño, Creatividad, Planes de Medios de Impresión de Material Publicitario para las Campañas de Sensibilización y Concienciación en materia de Igualdad y Violencia de Género del Ayuntamiento de Málaga respetuoso con el Medio Ambiente.

OJ S 69/2026 09/04/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Junta de Gobierno del Ayuntamiento de Málaga

Email: [perfidelcontratante@malaga.eu](mailto:perfidelcontratante@malaga.eu)

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Servicio de Diseño, Creatividad, Planes de Medios de Impresión de Material Publicitario para las Campañas de Sensibilización y Concienciación en materia de Igualdad y Violencia de Género del Ayuntamiento de Málaga respetuoso con el Medio Ambiente.

Description: Considerando que el servicio que se pretende contratar es adecuado al fin perseguido y a la necesidad que se pretende cubrir, se propone un contrato de naturaleza administrativa mediante un procedimiento abierto. De acuerdo con lo indicado, el contrato que se licita se considera el idóneo así como el adecuado y correcto para atender las necesidades expuestas y, por tanto, se configura y establece como un instrumento útil, imprescindible, indispensable, necesario y óptimo para alcanzar y conseguir los objetivos que se han propuesto en el diseño, la planificación y la ejecución de las mismas.

Procedure identifier: 89708968-0afb-4001-883e-8b23e9624131

Internal identifier: 16/26

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79930000 Specialty design services

Additional classification (cpv): 79341400 Advertising campaign services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

##### 2.1.3. Value

Estimated value excluding VAT: 257 311,99 EUR

##### 2.1.4. General information

Legal basis:

### 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: Notice

Arrangement with creditors: Todos los motivos conforme a lo recogido en el art. 71 de LCSP que se acreditarán mediante el anexo 2.1

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Lote 1. Servicio de impresión material publicitario respetuoso con el medioambiente

Description: Servicio de impresión material publicitario respetuoso con el medioambiente

Internal identifier: 1

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79810000 Printing services

Additional classification (cpv): 79811000 Digital printing services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

#### 5.1.3. Estimated duration

Duration: 3 Years

#### 5.1.5. Value

Estimated value excluding VAT: 98 942,90 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

#### 5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

#### 5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

#### 5.1.10. Award criteria

##### Criterion:

Type: Price

Description: Criterio Económico.

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

Award criterion number: 70

**Criterion:**

Type: Quality

Description: Ecoetiquetas Productos.

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

Award criterion number: 30

**5.1.11. Procurement documents**

Address of the procurement documents: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=Am5cgEG6xDp%2FP7IJ7Fu0SA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Am5cgEG6xDp%2FP7IJ7Fu0SA%3D%3D)

**5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Required

Address for submission: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=Am5cgEG6xDp%2FP7IJ7Fu0SA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Am5cgEG6xDp%2FP7IJ7Fu0SA%3D%3D)

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 13:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

**Information about public opening:**

Opening date: 13/05/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

**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: El licitador deberá ajustarse a lo dispuesto para este criterio en el apartado AH del Anexo N°. 1 del PCAP.

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: Junta de Gobierno del Ayuntamiento de Málaga - Tribunal Administrativo de Recursos Contractuales del Ayuntamiento de Málaga

Information about review deadlines: RECURSO ESPECIAL EN MATERIA DE CONTRATACIÓN; 15 DÍAS HÁBILES

Organisation providing more information on the review procedures: Junta de Gobierno del Ayuntamiento de Málaga - Tribunal Administrativo de Recursos Contractuales del Ayuntamiento de Málaga

**5.1. Lot: LOT-0002**

Title: Lote 2. Servicio de diseño, creatividad y planes de medios

Description: Servicio de diseño, creatividad y planes de medios

Internal identifier: 2

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79930000 Specialty design services

Additional classification (cpv): 79341400 Advertising campaign services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

#### 5.1.3. Estimated duration

Duration: 3 Years

#### 5.1.5. Value

Estimated value excluding VAT: 158 369,09 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

#### 5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

#### 5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

#### 5.1.10. Award criteria

##### Criterion:

Type: Price

Description: Criterio Económico 2.

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

Award criterion number: 45

##### Criterion:

Type: Quality

Description: Envío de Creatividades een formato Modificable.

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

Award criterion number: 15

##### Criterion:

Type: Quality

Description: Formación especializada de los profesionales.

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

Award criterion number: 15

##### Criterion:

Type: Quality

Description: Formación Igualdad, violencia de género o desigualdades.

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

Award criterion number: 10

**Criterion:**

Type: Quality

Description: Propuesta Extra de Diseño.

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

Award criterion number: 15

**5.1.11. Procurement documents**

Address of the procurement documents: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=Am5cgEG6xDp%2FP7IJ7Fu0SA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Am5cgEG6xDp%2FP7IJ7Fu0SA%3D%3D)

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Electronic ordering will be used: no

Electronic payment will be used: yes

**5.1.15. Techniques**

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Information about review deadlines: RECURSO ESPECIAL EN MATERIA DE CONTRATACIÓN; 15 DÍAS HÁBILES

Organisation providing more information on the review procedures: Junta de Gobierno del Ayuntamiento de Málaga - Tribunal Administrativo de Recursos Contractuales del Ayuntamiento de Málaga

## 8. Organisations

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### 8.1. ORG-0001

Official name: Junta de Gobierno del Ayuntamiento de Málaga

Registration number: 30557810097781

Registration number: P2906700F

Town: Málaga

Postcode: 29016

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

Contact point: Junta de Gobierno del Ayuntamiento de Málaga

Email: [perfildelcontratante@malaga.eu](mailto:perfildelcontratante@malaga.eu)

Telephone: +34 951927781

Fax: +34 951926572

Internet address: <http://www.malaga.eu>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=DxxxopwdD5gQK2TEfXGy%2BA%3D%3D>

#### Other contact points:

Official name: Tribunal Administrativo de Recursos Contractuales del Ayuntamiento de Málaga

Town: Málaga

Postcode: 29016

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: [tarcaytomalaga@malaga.eu](mailto:tarcaytomalaga@malaga.eu)

Internet address: <https://sede.malaga.eu/es/tramitacion/administracion-publica/detalle-del-tramite/index.html?id=5898&tipoVO=5>

#### Other contact points:

Official name: Tribunal Administrativo de Recursos Contractuales del Ayuntamiento de Málaga

Town: Málaga

Postcode: 29016

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

Email: [tarcaytomalaga@malaga.eu](mailto:tarcaytomalaga@malaga.eu)

Telephone: +34 951927156

Internet address: <https://sede.malaga.eu/es/tramitacion/administracion-publica/detalle-del-tramite/index.html?id=5898&tipoVO=5>

#### Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

## Notice information

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Notice identifier/version: c13ce6ba-8c67-4b34-bdc5-90a8603feced - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 07/04/2026 17:43:06 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 241886-2026

OJ S issue number: 69/2026

Publication date: 09/04/2026