

252731-2026 - Competition

Spain – Advertising campaign services – Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

OJ S 72/2026 14/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico

Email: contratos-bjrd@euskadi.eus

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Description: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Procedure identifier: 447cd16c-840d-4edc-967b-a77e5f1c9e60

Internal identifier: 11/2026-IAF

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Abierto

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 85312300 Guidance and counselling services, 85312320 Counselling services

2.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 537 190,08 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: Situación análoga a la quiebra con arreglo al Derecho nacional

Bankruptcy: Quiebra

Corruption: Corrupción

Arrangement with creditors: Convenio con los acreedores

Participation in a criminal organisation: Participación en una organización delictiva

Agreements with other economic operators aimed at distorting competition: Acuerdos con otros operadores económicos destinados a falsear la competencia

Breaching of obligations in the fields of environmental law: Incumplimiento de obligaciones en materia de Derecho medioambiental

Money laundering or terrorist financing: Blanqueo de capitales o financiación del terrorismo

Fraud: Fraude

Child labour and including other forms of trafficking in human beings: Trabajo infantil y otras formas de trata de seres humanos

Insolvency: Insolvencia

Breaching of obligations in the fields of labour law: Incumplimiento de obligaciones en materia de Derecho laboral

Assets being administered by liquidator: Activos que están siendo administrados por un liquidador

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Que haya incurrido en falsas declaraciones, le haya ocultado información, no esté en condiciones de facilitar los documentos necesarios y haya obtenido información confidencial sobre este procedimiento

Breaching of obligations set under purely national exclusion grounds: Incumplimiento de las obligaciones establecidas en los motivos de exclusión puramente nacionales

Conflict of interest due to its participation in the procurement procedure: Conflicto de intereses debido a su participación en el procedimiento de contratación

Direct or indirect involvement in the preparation of this procurement procedure: Participación, directa o indirecta, en la preparación del presente procedimiento de contratación

Grave professional misconduct: Mala conducta profesional grave

Early termination, damages, or other comparable sanctions: Rescisión anticipada, imposición de daños y perjuicios u otras sanciones comparables

Breaching of obligations in the fields of social law: Incumplimiento de obligaciones en materia de Derecho social

Breaching obligation relating to payment of social security contributions: Incumplimiento de la obligación relacionada con el pago de las contribuciones a la seguridad social

Business activities are suspended: Las actividades empresariales han sido suspendidas

Breaching obligation relating to payment of taxes: Incumplimiento de la obligación relacionada con el pago de impuestos

Terrorist offences or offences linked to terrorist activities: Delitos de terrorismo o delitos ligados a las actividades terroristas

Offence concerning its professional conduct in the domain of defence procurement: Delito relacionado con su conducta profesional en el ámbito de la contratación de defensa

5. Lot

5.1. Lot: LOT-0001

Title: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Description: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 85312300 Guidance and counselling services, 85312320

Counselling services

5.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

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): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Specific yearly turnover

Description of selection criterion: Volumen de negocios anual específico

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Precio

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

Award criterion number: 45

Criterion:

Type: Quality

Description: Propuesta técnica

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

Award criterion number: 49

Criterion:

Type: Quality

Description: Nivel de conocimiento de euskera del personal técnico del proyecto

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

Award criterion number: 6

5.1.11. Procurement documents

Address of the procurement documents: <https://www.contratacion.euskadi.eus>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.contratacion.euskadi.eus/KPELicitacion>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 13/05/2026 12:00:00 (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: 28/05/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Additional information: Apertura sobre B

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: no

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: Órgano Administrativo de Recursos Contractuales

Information about review deadlines: 15 días hábiles

Organisation providing additional information about the procurement procedure: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico

8. Organisations

8.1. ORG-0001

Official name: Órgano Administrativo de Recursos Contractuales

Registration number: 117054.0

Postal address: Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz

Town: Vitoria-Gasteiz

Postcode: 01010
Country subdivision (NUTS): Araba/Álava (ES211)
Country: Spain
Email: oarc@euskadi.eus
Telephone: +34 945019595
Roles of this organisation:
Review organisation

8.1. **ORG-0003**

Official name: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico
Registration number: S4833001C
Postal address: Dpto. Bienestar, Juventud y Reto Demográfico. Dirección de Infancia, Adolescencia y Familias. Donostia - San Sebastian, 1 Araba/Álava - Vitoria-Gasteiz 01010
Town: Vitoria-Gasteiz
Postcode: 01003
Country subdivision (NUTS): Araba/Álava (ES211)
Country: Spain
Contact point: Diana Pedraz Calvo
Email: contratos-bjrd@euskadi.eus
Telephone: 945017730
Internet address: <https://www.contratacion.euskadi.eus>
Buyer profile: <https://www.contratacion.euskadi.eus/>
Roles of this organisation:
Buyer
Organisation providing additional information about the procurement procedure

Notice information

Notice identifier/version: 93bd9217-d74c-43b7-aaf8-3d89eebd2fc0 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 13/04/2026 14:00:03 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish
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