

Spain-Madrid: Advertising services
OJ S 172/2016 07/09/2016
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Contratación del Ministerio de Agricultura, Alimentación y Medio Ambiente y Mesa de Contratación de los Servicios Comunes, de la Secretaría General de Agricultura y Alimentación y de la Secretaría General de Pesca

Postal address: Plaza de San Juan de la Cruz, s/n

Town: Madrid

Postal code: 28071

Country: Spain

Contact person: Junta de Contratación del Ministerio de Agricultura, Alimentación y Medio Ambiente y Mesa de Contratación de los Servicios Comunes, de la Secretaría General de Agricultura y Alimentación y de la Secretaría General de Pesca

E-mail: jmesadec@magrama.es

Internet address(es):

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=W9RdRmTswScQK2TEfXGy%2BA%3D%3D>

Additional information can be obtained from:

Official name: Subdirección General de Promoción Alimentaria — Adela Palomino

Postal address: p.º Infanta Isabel, nº 1

Town: Madrid

Postal code: 28014

Country: Spain

E-mail: apalomino@magrama.es

Telephone: +34 913476701

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Junta de Contratación del Ministerio de Agricultura, Alimentación y Medio Ambiente y Mesa de Contratación de los Servicios Comunes, de la Secretaría General de Agricultura y Alimentación y de la Secretaría General de Pesca

Postal address: Plaza de San Juan de la Cruz, nº 10, Despacho C-111.1

Town: Madrid

Postal code: 28071

Country: Spain

E-mail: jmesadec@magrama.es

Telephone: +34 915976124

Fax: +34 915975996

Tenders or requests to participate must be submitted: Official name: Registro del Ministerio de Agricultura, Alimentación y Medio Ambiente

Postal address: Plaza de San Juan de la Cruz, nº 10, Despacho B-106

Town: Madrid

Postal code: 28071

Country: Spain
E-mail: buzon-regauxsjc@magrama.es
Telephone: +34 915976893
Fax: +34 915975957

I.2. Type of the contracting authority

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

I.3. Main activity

Environment

I.4. Contract award on behalf of other contracting authorities

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Ejecución de las medidas de acompañamiento del Plan de consumo de leche en las escuelas y Evaluación de eficacia de las medidas de acompañamiento así como del conjunto de la estrategia de leche en las escuelas.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

NUTS code ES España

II.1.3. Information about a framework agreement or a dynamic purchasing system

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Ejecución de las medidas de acompañamiento del Plan de consumo de leche en las escuelas y Evaluación de eficacia de las medidas de acompañamiento así como del conjunto de la estrategia de leche en las escuelas.

II.1.6. CPV code(s)

79341000 Advertising services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT: 991 735 EUR

II.2.2. Information about options

II.2.3. Information about renewals

II.3. Duration of the contract or time limit for completion

Duration in months: 30 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Garantía definitiva: 5 %.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Clasificación: no se exige clasificación, no obstante, el empresario podrá acreditar su solvencia indistintamente mediante su clasificación en el Grupo T, Subgrupo 1 y Categoría 3, o bien por los medios que se señalan en los subapartados 14.2.2 y 14.2.3 del Cuadro de Características del Pliego de de Cláusulas Administrativas Particulares que rige el procedimiento.

Capacidad de obrar.

No prohibición para contratar.

No estar incurso en incompatibilidades.

Cumplimiento con las obligaciones con la Seguridad Social.

Cumplimiento con las obligaciones tributarias.

III.2.2. Economic and financial ability

Minimum level(s) of standards possibly required: — Cifra anual de negocio. Descripción: Según lo establecido en el punto 14 2 2 del Cuadro de Características del Pliego de de Cláusulas Administrativas Particulares que rige el procedimiento.

III.2.3. Technical and professional ability

Minimum level(s) of standards possibly required:

— Control por la entidad contratante sobre la capacidad del empresario. Descripción: Según lo establecido en el punto 14 2 3 del Cuadro de Características del Pliego de de Cláusulas Administrativas Particulares que rige el procedimiento.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Criteria below

1. Criterios evaluables de forma automática mediante fórmulas: criterio precio. Weighting 80

2. Criterios evaluables de forma automática mediante fórmulas: criterios distintos al precio..

Weighting 10

3. Criterios no evaluables de forma automática mediante fórmulas: Oferta técnica. Weighting 10

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

2017/S16814002

IV.3.2. Previous publication concerning this procedure

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 10.10.2016 - 14:00

IV.3.4. Time limit for receipt of tenders or requests to participate

10.10.2016 - 14:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Spanish.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 23.11.2016 - 11:00

Place: Postal address: Plaza San Juan de la Cruz, nº 10

Town: Madrid

Postal code: 28071

Country: Spain

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

5.9.2016