

311931-2026 - Competition

Spain – Public relations consultancy services – AM Servicio de asesoría en comunicación externa y planificación del plan de comunicación para la Armada

OJ S 87/2026 06/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Intendencia de Madrid

Email: contratosmadrid@mde.es

Legal type of the buyer: Central government authority

Activity of the contracting authority: Defence

2. Procedure

2.1. Procedure

Title: AM Servicio de asesoría en comunicación externa y planificación del plan de comunicación para la Armada

Description: Servicio de asesoría en comunicación externa y planificación del plan de comunicación para la Armada

Procedure identifier: 4826cd52-24cd-4a65-bcdb-1918c90cb4da

Internal identifier: 2026/AR21U/00000319E

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 72224000 Project management consultancy services, 79411000

General management consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 2 038 287,00 EUR

Maximum value of the framework agreement: 2 038 287,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Arrangement with creditors: Según artículo 57 de la directiva 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: AM Servicio de asesoría en comunicación externa y planificación del plan de comunicación para la Armada

Description: Servicio de asesoría en comunicación externa y planificación del plan de comunicación para la Armada

Internal identifier: 2026/AR21U/00000319E

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 72224000 Project management consultancy services, 79411000

General management consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 3 Years

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: 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: Quality

Description: CONTENIDOS AUDIOVISUALES.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: EXPERIENCIA PERSONAL.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: FORMACIÓN PORTAVOCES Y EQUIPOS.

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

Award criterion number: 5

Criterion:

Type: Price
Description: PRECIO.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 35

Criterion:

Type: Quality
Description: OFERTA TÉCNICA-PROGRAMA TRABAJO.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 35

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=ppXiJUll%2FM6AAM7L03kM8A%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=ppXiJUll%2FM6AAM7L03kM8A%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/06/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Information about public opening:

Opening date: 09/06/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Sala de Juntas de Intendencia de Madrid

Opening date: 23/06/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Sala de Juntas de Intendencia de Madrid

Opening date: 16/06/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Sala de Juntas de Intendencia de Madrid

Terms of contract:

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

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 30

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Intendencia de Madrid - Unidad de Contratación de Intendencia de Madrid

8. Organisations

8.1. ORG-0001

Official name: Intendencia de Madrid

Registration number: 10000140045801

Registration number: S2815001I

Town: Madrid

Postcode: 28014

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Intendencia de Madrid

Email: contratosmadrid@mde.es

Telephone: 913124262

Fax: 913795310

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=8%2FNeC5VfaP4QK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Unidad de Contratación de Intendencia de Madrid

Town: Madrid

Postcode: 28014

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: contratosmadrid@mde.es

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: a9e1053d-5a56-4b5b-b960-35af548de8d6 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 04/05/2026 15:26:55 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

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OJ S issue number: 87/2026

Publication date: 06/05/2026