

## 314574-2026 - Competition

Spain – Advertising and marketing services – Realización de trabajos relacionados con la marca y la estrategia comunicativa de la Universidad del País Vasco / Euskal Herriko Unibertsitatea (UPV/EHU)

OJ S 88/2026 07/05/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: UPV/EHU - Universidad del País Vasco - Gerencia

Email: [contratacion@ehu.eus](mailto:contratacion@ehu.eus)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

### 2. Procedure

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#### 2.1. Procedure

Title: Realización de trabajos relacionados con la marca y la estrategia comunicativa de la Universidad del País Vasco / Euskal Herriko Unibertsitatea (UPV/EHU)

Description: Realización de trabajos relacionados con la marca y la estrategia comunicativa de la Universidad del País Vasco / Euskal Herriko Unibertsitatea (UPV/EHU)

Procedure identifier: 9f662ae8-8beb-4bf1-b0a8-12902f955789

Internal identifier: 72/25 PA

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): 79340000 Advertising and marketing services

Additional classification (cpv): 64200000 Telecommunications services, 72400000 Internet services, 72413000 World wide web (www) site design services, 92110000 Motion picture and video tape production and related 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: 966 000,00 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: 4

The tenderer must submit tenders for all lots

##### Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 4

#### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Según cláusula 13.3.6 de las Condiciones Generales del PCAP

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Lote 1.- Imagen de marca y comunicación corporativa

Description: Realización de trabajos relacionados con la marca y la estrategia comunicativa de la Universidad del País Vasco / Euskal Herriko Unibertsitatea (UPV/EHU)

Internal identifier: 62362

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing 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: 24 Months

#### 5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: 2 de 12 meses cada una

#### 5.1.5. Value

Estimated value excluding VAT: 460 000,00 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): no

#### **5.1.9. Selection criteria**

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Volumen de negocios anual general

#### **5.1.10. Award criteria**

##### **Criterion:**

Type: Cost

Description: Precio

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

Award criterion number: 46

##### **Criterion:**

Type: Cost

Description: Acreditación de euskera

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

Award criterion number: 5

##### **Criterion:**

Type: Quality

Description: Resolución de casos prácticos

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

Award criterion number: 49

#### **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: 08/06/2026 23:59:00 (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: 15/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Additional information: Apertura sobre 2

##### **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: El plazo será de 15 días hábiles. Si se interpone contra el anuncio de licitación comienza a contar desde el día siguiente a su publicación y si contra los pliegos y demás documentos contractuales, desde el día siguiente a su publicación.

Organisation providing additional information about the procurement procedure: UPV/EHU - Universidad del País Vasco - Gerencia

### 5.1. Lot: LOT-0002

Title: Lote 2.- Plataforma para la creación de diseños corporativos

Description: Realización de trabajos relacionados con la marca y la estrategia comunicativa de la Universidad del País Vasco / Euskal Herriko Unibertsitatea (UPV/EHU)

Internal identifier: 62364

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing 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: 24 Months

#### 5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: 2 de 12 meses cada una

#### 5.1.5. Value

Estimated value excluding VAT: 184 000,00 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): no

#### 5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Volumen de negocios anual general

#### 5.1.10. Award criteria

**Criterion:**

Type: Cost

Description: Precio

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

Award criterion number: 46

**Criterion:**

Type: Cost

Description: Acreditación de euskera

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

Award criterion number: 5

**Criterion:**

Type: Quality

Description: Resolución de casos prácticos

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

Award criterion number: 49

#### 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: 08/06/2026 23:59:00 (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: 15/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Additional information: Apertura sobre 2

**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: El plazo será de 15 días hábiles. Si se interpone contra el anuncio de licitación comienza a contar desde el día siguiente a su publicación y si contra los pliegos y demás documentos contractuales, desde el día siguiente a su publicación.

Organisation providing additional information about the procurement procedure: UPV/EHU - Universidad del País Vasco - Gerencia

#### **5.1. Lot: LOT-0003**

Title: Lote 3.- Audiovisuales y servicio de streaming

Description: Realización de trabajos relacionados con la marca y la estrategia comunicativa de la Universidad del País Vasco / Euskal Herriko Unibertsitatea (UPV/EHU)

Internal identifier: 62365

##### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 92110000 Motion picture and video tape production and related services

Additional classification (cpv): 64200000 Telecommunications services, 72400000 Internet 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: 24 Months

##### **5.1.4. Renewal**

Maximum renewals: 2

Other information about renewals: 2 de 12 meses cada una

##### **5.1.5. Value**

Estimated value excluding VAT: 184 000,00 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): no

##### **5.1.9. Selection criteria**

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Volumen de negocios anual general

##### **5.1.10. Award criteria**

**Criterion:**

Type: Cost  
Description: Acreditación de euskera  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 5

**Criterion:**

Type: Cost  
Description: Disponibilidad horaria  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 6

**Criterion:**

Type: Cost  
Description: Precio  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 40

**Criterion:**

Type: Quality  
Description: Resolución de casos prácticos  
Category of award weight criterion: Weight (points, exact)  
Award criterion number: 49

**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: 08/06/2026 23:59:00 (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: 15/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time  
Additional information: Apertura sobre 2

**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: El plazo será de 15 días hábiles. Si se interpone contra el anuncio de licitación comienza a contar desde el día siguiente a su publicación y si contra los pliegos y demás documentos contractuales, desde el día siguiente a su publicación.

Organisation providing additional information about the procurement procedure: UPV/EHU - Universidad del País Vasco - Gerencia

#### **5.1. Lot: LOT-0004**

Title: Lote 4.- Analítica y posicionamiento web

Description: Realización de trabajos relacionados con la marca y la estrategia comunicativa de la Universidad del País Vasco / Euskal Herriko Unibertsitatea (UPV/EHU)

Internal identifier: 62366

##### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 72413000 World wide web (www) site design 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: 24 Months

##### **5.1.4. Renewal**

Maximum renewals: 2

Other information about renewals: 2 de 12 meses cada una

##### **5.1.5. Value**

Estimated value excluding VAT: 138 000,00 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): no

##### **5.1.9. Selection criteria**

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Volumen de negocios anual general

##### **5.1.10. Award criteria**

###### **Criterion:**

Type: Cost

Description: Precio

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

Award criterion number: 51

**Criterion:**

Type: Quality

Description: Resolución de casos prácticos

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

Award criterion number: 49

**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: 08/06/2026 23:59:00 (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: 15/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Additional information: Apertura sobre 2

**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: El plazo será de 15 días hábiles. Si se interpone contra el anuncio de licitación comienza a contar desde el día siguiente a su publicación y si contra los pliegos y demás documentos contractuales, desde el día siguiente a su publicación.

Organisation providing additional information about the procurement procedure: UPV/EHU - Universidad del País Vasco - Gerencia

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## 8. Organisations

**8.1. ORG-0001**

Official name: Órgano Administrativo de Recursos Contractuales

Registration number: 117692.0

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](mailto:oarc@euskadi.eus)

Telephone: +34 945019595

**Roles of this organisation:**

Review organisation

**8.1. ORG-0003**

Official name: UPV/EHU - Universidad del País Vasco - Gerencia

Registration number: Q4818001B

Postal address: Edificio Rectorado, Barrio Sarriena,s/n. C.P. 48940 Leioa (Bizkaia)

Town: Leioa

Postcode: 48940

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

Contact point: Jone Amonarriz Zubeldia (con copia obligatoria a [contratacion@ehu.eus](mailto:contratacion@ehu.eus) y a [mariadelmar.ramos@ehu.eus](mailto:mariadelmar.ramos@ehu.eus))

Email: [contratacion@ehu.eus](mailto:contratacion@ehu.eus)

Telephone: +34 946012051

Internet address: <http://www.ehu.es/>

Buyer profile: <https://www.contratacion.euskadi.eus/>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

## Notice information

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Notice identifier/version: c7c3f180-1740-41a2-a874-040d66926227 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 06/05/2026 13:15:03 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

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Publication date: 07/05/2026