

316434-2026 - Competition

Spain – Advertising campaign services – Servicios de formación para dar soporte a las acciones que se han diseñado en el marco del proyecto piloto ADAPTACALOR-CV.

OJ S 89/2026 08/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Dirección Ejecutiva de la Fundación Centro de Estudios Ambientales del Mediterráneo

Email: info@ceam.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Environmental protection

2. Procedure

2.1. Procedure

Title: Servicios de formación para dar soporte a las acciones que se han diseñado en el marco del proyecto piloto ADAPTACALOR-CV.

Description: Conforme los pliegos que rigen la presente licitación.

Procedure identifier: 72cbdc13-7f90-47d9-ac9c-49d9fb03c014

Internal identifier: CMAYOR/2026/CEAM0/0004

Type of procedure: Open

The procedure is accelerated: yes

Justification for the accelerated procedure: Conforme los pliegos que rigen la presente licitación.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 22462000 Advertising material, 79341000 Advertising services, 79341200 Advertising management services, 79342200 Promotional services, 80540000

Environmental training services, 92111200 Advertising, propaganda and information film and video-tape production, 92111260 Information video-tape production

2.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 250 000,00 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: 5

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 5

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching obligation relating to payment of social security contributions: Conforme los pliegos que rigen la presente licitación.

5. Lot

5.1. Lot: LOT-0001

Title: Lote 1: Diseño, producción y ejecución de una campaña de información, difusión y sensibilización sobre riesgos por temperaturas extremas en verano y medidas preventivas.

Description: Conforme los pliegos que rigen la presente licitación.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 22462000 Advertising material, 79341000 Advertising services, 79341200 Advertising management services, 79342200 Promotional services, 92111200

Advertising, propaganda and information film and video-tape production, 92111260

Information video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 6 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 73 000,00 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

5.1.7. 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: CO1: Mejor precio de los trabajos a realizar sin contar con el material promocional.

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

Award criterion number: 25

Criterion:

Type: Price

Description: CO2: Mejor precio del material promocional con el marcaje incluido.

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

Award criterion number: 25

Criterion:

Type: Quality

Description: CS1: Propuesta creativa de imagen gráfica de campaña..

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

Award criterion number: 10

Criterion:

Type: Quality

Description: CS2: Plan de creación audiovisual .

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

Award criterion number: 10

Criterion:

Type: Quality

Description: CS3: Plan de creación de infografías y cartelería.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: CS4: Plan de creación del microsite para la difusión de la campaña..

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

Award criterion number: 10

Criterion:

Type: Quality

Description: CS5: Plan de suministro del material promocional..

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

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=JN7zreJ3gOAwYTJJ03sHog%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=JN7zreJ3gOAwYTJJ03sHog%3D%3D

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

Electronic catalogue: 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: 15/06/2026 23:59:00 (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: Conforme apartado 18 del CCP..

Electronic invoicing: Not allowed

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

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Dirección Ejecutiva de la Fundación Centro de Estudios Ambientales del Mediterráneo - Fundación Centro de Estudios Ambientales del Mediterráneo - CEAM

Information about review deadlines: hasta 2026-05-28+02:00

5.1. Lot: LOT-0002

Title: Lote 2: Diseño, implementación y evaluación de un programa educativo, la producción de materiales didácticos y la organización de eventos formativos sobre los riesgos en salud asociados a las temperaturas extremas en verano, dirigido a estudiantes y su uso por personal docente.

Description: Conforme los pliegos que rigen la presente licitación.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 22462000 Advertising material, 79341000 Advertising services, 79341200 Advertising management services, 79342200 Promotional services, 80540000 Environmental training services, 92111200 Advertising, propaganda and information film and video-tape production, 92111260 Information video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 6 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 53 000,00 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

5.1.7. 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: CO1: Coste unitario por bloque formativo .

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

Award criterion number: 40

Criterion:

Type: Quality

Description: CO2: Experiencia del coordinador/a técnico/a adscrito/a al contrato en programas similares en centros educativos con menores..

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS1: Plan de diseño pedagógico.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS2: Plan docente e implementación.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS3: Propuesta ejemplo de material didáctico.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS4: Plan de evaluación .

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

Award criterion number: 6

Criterion:

Type: Quality

Description: CS5: Descripción de la gestión de calidad y salvaguarda:.

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

Award criterion number: 6

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=JN7zreJ3gOAwYTJJ03sHog%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=JN7zreJ3gOAwYTJJ03sHog%3D%3D

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

Electronic catalogue: 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: 15/06/2026 23:59:00 (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: Conforme apartado 18 del CCP..

Electronic invoicing: Not allowed

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

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Dirección Ejecutiva de la Fundación Centro de Estudios Ambientales del Mediterráneo - Fundación Centro de Estudios Ambientales del Mediterráneo - CEAM

Information about review deadlines: hasta 2026-05-28+02:00

5.1. Lot: LOT-0003

Title: Lote 3: Evaluación y gestión preventiva del estrés térmico por calor extremo en trabajos municipales al aire libre.

Description: Conforme los pliegos que rigen la presente licitación.

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 22462000 Advertising material, 79341000 Advertising services, 79341200 Advertising management services, 79342200 Promotional services, 80540000 Environmental training services, 92111200 Advertising, propaganda and information film and video-tape production, 92111260 Information video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 6 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 45 000,00 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

5.1.7. 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: CO1: Coste unitario por ayuntamiento .

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

Award criterion number: 40

Criterion:

Type: Quality

Description: CO2: Experiencia de la persona adscrita a la Dirección técnica / Coordinación del proyecto en actuaciones similares.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS1: Metodología de evaluación del estrés térmico.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS2: Plan de prevención y recomendaciones. Esquema ejemplo de protocolo de recomendaciones o Plan de Acción frente al calor.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS3: Plan de formación, información y simulacros.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS4: Gestión de calidad y cumplimiento.

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

Award criterion number: 12

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=JN7zreJ3gOAwYTJJ03sHog%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=JN7zreJ3gOAwYTJJ03sHog%3D%3D

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

Electronic catalogue: 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: 15/06/2026 23:59:00 (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: Conforme apartado 18 del CCP..

Electronic invoicing: Not allowed

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

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Dirección Ejecutiva de la Fundación Centro de Estudios Ambientales del Mediterráneo - Fundación Centro de Estudios Ambientales del Mediterráneo - CEAM

5.1. Lot: LOT-0004

Title: Lote 4: Diagnóstico territorial y social de vulnerabilidades de la población frente al calor extremo y el diseño y desarrollo de procesos participativos de la ciudadanía en el ámbito de la reducción de los riesgos asociados al estrés térmico

Description: Conforme los pliegos que rigen la presente licitación.

Internal identifier: 4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 22462000 Advertising material, 79341000 Advertising services, 79341200 Advertising management services, 79342200 Promotional services, 80540000

Environmental training services, 92111200 Advertising, propaganda and information film and video-tape production, 92111260 Information video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 6 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 44 000,00 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

5.1.7. 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: CO1: Coste unitario por municipio tipo .

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

Award criterion number: 40

Criterion:

Type: Quality

Description: CO2: Experiencia de la persona adscrita como especialista en análisis territorial y SIG / diagnóstico urbano-social en actuaciones similares.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS1: Metodología propuesta de diagnosis territorial-social y cartografía SIG.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS2: Análisis propuesto para la identificación y clasificación de espacios climáticos e itinerarios de confort..

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS3: Propuesta de modelo de gobernanza y formato de activación.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS4: Plan de diseño de los procesos participativos y evaluación de impacto, y gestión de calidad.

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

Award criterion number: 12

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=JN7zreJ3gOAwYTJJ03sHog%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=JN7zreJ3gOAwYTJJ03sHog%3D%3D

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

Electronic catalogue: 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: 15/06/2026 23:59:00 (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: Conforme apartado 18 del CCP..

Electronic invoicing: Not allowed

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

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Dirección Ejecutiva de la Fundación Centro de Estudios Ambientales del Mediterráneo - Fundación Centro de Estudios Ambientales del Mediterráneo - CEAM

Information about review deadlines: hasta 2026-05-28+02:00

5.1. Lot: LOT-0005

Title: Lote 5: Diseño, puesta en marcha, dinamización y evaluación de una red de voluntariado vecinal de respuesta y apoyo ante episodios de calor extremo, con enfoque de prevención de riesgos y resiliencia comunitaria a escala de barrio.

Description: Conforme los pliegos que rigen la presente licitación.

Internal identifier: 5

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 22462000 Advertising material, 79341000 Advertising services, 79341200 Advertising management services, 79342200 Promotional services, 80540000

Environmental training services, 92111200 Advertising, propaganda and information film and video-tape production, 92111260 Information video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 6 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 35 000,00 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

5.1.7. 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: CO1: Coste unitario por barrio .

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

Award criterion number: 40

Criterion:

Type: Quality

Description: CO2: Experiencia de la persona adscrita en programas que involucren al voluntariado.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS1: Plan de captación del voluntariado y propuesta de actividades.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS2: Plan de formación del voluntariado.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS3: Propuesta básica de un plan de activación y coordinación.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: CS4: Plan de evaluación e indicadores, plan de calidad y trazabilidad, y disponibilidad de uniformidad y calidad.

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

Award criterion number: 12

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=JN7zreJ3gOAwYTJJ03sHog%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=JN7zreJ3gOAwYTJJ03sHog%3D%3D

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

Electronic catalogue: 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: 15/06/2026 23:59:00 (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: Conforme apartado 18 del CCP..

Electronic invoicing: Not allowed

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

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Dirección Ejecutiva de la Fundación Centro de Estudios Ambientales del Mediterráneo - Fundación Centro de Estudios Ambientales del Mediterráneo - CEAM

Information about review deadlines: hasta 2026-05-28+02:00

8. Organisations

8.1. ORG-0001

Official name: Dirección Ejecutiva de la Fundación Centro de Estudios Ambientales del Mediterráneo

Registration number: 50980270141787

Registration number: G46957213

Town: Paterna

Postcode: 46980

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

Contact point: Dirección Ejecutiva de la Fundación Centro de Estudios Ambientales del Mediterráneo

Email: info@ceam.es

Telephone: +34 609644051

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

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=%2FCx56VJKimYQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Fundación Centro de Estudios Ambientales del Mediterráneo - CEAM

Town: Paterna, Valencia.

Postcode: 46980

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: 28e97495-5ac9-4e9c-b92a-61aaef4742e8 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 07/05/2026 10:40:37 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 316434-2026

OJ S issue number: 89/2026

Publication date: 08/05/2026