

318333-2026 - Competition

Portugal – Advertising campaign services – Aquisição de serviços para a difusão da campanha de sensibilização no âmbito do Programa "Aldeia Segura e Pessoas Seguras" (PRR)

OJ S 89/2026 08/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Autoridade Nacional de Emergência e Proteção Civil

Email: geral@prociv.pt

Legal type of the buyer: Central government authority

Activity of the contracting authority: Public order and safety

2. Procedure

2.1. Procedure

Title: Aquisição de serviços para a difusão da campanha de sensibilização no âmbito do Programa "Aldeia Segura e Pessoas Seguras" (PRR)

Description: Aquisição de serviços para a difusão da campanha de sensibilização no âmbito do Programa "Aldeia Segura e Pessoas Seguras" (PRR)

Procedure identifier: 1723d035-b31a-4a87-9ba2-75b89260b326

Internal identifier: 28/ANEPC/2026

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Nos termos previstos das peças de concurso

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Town: Lisboa

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

2.1.3. Value

Estimated value excluding VAT: 200 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Aquisição de serviços para a difusão da campanha de sensibilização no âmbito do Programa "Aldeia Segura e Pessoas Seguras" (PRR)

Description: Aquisição de serviços para a difusão da campanha de sensibilização no âmbito do Programa "Aldeia Segura e Pessoas Seguras" (PRR)

Internal identifier: 28/ANEPC/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Town: Lisboa

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

5.1.3. Estimated duration

Duration: 45 Days

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 200 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Cost

Name: Outros

Description: Número total de inserções TV em prime time

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

Award criterion number: 25

Criterion:

Type: Cost

Name: Outros

Description: Número total de inserções TV canais generalistas nacionais de acesso não codificado livre

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

Award criterion number: 15

Criterion:

Type: Cost

Name: Outros

Description: Número total de inserções TV canais generalistas nacionais de acesso não codificado com assinatura

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

Award criterion number: 10

Criterion:

Type: Cost

Name: Outros

Description: Gross Rating Points (GRP) em televisão

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

Award criterion number: 10

Criterion:

Type: Cost

Name: Outros

Description: Número total de inserções em rádios nacionais generalistas

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

Award criterion number: 10

Criterion:

Type: Cost

Name: Outros

Description: Número total de inserções em rádios nacionais/regionais temáticas

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

Award criterion number: 10

Criterion:

Type: Cost

Name: Outros

Description: Número total de inserções em rádios locais

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

Award criterion number: 15

Criterion:

Type: Cost

Name: Outros

Description: Número total de inserções em imprensa escrita

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

Award criterion number: 5

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: <https://community.vortal.biz/Public/public-tender-documents>

[/UHIZd0IPaE1oeVdhaHFKZ0N5Y2IQYTI5cHNTWkdDTzRBZHF1RDI4THF4dnpTRituMct](https://community.vortal.biz/Public/public-tender-documents/UHIZd0IPaE1oeVdhaHFKZ0N5Y2IQYTI5cHNTWkdDTzRBZHF1RDI4THF4dnpTRituMct)

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://community.vortal.biz/public/>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 20/05/2026 23:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 66 Days

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: Nos termos previstos das peças de concurso

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: Nos termos previstos das peças de concurso

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: Autoridade Nacional de Emergência e Proteção Civil

Information about review deadlines: 5 dias

8. Organisations

8.1. ORG-0001

Official name: Autoridade Nacional de Emergência e Proteção Civil

Registration number: 600082490

Postal address: Av. Do Forte

Town: Oeiras

Postcode: 2794-112

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

Email: geral@prociv.pt

Telephone: 214247100

Fax: 214247180

Internet address: <https://www.prociv.pt>

Information exchange endpoint (URL): <https://community.vortal.biz/public/>

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: Imprensa Nacional-Casa da Moeda, S. A. (INCM)

Registration number: 500792887

Department: Unidade do Diário da República

Postal address: Avenida António José de Almeida

Town: Lisboa

Postcode: 1000-042

Country subdivision (NUTS): Área Metropolitana de Lisboa (PT170)

Country: Portugal

Contact point: Ponto de contacto

Email: 2serie@diariodarepublica.pt

Telephone: +351 217810870

Fax: +351 213945716

Internet address: <https://diariodarepublica.pt>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 26021a37-21a4-4473-a067-3cbde8784983 - 01

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