

372313-2026 - Competition

Spain – Advertising and marketing services – Servicio de contratación de agencias de comunicación para planes y campañas de comunicación externa y de marca, servicios especializados en comunicación interna y cultura organizativa, producción de productos corporativos, asesorías de comunicación y Workshops de comunicación para la UOC.

OJ S 103/2026 01/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Fundació per a la Universitat Oberta de Catalunya

Email: contractacio@uoc.edu

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Servicio de contratación de agencias de comunicación para planes y campañas de comunicación externa y de marca, servicios especializados en comunicación interna y cultura organizativa, producción de productos corporativos, asesorías de comunicación y Workshops de comunicación para la UOC.

Description: La UOC encarga al contratista la realización de acciones de comunicación corporativa basadas en los briefings que proporciona la Universidad. Cada proyecto tendrá un responsable de la UOC que coordinará el trabajo y definirá necesidades, formatos y criterios estéticos. El contratista deberá desarrollar las piezas y acciones comunicativas siguiendo el libro de estilo y la narrativa de marca de la UOC. El servicio incluye actividades de comunicación integradas en planes o proyectos, pero no abarca campañas publicitarias ni servicios autónomos de diseño gráfico o producción audiovisual.

Procedure identifier: c9b68beb-d008-4df7-8aa6-b2c24dfa5786

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79340000 Advertising and marketing services, 79340000

Advertising and marketing services, 79340000 Advertising and marketing services, 79340000

Advertising and marketing services

2.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Cataluña

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Country: Spain
Anywhere in the given country
Additional information: Cataluña

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: 1

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Lote 1
Description: Planes y campañas de comunicación externa y de marca

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: Spain
Anywhere in the given country
Additional information: Cataluña

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

Languages in which tenders or requests to participate may be submitted: Catalan, Spanish, English, Occitan

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/06/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 6 Months

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: 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: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: Recurso especial en materia de contratación ante el Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este recurso que se contiene en la LCSP y en el plazo de quince (15) días hábiles a contar según lo dispuesto en el artículo 50 de la LCSP o, alternatively, Recurso Contencioso-Administrativo ante los Juzgados Contenciosos-Administrativos de Barcelona en el plazo máximo de dos (2) meses a contar desde el día siguiente al de su notificación, de conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio, Reguladora de la Jurisdicción Contencioso-Administrativa

5.1. Lot: LOT-0002

Title: Lote 2

Description: Servicios especializados en comunicación interna y cultura organizativa

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: Spain

Anywhere in the given country

Additional information: Cataluña

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

Languages in which tenders or requests to participate may be submitted: Catalan, Spanish, English, Occitan

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/06/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 6 Months

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: 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: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: Recurso especial en materia de contratación ante el Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este recurso que se contiene en la LCSP y en el plazo de quince (15) días hábiles a contar según lo dispuesto en el artículo 50 de la LCSP o, alternatively, Recurso Contencioso-Administrativo ante los Juzgados Contenciosos-Administrativos de Barcelona en el plazo máximo de dos (2) meses a contar desde el día siguiente al de su notificación, de conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio, Reguladora de la Jurisdicción Contencioso-Administrativa

5.1. Lot: LOT-0003

Title: Lote 3

Description: Producción de productos corporativos.

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: Spain

Anywhere in the given country

Additional information: Cataluña

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

Languages in which tenders or requests to participate may be submitted: Catalan, Spanish, English, Occitan

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/06/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 6 Months

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: 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: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: Recurso especial en materia de contratación ante el Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este recurso que se contiene en la LCSP y en el plazo de quince (15) días hábiles a contar según lo dispuesto en el artículo 50 de la LCSP o, alternatively, Recurso Contencioso-Administrativo ante los Juzgados Contenciosos-Administrativos de Barcelona en el plazo máximo de dos (2) meses a contar desde el día siguiente al de su notificación, de conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio, Reguladora de la Jurisdicción Contencioso-Administrativa

5.1. Lot: LOT-0004

Title: Lote 4

Description: Asesoría estratégica de comunicación.

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: Spain

Anywhere in the given country

Additional information: Cataluña

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

Languages in which tenders or requests to participate may be submitted: Catalan, Spanish, English, Occitan

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/06/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 6 Months

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: 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: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: Recurso especial en materia de contratación ante el Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este recurso que se contiene en la LCSP y en el plazo de quince (15) días hábiles a contar según lo dispuesto en el artículo 50 de la LCSP o, alternatively, Recurso Contencioso-Administrativo ante los Juzgados Contenciosos-Administrativos de Barcelona en el plazo máximo de dos (2) meses a contar desde el día siguiente al de su notificación, de conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio, Reguladora de la Jurisdicción Contencioso-Administrativa

5.1. Lot: LOT-0005

Title: Lote 5

Description: Workshops de comunicación.

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: Spain

Anywhere in the given country

Additional information: Cataluña

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/1079508>

Languages in which tenders or requests to participate may be submitted: Catalan, Spanish, English, Occitan

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/06/2026 14:00:00 (UTC+01:00) Central European Time,
Western European Summer Time

Duration during which the tender must remain valid: 6 Months

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: 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: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: Recurso especial en materia de contratación ante el Tribunal Catalán de Contratos del Sector Público, de acuerdo con la regulación de este recurso que se contiene en la LCSP y en el plazo de quince (15) días hábiles a contar según lo dispuesto en el artículo 50 de la LCSP o, alternatively, Recurso Contencioso-Administrativo ante los Juzgados Contenciosos-Administrativos de Barcelona en el plazo máximo de dos (2) meses a contar desde el día siguiente al de su notificación, de conformidad con lo previsto en los artículos 8 y 46 de la Ley 29/1998, de 13 de julio, Reguladora de la Jurisdicción Contencioso-Administrativa

8. Organisations

8.1. ORG-0001

Official name: Fundació per a la Universitat Oberta de Catalunya

Registration number: 1079508

Postal address: Rambla del Poblenou

Town: No consta

Postcode: 08018

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: contractacio@uoc.edu

Telephone: 933263600

Fax: 934176495

Internet address: www.uoc.edu

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: 999999999

Postal address: del Foc

Town: No consta

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: tccsp@gencat.cat

Telephone: 933162000

Internet address: <https://contractacio.gencat.cat/ca/contacte/tccsp/>

Roles of this organisation:

Review organisation

Notice information

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