

375219-2026 - Result

Portugal – Advertising campaign services – Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

OJ S 104/2026 02/06/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Instituto da Conservação da Natureza e das Florestas, IP

Email: geral@icnf.pt

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: Environmental protection

2. Procedure

2.1. Procedure

Title: Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

Description: Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

Procedure identifier: 65897a78-1dff-468f-93bf-e3e31ec8084b

Previous notice: 209736-2026

Internal identifier: CP/05/2026/ICNF/SEDE

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Conforme peças do procedimento

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Extra-Regio NUTS 3 (PTZZZ)

Country: Portugal

2.1.3. Value

Estimated value excluding VAT: 600 200,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

Description: Aquisição de serviços para difusão de publicidade institucional, no âmbito da campanha de sensibilização para a redução dos incêndios rurais

Internal identifier: CP/05/2026/ICNF/SEDE

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Extra-Regio NUTS 3 (PTZZZ)

Country: Portugal

5.1.3. Estimated duration

Duration: 170 Days

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 600 200,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Outros

Description: Preço

Description of the method to be used if weighting cannot be expressed by criteria: Conforme peças do procedimento

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: Instituto da Conservação da Natureza e das Florestas, IP

Information about review deadlines: Conforme peças do procedimento

6. Results

Value of all contracts awarded in this notice: 548 899,00 EUR

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Nova Expressão – Planeamento de Media e Publicidade, S. A.

Tender:

Tender identifier: 0.0
Identifier of lot or group of lots: LOT-0000
Value of the tender: 548 899,00 EUR
Subcontracting: No
Contract information:
Identifier of the contract: 46/ICNF/2026
Date of the conclusion of the contract: 29/05/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders
Number of tenders or requests to participate received: 3
Type of received submissions: Tenders from micro, small or medium tenderers
Number of tenders or requests to participate received: 3
Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area
Number of tenders or requests to participate received: 0
Type of received submissions: Tenders submitted electronically
Number of tenders or requests to participate received: 3
Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer
Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: Instituto da Conservação da Natureza e das Florestas, IP
Registration number: 510342647
Postal address: Av. Dr. Alfredo Magalhães Ramalho, nº 1
Town: Lisboa
Postcode: 1495-165
Country subdivision (NUTS): Grande Lisboa (PT1A0)
Country: Portugal
Email: geral@icnf.pt
Telephone: 213124800
Fax: 213124800
Internet address: <https://www.icnf.pt/>
Information exchange endpoint (URL): <https://community.vortal.biz/public/>

Roles of this organisation:

Buyer
Review organisation

8.1. ORG-0003

Official name: Nova Expressão – Planeamento de Media e Publicidade, S. A.
Size of the economic operator: Medium
Registration number: 503160300
Postal address: Av. Marquês de Tomar 2, 8º e 9º
Town: Lisboa
Postcode: 1050-155
Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0000

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: d51091d0-d199-4542-bbe4-32c87a3bf712 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 29/05/2026 16:37:23 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Portuguese

Notice publication number: 375219-2026

OJ S issue number: 104/2026

Publication date: 02/06/2026