

**Spain-Oviedo: Advertising and marketing services**

OJ S 183/2021 21/09/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Presidencia de la Confederación Hidrográfica del Cantábrico

National registration number: Q3317001J

Postal address: Plaza de España, 2

Town: Oviedo

NUTS code: ES120 Asturias

Postal code: 33007

Country: Spain

Contact person: Presidencia de la Confederación Hidrográfica del Cantábrico

E-mail: [sg.servicio.contratacion@chcantabrico.es](mailto:sg.servicio.contratacion@chcantabrico.es)

Telephone: +34 985968400

Fax: +34 985968405

**Internet address(es):**Main address: <http://www.chcantabrico.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=TJWYL5ANbHg%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=Y4Ho%2BIMhxBCiEJrVRqloyA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Y4Ho%2BIMhxBCiEJrVRqloyA%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=TJWYL5ANbHg%3D>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Environment

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Servicio de actuaciones de comunicación y divulgación de la Confederación Hidrográfica del Cantábrico, O.A. 2021-2023

Reference number: N1.908.016/8811

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de actuaciones de comunicación y divulgación de la Confederación Hidrográfica del Cantábrico, O.A. 2021-2023

**II.1.5. Estimated total value**

Value excluding VAT: 455 988,18 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services

**II.2.3. Place of performance**

NUTS code: ES España

Main site or place of performance: Prestación de los servicios - en oficinas del consultor, salvo aquellas que se deben prestar en la sede de la Confederación Hidrográfica del Cantábrico.PI. de España, 2. Oviedo. 33007

**II.2.4. Description of the procurement**

Servicio de actuaciones de comunicación y divulgación de la Confederación Hidrográfica del Cantábrico, O.A. 2021-2023

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: 1. Análisis general de la oferta técnica / Weighting: 5

Quality criterion - Name: 2. Análisis de la planificación de los trabajos / Weighting: 7.5

Quality criterion - Name: 3. Análisis inicial de la situación / Weighting: 7.5

Quality criterion - Name: 4. Análisis de la propuesta inicial / Weighting: 20

Cost criterion - Name: 6. Experiencia licenciado C. de la información / Weighting: 10

Cost criterion - Name: 7. Experiencia licenciado/grado marketing... / Weighting: 10

Cost criterion - Name: 5. Precio / Weighting: 40

**II.2.6. Estimated value**

Value excluding VAT: 455 988,18 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Eventual prórroga de 24 meses

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

Para las empresas extranjeras, declaración de sometimiento a la legislación española.

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Cifra anual de negocio

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Trabajos realizados

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

Consideraciones de tipo social. Descripción: Favorecer la mayor participación de la mujer en el mercado laboral y la conciliación del trabajo y la vida familiar

Sometimiento del contratista a la normativa de protección de datos. Descripción: Se prohíbe expresamente el acceso o cualquier otro tratamiento de datos personales por parte del contratista

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

## **IV.2. Administrative information**

### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 18/10/2021 Local time: 14:00

### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

### **IV.2.7. Conditions for opening of tenders**

Date: 09/11/2021 Local time: 09:30

Place:

Videoconferencia

Datos de Dirección:

Calle:

CP:

Población:

País:

Information about authorised persons and opening procedure: Descripción:

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda. General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

### **VI.5. Date of dispatch of this notice**

16/09/2021