

**Spain-Madrid: Public-opinion polling services**

OJ S 233/2017 05/12/2017

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Dirección General de Racionalización y Centralización de la Contratación

National registration number: S2801213F

Postal address: C/ Alcalá, 9

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28014

Country: Spain

Contact person: Dirección General de Racionalización y Centralización de la Contratación

E-mail: [secretaria.contratacioncentralizada@minhafp.es](mailto:secretaria.contratacioncentralizada@minhafp.es)

Fax: +34 915958850

**Internet address(es):**Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=IXa3tQsTNgEQK2TEfXGy%2BA%3D%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=ITOdTjDmlg8QK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=ITOdTjDmlg8QK2TEfXGy%2BA%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=IXa3tQsTNgEQK2TEfXGy%2BA%3D%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**

General public services

**Section II: Object**

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

Servicio de evaluacion ex post de las campañas de publicidad institucional

Reference number: 47/17

**II.1.2. Main CPV code**

79320000 Public-opinion polling services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de evaluacin ex post de las campañas de publicidad institucional.

**II.1.5. Estimated total value**

Value excluding VAT: 770 578,51 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.3. Place of performance**

NUTS code: ES300 Madrid

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

Servicio de evaluación ex post de las campañas de publicidad institucional.

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Metodología CAPI / Weighting: 50

Cost criterion - Name: Metodología CAWI / Weighting: 20

Cost criterion - Name: Metodología CATI / Weighting: 30

**II.2.6. Estimated value**

Value excluding VAT: 770 578,51 EUR

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

Start: 31/03/2018 End: 31/03/2020

This contract is subject to renewal: no

**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:

- L3-2 Encuestas, toma de datos y servicios análogos (igual o superior a 150 000 EUR e inferior a 300 000 EUR),
- Cifra anual de negocio. Descripción: De acuerdo con lo establecido en el PCAP, cláusula VI 3 2.

Minimum level(s) of standards possibly required:

Umbral: 500 000. Expresión: EUR.

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

List and brief description of selection criteria:

- L3-2 Encuestas, toma de datos y servicios análogos (igual o superior a 150 000 EUR e inferior a 300 000 EUR),
- Trabajos realizados. Descripción: De acuerdo con lo establecido en el PCAP, IVA excluido.

Minimum level(s) of standards possibly required:

Umbral: 156 000. Expresión: EUR.

## **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: 08/01/2018 Local time: 18:00

#### **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: 15/02/2018 Local time: 11:00

Place:

Salón de Actos de la Subsecretaría

Datos de dirección: c/ Alcalá, 5

Población: 28014 Madrid

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Ministerio de Hacienda y Función Pública

Postal address: C/ Alcalá, 5

Town: Madrid

Postal code: 28014

Country: Spain

#### VI.4.4. Service from which information about the review procedure may be obtained

Official name: Mnisterio de Hacienda y Función Pública

Postal address: C/ Alcalá, 5

Town: Madrid

Postal code: 28014

Country: Spain

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

01/12/2017