

**Portugal-Carnaxide: Advertising campaign services**  
**OJ S 154/2023 11/08/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Autoridade Nacional de Emergência e Proteção Civil

National registration number: 600082490

Postal address: Avenida do Forte

Town: Carnaxide

NUTS code: PT Portugal

Postal code: 2794-112

Country: Portugal

E-mail: [geral@prociv.pt](mailto:geral@prociv.pt)

**Internet address(es):**

Main address: [www.prociv.pt](http://www.prociv.pt)

**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

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**Section II: Object**

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

**II.1.1. Title**

CONCURSO PÚBLICO COM PUBLICAÇÃO DE ANÚNCIO NO JOUE - PROCEDIMENTO N.º 56/ANEPC/2023 AQUISIÇÃO DE SERVIÇOS PARA CAMPANHA DE SENSIBILIZAÇÃO NO ÂMBITO DOS PROGRAMAS "ALDEIA SEGURA" E "PESSOAS SEGURAS" NO ÂMBITO DO PRR

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

AQUISIÇÃO DE SERVIÇOS PARA CAMPANHA DE SENSIBILIZAÇÃO NO ÂMBITO DOS PROGRAMAS

"ALDEIA SEGURA" E "PESSOAS SEGURAS" NO ÂMBITO DO PRR

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 260 000,00 EUR

## **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: PT Portugal

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

A constante nas peças do procedimento

### **II.2.5. Award criteria**

Quality criterion - Name: i) ITVPT - Número total de Inserções em prime time na televisão / Weighting: 30%

Quality criterion - Name: ii) ITVTOT - Número total de inserções na televisão / Weighting: 20%

Quality criterion - Name: iii) TVGRP - Gross Rating Points em televisão / Weighting: 20%

Quality criterion - Name: iv) IRN - Número total de Inserções em Rádios Nacionais / Weighting : 10%

Quality criterion - Name: v) IRR - Número total de Inserções em Rádios Regionais / Weighting: 5%

Quality criterion - Name: vi) IRL - Número total de Inserções em Rádios Locais / Weighting: 10 %

Quality criterion - Name: ii) IMPRL - Número total de Inserções na Imprensa Regional / Loca / Weighting: 5 %

Price - Weighting: 0

### **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: yes

Identification of the project: PROJETO PRR 12453

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

## **Section IV: Procedure**

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

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

Open procedureAccelerated procedureJustification:  
Nº 3 do Art. 136.º do CCP

#### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 105-328125](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

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## **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Contract No:** 10168529

**Title:**

aquisição de serviços para campanha de sensibilização no âmbito dos programas "Aldeia Segura" e "Pessoas Seguras"

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

31/07/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: NOVA EXPRESSÃO- Planeamento de Meios e Publicidade , S.A.,

Postal address: Beco do Grilo n2 8

Town: Lisboa

NUTS code: PT Portugal

Postal code: 1950-140

Country: Portugal

The contractor is an SME: yes

##### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 260 000,00 EUR

Total value of the contract/lot: 260 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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

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

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

Official name: Secretária de Estado da Proteção Civil

Postal address: Praça do Comércio

Town: Lisboa

Postal code: 1149 015

Country: Portugal

E-mail: [gabinete.sepc@mai.gov.pt](mailto:gabinete.sepc@mai.gov.pt)

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

07/08/2023