

**Spain-Palma: Public relations services**  
**OJ S 187/2022 28/09/2022**  
**Contract notice**  
**Services**

**Legal Basis:**  
Directive 2014/24/EU

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## **Section I: Contracting authority**

### **I.1. Name and addresses**

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)  
National registration number: Q5755004H  
Postal address: Rita Levi, s/n  
Town: Palma  
NUTS code: ES532 Mallorca  
Postal code: 07121  
Country: Spain  
Contact person: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)  
E-mail: [juridico@aetib.caib.es](mailto:juridico@aetib.caib.es)  
Telephone: +34 971176699

#### **Internet address(es):**

Main address: <https://contrataciondelestado.es>  
Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%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=QZaS95UhBWbnSoTX3z%2F7wA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=QZaS95UhBWbnSoTX3z%2F7wA%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=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D>

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

Regional or local authority

### **I.5. Main activity**

General public services

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## **Section II: Object**

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

#### **II.1.1. Title**

Servicio de relaciones públicas y comunicación exterior para la Agencia de Estrategia Turística de las Illes Balears  
Reference number: 009/2023

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de relaciones públicas y comunicación exterior para la Agencia de Estrategia Turística de las Illes Balears

**II.1.5. Estimated total value**

Value excluding VAT: 630 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 3

Maximum number of lots that may be awarded to one tenderer: 3

**II.2. Description**

**II.2.1. Title**

Alemania

Lot No: 1

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

79400000 Business and management consultancy and related services, 79416000 Public relations services

**II.2.3. Place of performance**

NUTS code: ES532 Mallorca

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

Alemania

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

**II.2.6. Estimated value**

Value excluding VAT: 35 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se admite la posibilidad de prórroga del contrato por cuatro períodos anuales

#### **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**

##### **II.2. Description**

##### **II.2.1. Title**

Reino Unido + Irlanda

Lot No: 2

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

79400000 Business and management consultancy and related services, 79416000 Public relations services

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

NUTS code: ES532 Mallorca

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

Reino Unido + Irlanda

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

Criteria below

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

##### **II.2.6. Estimated value**

Value excluding VAT: 35 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se admite la posibilidad de prórroga del contrato por cuatro períodos anuales

#### **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**

#### **II.2. Description**

##### **II.2.1. Title**

España

Lot No: 3

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

79400000 Business and management consultancy and related services, 79416000 Public relations services

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

NUTS code: ES532 Mallorca

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

España

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

Criteria below

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

##### **II.2.6. Estimated value**

Value excluding VAT: 35 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se admite la posibilidad de prórroga del contrato por cuatro períodos anuales

##### **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

#### **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:

- Otros

## **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: 24/10/2022 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: 24/10/2022 Local time: 10:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

## **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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Av General Perón 38

Town: Madrid

Postal code: 28020

Country: Spain

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

23/09/2022