

535258-2026 - Competition

Italy – Advertising campaign services – Servizio di comunicazione e sensibilizzazione sui comportamenti a minor impatto sulla qualità dell'aria

OJ S 147/2026 03/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Giunta Regionale

Email: protocollo@pec.regione.lazio.it

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servizio di comunicazione e sensibilizzazione sui comportamenti a minor impatto sulla qualità dell'aria

Description: Servizio di comunicazione e sensibilizzazione sui comportamenti a minor impatto sulla qualità dell'aria

Procedure identifier: ab62abbc-ce74-4fd2-8640-b54e1bef66a2

Internal identifier: 11111 - REGIONE LAZIO

Type of procedure: Open

The procedure is accelerated: no

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): Roma (IT143)

Country: Italy

Additional information: Informazioni supplementari

2.1.3. Value

Estimated value excluding VAT: 971 760,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Servizi di campagne pubblicitarie

Description: Servizi di campagne pubblicitarie

Internal identifier: 1

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): Roma (IT143)

Country: Italy

5.1.3. Estimated duration

Duration: 365 Days

5.1.5. Value

Estimated value excluding VAT: 971 760,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

5.1.7. Strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Enrolment in a relevant professional register

Description of selection criterion: Iscrizione ad un apposito albo professionale

Criterion: Enrolment in a trade register

Description of selection criterion: Iscrizione al registro di commercio

Criterion: Authorisation or membership of a particular organisation needed for service contracts

Description of selection criterion: Autorizzazione o appartenenza a una particolare organizzazione necessaria per gli appalti di servizi

Criterion: Authorisation or membership of a particular organisation needed for service contracts

Description of selection criterion: Autorizzazione o appartenenza a una particolare organizzazione necessaria per gli appalti di servizi

Criterion: General yearly turnover

Description of selection criterion: Fatturato generale annuo

Criterion: Other economic or financial requirements

Description of selection criterion: Altri requisiti economici o finanziari

Criterion: Professional risk indemnity insurance

Description of selection criterion: Assicurazione professionale di indennizzo del rischio

Criterion: References on specified services

Description of selection criterion: Riferenze su servizi specifici

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Offerta economicamente più vantaggiosa

5.1.11. Procurement documents

Deadline for requesting additional information: 10/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: https://centraleacquisti.regione.lazio.it/bandi-e-strumenti-di-acquisto/dettaglio-bando?tipo_doc=BANDO_GARA_PORTALE&id_doc=15972123

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://stella.regione.lazio.it/portale>

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Required

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Deadline for receipt of tenders: 24/09/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 270 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Prestazioni

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

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: TAR Regione Lazio - Roma

Information about review deadlines: Vedi capitolato

Procurement service provider: ANAC AUTORITA NAZIONALE ANTICORRUZIONE

8. Organisations

8.1. ORG-0001

Official name: Giunta Regionale

Registration number: 80143490581

Town: Roma

Postcode: 00145

Country subdivision (NUTS): Roma (IT143)

Country: Italy
Contact point: Giovanni Occhino
Email: protocollo@pec.regione.lazio.it
Telephone: 0699500
Fax: 0651683840
Buyer profile: www.regione.lazio.it/rl_main/?vw=giunta

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: TAR Regione Lazio - Roma
Registration number: 80195990587
Town: Roma
Postcode: 00118
Country subdivision (NUTS): Roma (IT143)
Country: Italy
Contact point: TAR Regione Lazio - Roma
Email: urp.rm@giustizia-amministrativa.it
Telephone: 0632872517

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: ANAC AUTORITA NAZIONALE ANTICORRUZIONE
Registration number: 97584460584
Town: Roma
Postcode: 00187
Country subdivision (NUTS): Roma (IT143)
Country: Italy
Contact point: ANAC AUTORITA NAZIONALE ANTICORRUZIONE
Email: protocollo@pec.anticorruzione.it
Telephone: 06367231

Roles of this organisation:

Procurement service provider

Notice information

Notice identifier/version: d5fdb15-c53c-4a69-a7ff-55fc79c06a2e - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
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