

601610-2026 - Competition

Spain – Education and training services – Ejecución Estrategia de Cultura en Alfabetización mediática y ciberseguridad de la ATD

OJ S 168/2026 01/09/2026

Contract notice – light regime

Services

1. Buyer

1.1. Buyer

Official name: Secretaría General de la Consejería de Hacienda, Administraciones Públicas y Transformación Digital de la Junta de Comunidades de Castilla-La Mancha

Email: occ@jccm.es

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Ejecución Estrategia de Cultura en Alfabetización mediática y ciberseguridad de la ATD

Description: El presente contrato tiene por objeto el fomento de la estrategia de cultura en alfabetización mediática y ciberseguridad en la comunidad autónoma de Castilla-La Mancha.

Procedure identifier: 6a141da8-1dda-4f4d-89b4-f2ab33038d0d

Previous notice: 7d1e3946-bfb0-4004-8587-bc6b19223fcf-01

Internal identifier: 2026/032471

Type of procedure: Open

Main features of the procedure: Procedimiento Abierto

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

Additional classification (cpv): 48800000 Information systems and servers, 79340000

Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Albacete (ES421)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Ciudad Real (ES422)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Cuenca (ES423)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Guadalajara (ES424)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Toledo (ES425)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 363 156,05 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Sensibilización, en el ámbito educativo, sobre alfabetización mediática y uso responsable de la tecnología

Description: Sensibilización, en el ámbito educativo, sobre alfabetización mediática y uso responsable de la tecnología - Sensibilización, en el ámbito educativo, sobre alfabetización mediática y uso responsable de la tecnología

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

Additional classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Albacete (ES421)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Ciudad Real (ES422)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Cuenca (ES423)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Guadalajara (ES424)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Toledo (ES425)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.5. Value

Estimated value excluding VAT: 439 662,50 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Price

Description: Precio Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Price

Description: Precio Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Price

Description: Precio Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Planificación y metodología Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Planificación y metodología Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Planificación y metodología Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Ovd6s2IAaNs%2FbjW6njtWLw%3D%3D

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Ovd6s2IAaNs%2FbjW6njtWLw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 07/09/2026 14:00:16 (UTC+02:00) Eastern European Time, Central European Summer Time

Information about public opening:

Place: Mesa de Contratación Servicios Especializados

Opening date: 15/09/2026 14:58:16 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Mesa de Contratación Servicios Especializados

Place: Mesa de Contratación Servicios Especializados

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

No framework agreement

5.1.16. Further information, mediation and review

Review organisation: Secretaría General de la Consejería de Hacienda, Administraciones Públicas y Transformación Digital de la Junta de Comunidades de Castilla-La Mancha - Tribunal Administrativo Central De Recursos Contractuales

Information about review deadlines: Recurso especial en materia de contratación en el plazo de 15 días hábiles

5.1. Lot: LOT-0002

Title: Diseño y producción de contenidos formativos multimedia sobre alfabetización mediática y ciberseguridad

Description: Diseño y producción de contenidos formativos multimedia sobre alfabetización mediática y ciberseguridad - Diseño y producción de contenidos formativos multimedia sobre alfabetización mediática y ciberseguridad

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

Additional classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Albacete (ES421)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Ciudad Real (ES422)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Cuenca (ES423)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Guadalajara (ES424)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Toledo (ES425)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.5. Value

Estimated value excluding VAT: 140 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Price

Description: Precio Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Price

Description: Precio Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Price

Description: Precio Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Planificación y metodología Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Planificación y metodología Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Planificación y metodología Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Ovd6s2IAaNs%2FbjW6njtWLw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Ovd6s2IAaNs%2FbjW6njtWLw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 07/09/2026 14:00:16 (UTC+02:00) Eastern European Time, Central European Summer Time

Information about public opening:

Place: Mesa de Contratación Servicios Especializados

Opening date: 15/09/2026 14:58:16 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Mesa de Contratación Servicios Especializados

Place: Mesa de Contratación Servicios Especializados

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

5.1.16. Further information, mediation and review

Review organisation: Secretaría General de la Consejería de Hacienda, Administraciones Públicas y Transformación Digital de la Junta de Comunidades de Castilla-La Mancha -

Tribunal Administrativo Central De Recursos Contractuales

Information about review deadlines: Recurso especial en materia de contratación en el plazo de 15 días hábiles

5.1. Lot: LOT-0003

Title: Concienciación en ciberseguridad con enfoque práctico

Description: Concienciación en ciberseguridad con enfoque práctico - Concienciación en ciberseguridad con enfoque práctico

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

Additional classification (cpv): 48800000 Information systems and servers, 79340000

Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Albacete (ES421)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Ciudad Real (ES422)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Cuenca (ES423)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Guadalajara (ES424)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Toledo (ES425)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.5. Value

Estimated value excluding VAT: 783 493,55 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Price

Description: Precio Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Price

Description: Precio Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Price

Description: Precio Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 55

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Calidad de la solución propuesta Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Plan de difusión y captación Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

Criterion:

Type: Quality

Description: Planificación y metodología Lote 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Planificación y metodología Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Planificación y metodología Lote 3.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Ovd6s2IAaNs%2FbjW6njtWLw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Ovd6s2IAaNs%2FbjW6njtWLw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 07/09/2026 14:00:16 (UTC+02:00) Eastern European Time, Central European Summer Time

Information about public opening:

Place: Mesa de Contratación Servicios Especializados

Opening date: 15/09/2026 14:58:16 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Mesa de Contratación Servicios Especializados

Place: Mesa de Contratación Servicios Especializados

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Allowed
Electronic ordering will be used: no
Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

5.1.16. Further information, mediation and review

Review organisation: Secretaría General de la Consejería de Hacienda, Administraciones Públicas y Transformación Digital de la Junta de Comunidades de Castilla-La Mancha - Tribunal Administrativo Central De Recursos Contractuales
Information about review deadlines: Recurso especial en materia de contratación en el plazo de 15 días hábiles

8. Organisations

8.1. ORG-0001

Official name: Secretaría General de la Consejería de Hacienda, Administraciones Públicas y Transformación Digital de la Junta de Comunidades de Castilla-La Mancha

Registration number: 20623610106121

Registration number: S1911001D

Town: Toledo

Postcode: 45071

Country subdivision (NUTS): Toledo (ES425)

Country: Spain

Contact point: Secretaría General de la Consejería de Hacienda, Administraciones Públicas y Transformación Digital de la Junta de Comunidades de Castilla-La Mancha

Email: occ@jccm.es

Telephone: +34 925266500

Fax: +34 925266216

Internet address: <http://contratacion.castillalamancha.es/>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=MXcBgvgS5LkQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central De Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Tribunal Administrativo Central De Recursos Contractuales

Email: tribunal_recursos.contratos@hacienda.gob.es

Telephone: 913491319

Internet address: <https://www.hacienda.gob.es/es-es/areas%20tematicas/contratacion/tacrc/paginas/tribunal%20administrativo%20central%20de%20recursos%20contractuales.aspx>

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: 4afebbec-a7a4-4d00-93b2-76564a413ac0 - 01

Form type: Competition

Notice type: Contract notice – light regime

Notice subtype: 20

Notice dispatch date: 31/08/2026 10:12:09 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 601610-2026

OJ S issue number: 168/2026

Publication date: 01/09/2026