

623313-2026 - Result

Spain – Advertising campaign services – Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

OJ S 175/2026 10/09/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico

Email: contratos-bjrd@euskadi.eus

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Description: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Procedure identifier: 447cd16c-840d-4edc-967b-a77e5f1c9e60

Internal identifier: 11/2026-IAF

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Abierto

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 85312300 Guidance and counselling services, 85312320 Counselling services

2.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 537 190,08 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Description: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Internal identifier: 1366067

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 85312300 Guidance and counselling services, 85312320 Counselling services

5.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.6. General information

Procurement Project not financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Precio

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

Award criterion number: 45

Criterion:

Type: Quality

Description: Propuesta técnica

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

Award criterion number: 49

Criterion:

Type: Quality

Description: Nivel de conocimiento de euskera del personal técnico del proyecto

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

Award criterion number: 6

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: Órgano Administrativo de Recursos Contractuales

Information about review deadlines: 15 días hábiles

Organisation providing additional information about the procurement procedure: Gobierno

Vasco - Bienestar, Juventud y Reto Demográfico

6. Results

Value of all contracts awarded in this notice: 997 450,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: ALEGRIA ACTIVITY, S.L.

Tender:

Tender identifier: 2381239

Identifier of lot or group of lots: LOT-0001

Value of the tender: 519 450,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 11/2026-IAF26769_00001

Title: Contratación de servicios para la puesta en marcha y ejecución de la campaña itinerante «Familias Euskadi: crecemos juntos» mediante autobús itinerante

Date of the conclusion of the contract: 08/09/2026

6.1.3. Non-winning tenderers

Non-winning tenderers

:

Official name: SILMAN 97 S L

Tender:

Tender identifier: 2312848

Identifier of lot or group of lots: LOT-0001

Value of the tender: 478 000,00 EUR

Subcontracting: No

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer
Number of tenders or requests to participate received: 0
Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area
Number of tenders or requests to participate received: 0
Type of received submissions: Tenders submitted electronically
Number of tenders or requests to participate received: 2

8. Organisations

8.1. ORG-0001

Official name: Órgano Administrativo de Recursos Contractuales
Registration number: 117054.0
Postal address: Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz
Town: Vitoria-Gasteiz
Postcode: 01010
Country subdivision (NUTS): Araba/Álava (ES211)
Country: Spain
Email: oarc@euskadi.eus
Telephone: +34 945019595
Roles of this organisation:
Review organisation

8.1. ORG-0003

Official name: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico
Registration number: S4833001C
Postal address: Dpto. Bienestar, Juventud y Reto Demográfico. Dirección de Infancia, Adolescencia y Familias. Donostia - San Sebastian, 1 Araba/Álava - Vitoria-Gasteiz 01010
Town: Vitoria-Gasteiz
Postcode: 01003
Country subdivision (NUTS): Araba/Álava (ES211)
Country: Spain
Contact point: Diana Pedraz Calvo
Email: contratos-bjrd@euskadi.eus
Telephone: 945017730
Internet address: <https://www.contratacion.euskadi.eus>
Buyer profile: <https://www.contratacion.euskadi.eus/>
Roles of this organisation:
Buyer
Organisation providing additional information about the procurement procedure

8.1. ORG-0005

Official name: ALEGRIA ACTIVITY, S.L.
Size of the economic operator: Micro, small, or medium
Registration number: B01286442
Postal address: LANDALUZZEA, 24
Town: Vitoria-Gasteiz
Postcode: 01015
Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain
Email: pgaypobes@alegria-activity.com
Telephone: +34 945128415
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1. ORG-0006

Official name: SILMAN 97 S L
Size of the economic operator: Small
Registration number: B15647803
Postal address: Parroquia de Lubre E18
Town: Bergondo
Postcode: 15165
Country subdivision (NUTS): A Coruña (ES111)
Country: Spain
Email: silman@silman.es
Telephone: +34 981638386
Roles of this organisation:
Tenderer

Notice information

Notice identifier/version: 5bf7e5a7-4f8e-4416-8b30-2dfc303aea98 - 01
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