

Spain-Madrid: World wide web (www) site design services

OJ S 215/2023 08/11/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Secretaría General de la Fundación Internacional y para Iberoamérica de Administración Políticas Públicas

National registration number: G82053851

Postal address: Beatriz de Bobadilla, 18 - 4ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28040

Country: Spain

Contact person: Secretaría General de la Fundación Internacional y para Iberoamérica de Administración Políticas Públicas

E-mail: juridico@fiiapp.es

Internet address(es):

Main address: <http://www.fiiapp.org>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=B%2B%2FQftGhNVcQK2TEfXGy%2BA%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=Ro63KqoTmY%2BopEMyCmrbmw%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=B%](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=B%2B%2FQftGhNVcQK2TEfXGy%2BA%3D%3D)

[2B%2FQftGhNVcQK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=B%2B%2FQftGhNVcQK2TEfXGy%2BA%3D%3D)

I.4. Type of the contracting authority

Other type: Otras Entidades del Sector Público

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicios de desarrollo, mantenimiento web y estrategia digital, conforme al Pliego de Prescripciones Técnicas
Reference number: SEGE-2023-011

II.1.2. Main CPV code

72413000 World wide web (www) site design services

II.1.3. Type of contract

Services

II.1.4. Short description

Conforme a los pliegos que rigen la licitación

II.1.5. Estimated total value

Value excluding VAT: 1 420 588,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

L1. Desarrollo y mantenimiento web

Lot No: 1

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services, 48218000 License management software package, 79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

L1. Desarrollo y mantenimiento web

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L1CS1: Imagen corporativa / Weighting: 10

Quality criterion - Name: L1CS2: ODS / Weighting: 5

Quality criterion - Name: L1CS3: Navegabilidad, responsive y UX / Weighting: 10

Quality criterion - Name: L1CS4: Orden y estructura / Weighting: 10

Quality criterion - Name: L1CS5: Línea gráfica / Weighting: 5

Quality criterion - Name: L1CS6: Usabilidad de los trabajos realizados / Weighting: 5

Cost criterion - Name: L1CO1.2: Conceptos 11-20 - Sumatorio de precios unitarios / Weighting : 20

Cost criterion - Name: L1CO2: Experiencia en WordPress, entornos LAMP/XAMP, PHP/Perl, SQL / Weighting: 2

Cost criterion - Name: L1CO3: Experiencia adicional en entornos LAMP /XAMP / Weighting: 2

Cost criterion - Name: L1CO4: Experiencia en programación PHP / Perl / Weighting: 2

Cost criterion - Name: L1CO5: Diseñador/a web senior / Weighting: 2

Cost criterion - Name: L1CO6: Diseñador/a web senior con nivel alto de inglés / Weighting: 2

Cost criterion - Name: L1CO7: Certificación Google Analytics / Weighting: 5

Cost criterion - Name: L1CO1.1: Conceptos 1-10 - Sumatorio de precios unitarios / Weighting: 20

II.2.6. Estimated value

Value excluding VAT: 795 600,00 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:

4 prórrogas de 12 meses cada una

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

4 prórrogas de 12 meses cada una

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

L2. Estrategia Digital

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 48218000 License management software package, 72413000 World wide web (www) site design services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

L2. Estrategia Digital

II.2.5. Award criteria

Criteria below

Quality criterion - Name: L2CS1: Creatividad, Originalidad y concreción / Weighting: 16

Quality criterion - Name: L2CS2: Calidad de la propuesta de email / Weighting: 18

Quality criterion - Name: L2CS3: Capacidad de Análisis de métricas y reporte / Weighting: 11

Cost criterion - Name: L2CO2: Community manager / Weighting: 4

Cost criterion - Name: L2CO3: Formación y/o certificaciones del community management / Weighting: 4

Cost criterion - Name: L2CO4: Especialista en Marketing de Contenidos / Weighting: 3

Cost criterion - Name: L2CO5: Certificación Especialista SEO/SEM / Weighting: 4

Cost criterion - Name: L2CO1.1: Conceptos 1-17 - Sumatorio de precios unitarios / Weighting: 20

Cost criterion - Name: L2CO1.2: Conceptos 18-25 - Sumatorio de precios unitarios / Weighting : 20

II.2.6. Estimated value

Value excluding VAT: 624 988,00 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:

4 prórrogas de 12 meses cada una

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

4 prórrogas de 12 meses cada una

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

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:

- Trabajos realizados

Section IV: Procedure

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: 05/12/2023 Local time: 23:59

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: 13/12/2023 Local time: 12:00

Place:

FIIAPP

Datos de Dirección:

Calle: Beatriz de Bobadilla, 18

CP: 28040

Población: Madrid

País: España

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

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: Fundación Internacional y para Iberoamérica de Administración y Políticas Públicas, F.S.P.

Postal address: Beatriz de Bobadilla 18

Town: Madrid

Postal code: 28040

Country: Spain

VI.5. Date of dispatch of this notice

03/11/2023