

Spain-Córdoba: Advertising and marketing services

OJ S 250/2022 28/12/2022

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejo de Administración de la Empresa Municipal Saneamientos de Córdoba S.A. (SADECO)

National registration number: A14087126

Postal address: Avda. Medina Azahara, 4

Town: Córdoba

NUTS code: ES613 Córdoba

Postal code: 14006

Country: Spain

Contact person: Consejo de Administración de la Empresa Municipal Saneamientos de Córdoba S.A. (SADECO)

E-mail: jmoral@sadeco.es

Telephone: +34 957762000

Internet address(es):

Main address: <http://www.sadeco.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=kwCgfdjFs8IQK2TEfXGy%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=3XQawHLd8NBvYnTkQN0%2FZA%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=kwCgfdjFs8IQK2TEfXGy%2BA%3D%3D>

<https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=kwCgfdjFs8IQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Other type: Otras Entidades del Sector Público

I.5. Main activity

Environment

Section II: Object

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

Contrato de servicios de comunicación, publicidad y medios
Reference number: Exp C22/73

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Contrato de servicios de comunicación, publicidad y medios

II.1.5. Estimated total value

Value excluding VAT: 1 340 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES613 Córdoba

II.2.4. Description of the procurement

Contrato de servicios de comunicación, publicidad y medios

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Medios humanos y técnicos / Weighting: 20

Quality criterion - Name: Metodología de trabajo / Weighting: 25

Quality criterion - Name: Plan de formación / Weighting: 4

Price - Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 1 340 000,00 EUR

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

La vigencia del contrato podrá prorrogarse, obligatoriamente para la empresa adjudicataria y potestativamente para SADECO, por un periodo de DOS (2) AÑOS más, periodos 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

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

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo medioambiental. Descripción: Cumplimiento de normativa medioambiental, residuos y embalajes

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: 03/02/2023 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.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 60 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 17/02/2023 Local time: 08:30

Place:

Córdoba

Datos de Dirección:

Calle: Av. Medina Azahara nº 4

CP: 14005

Población: Córdoba

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: Tribunal Administrativo de Recursos contractuales de Cordoba

Postal address: Estadio Municipal El Arcangel sn

Town: Córdoba

Postal code: 14010

Country: Spain

E-mail: tarcac@ayuncordoba.es

Telephone: +34 957499900

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal Administrativo de Recursos contractuales de Cordoba

Postal address: Estadio Municipal El Arcangel sn

Town: Córdoba

Postal code: 14010

Country: Spain

E-mail: tarcac@ayuncordoba.es

Telephone: +34 957499900

VI.5. Date of dispatch of this notice

23/12/2022