

**Spain-Madrid: E-learning services**  
**OJ S 235/2023 06/12/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: INSTITUTO CERVANTES

National registration number: Q2812007-I

Postal address: CALLE ALCALÁ, 49

Town: MADRID

NUTS code: ES España

Postal code: 28014

Country: Spain

Contact person: Departamento de Contratación y Gestión Patrimonial

E-mail: [contratacion@cervantes.es](mailto:contratacion@cervantes.es)

Telephone: +34 914367713

Fax: +34 914367714

**Internet address(es):**

Main address: [www.cervantes.es](http://www.cervantes.es)

Address of the buyer profile: [https://www.cervantes.es/sobre\\_instituto\\_cervantes/perfil\\_de\\_contratante.htm](https://www.cervantes.es/sobre_instituto_cervantes/perfil_de_contratante.htm).

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Establecimiento de un Acuerdo Marco propio del Instituto Cervantes para la contratación de los servicios de diseño y generación de contenidos digitales

Reference number: AMIC/01/2022

**II.1.2. Main CPV code**

80420000 E-learning services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Establecimiento de un Acuerdo Marco propio del Instituto Cervantes para la contratación de los servicios de diseño y generación de contenidos digitales académicos, culturales,

institucionales y promocionales, así como los servicios complementarios de traducción de dichos contenidos del Instituto Cervantes

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 3 154 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Servicios de desarrollo de recursos para enseñanza y formación ELE  
Lot No: 1

#### **II.2.2. Additional CPV code(s)**

80420000 E-learning services

#### **II.2.3. Place of performance**

NUTS code: ES España

#### **II.2.4. Description of the procurement**

Diseño, elaboración y entrega de diversos cursos y material digital didáctico, consistente en actividades interactivas y multimedia, con el objetivo de ofrecer diferentes recursos para el aprendizaje y la enseñanza del español como lengua extranjera.

#### **II.2.5. Award criteria**

Quality criterion - Name: Varios / Weighting: 100  
Cost criterion - Name: Ninguno / Weighting: 0

#### **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:  
yes  
Identification of the project: C11..I02 Plan de Digitalización Consular del MAUC 2 - Identidad Digital para el IC

#### **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Servicios de desarrollo de recursos para enseñanza y formación ELE  
Lot No: 2

#### **II.2.2. Additional CPV code(s)**

80420000 E-learning services

#### **II.2.3. Place of performance**

NUTS code: ES España

#### **II.2.4. Description of the procurement**

Diseño, elaboración y entrega de diversos cursos y material digital didáctico, consistente en actividades interactivas y multimedia, con el objetivo de ofrecer diferentes recursos para el aprendizaje y la enseñanza del español como lengua extranjera.

#### **II.2.5. Award criteria**

Quality criterion - Name: Varios / Weighting: 100

Cost criterion - Name: Ninguno / Weighting: 0

#### **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:  
yes

Identification of the project: C11..I02 Plan de Digitalización Consular del MAUC 2 - Identidad Digital para el IC

#### **II.2.14. Additional information**

##### **II.2. Description**

##### **II.2.1. Title**

Servicios de desarrollo de recursos para enseñanza y formación ELE

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

80420000 E-learning services

##### **II.2.3. Place of performance**

NUTS code: ES España

##### **II.2.4. Description of the procurement**

Diseño, elaboración y entrega de diversos cursos y material digital didáctico, consistente en actividades interactivas y multimedia, con el objetivo de ofrecer diferentes recursos para el aprendizaje y la enseñanza del español como lengua extranjera.

##### **II.2.5. Award criteria**

Quality criterion - Name: Varios / Weighting: 100

Cost criterion - Name: Ninguno / Weighting: 0

#### **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:  
yes

Identification of the project: C11..I02 Plan de Digitalización Consular del MAUC 2 - Identidad Digital para el IC

#### **II.2.14. Additional information**

##### **II.2. Description**

##### **II.2.1. Title**

Servicios de desarrollo de recursos para enseñanza y formación ELE

Lot No: 4

**II.2.2. Additional CPV code(s)**

80420000 E-learning services

**II.2.3. Place of performance**

NUTS code: ES España

**II.2.4. Description of the procurement**

Diseño, elaboración y entrega de diversos cursos y material digital didáctico, consistente en actividades interactivas y multimedia, con el objetivo de ofrecer diferentes recursos para el aprendizaje y la enseñanza del español como lengua extranjera.

**II.2.5. Award criteria**

Quality criterion - Name: Varios / Weighting: 100

Cost criterion - Name: Ninguno / Weighting: 0

**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:  
yes

Identification of the project: C11..I02 Plan de Digitalización Consular del MAUC 2 - Identidad Digital para el IC

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Servicios de desarrollo de recursos para enseñanza y formación ELE

Lot No: 5

**II.2.2. Additional CPV code(s)**

80420000 E-learning services

**II.2.3. Place of performance**

NUTS code: ES España

**II.2.4. Description of the procurement**

Diseño, elaboración y entrega de diversos cursos y material digital didáctico, consistente en actividades interactivas y multimedia, con el objetivo de ofrecer diferentes recursos para el aprendizaje y la enseñanza del español como lengua extranjera.

**II.2.5. Award criteria**

Quality criterion - Name: Varios / Weighting: 100

Cost criterion - Name: Ninguno / Weighting: 0

**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:  
yes

Identification of the project: C11..I02 Plan de Digitalización Consular del MAUC 2 - Identidad Digital para el IC

## **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Servicios de desarrollo de recursos para enseñanza y formación ELE

Lot No: 6

#### **II.2.2. Additional CPV code(s)**

80420000 E-learning services

#### **II.2.3. Place of performance**

NUTS code: ES España

#### **II.2.4. Description of the procurement**

Diseño, elaboración y entrega de diversos cursos y material digital didáctico, consistente en actividades interactivas y multimedia, con el objetivo de ofrecer diferentes recursos para el aprendizaje y la enseñanza del español como lengua extranjera.

#### **II.2.5. Award criteria**

Quality criterion - Name: Varios / Weighting: 100

Cost criterion - Name: Ninguno / Weighting: 0

#### **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:  
yes

Identification of the project: C11..I02 Plan de Digitalización Consular del MAUC 2 - Identidad Digital para el IC

## **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Servicios de desarrollo de recursos para enseñanza y formación ELE

Lot No: 7

#### **II.2.2. Additional CPV code(s)**

80420000 E-learning services

#### **II.2.3. Place of performance**

NUTS code: ES España

#### **II.2.4. Description of the procurement**

Diseño, elaboración y entrega de diversos cursos y material digital didáctico, consistente en actividades interactivas y multimedia, con el objetivo de ofrecer diferentes recursos para el aprendizaje y la enseñanza del español como lengua extranjera.

#### **II.2.5. Award criteria**

Quality criterion - Name: Varios / Weighting: 100

Cost criterion - Name: Ninguno / Weighting: 0

#### **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:  
yes

Identification of the project: C11..I02 Plan de Digitalización Consular del MAUC 2 - Identidad Digital para el IC

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 027-078943](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Lot No: 1**

**Title:**

Servicios de desarrollo de recursos para enseñanza y formación ELE

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

01/12/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 13

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: Varios

Town: Madrid  
NUTS code: ES España  
Country: Spain  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 1 225 000,00 EUR

Total value of the contract/lot: 1 225 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2

**Lot No:** 2

**Title:**

Servicios de desarrollo de cursos de cultura

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

01/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Varios adjudicatarios

Town: Madrid

NUTS code: ES España

Country: Spain

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 150 000,00 EUR

Total value of the contract/lot: 150 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 3

**Lot No:** 3

**Title:**

Servicios de creación audiovisual

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

01/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 9

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: Varios adjudicatarios

Town: Madrid

NUTS code: ES España

Country: Spain

The contractor is an SME: yes

### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 887 000,00 EUR

Total value of the contract/lot: 887 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No:** 4

**Lot No:** 4

**Title:**

Servicios de creación, maquetación y diseño gráfico

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

01/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 16

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: Varios adjudicatarios

Town: Madrid

NUTS code: ES España

Country: Spain

The contractor is an SME: yes

### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 253 000,00 EUR

Total value of the contract/lot: 253 000,00 EUR

### **V.2.5. Information about subcontracting**

## Section V: Award of contract

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**Contract No:** 5

**Lot No:** 5

**Title:**

Servicios de desarrollo de contenido multimedia, interactivos y videojuegos

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

01/12/2023

#### V.2.2. Information about tenders

Number of tenders received: 7

The contract has been awarded to a group of economic operators: no

#### V.2.3. Name and address of the contractor

Official name: Varios adjudicatarios

Town: Madrid

NUTS code: ES España

Country: Spain

The contractor is an SME: yes

#### V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 230 000,00 EUR

Total value of the contract/lot: 230 000,00 EUR

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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**Contract No:** 6

**Lot No:** 6

**Title:**

Servicios de campañas de promoción e institucionales

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

01/12/2023

#### V.2.2. Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: no

#### V.2.3. Name and address of the contractor

Official name: Varios adjudicatarios

Town: madrid

NUTS code: ES España  
Country: Spain  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 294 000,00 EUR  
Total value of the contract/lot: 294 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 7

**Lot No:** 7

**Title:**

Servicios de traducción

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

01/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 7

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Varios adjudicatarios

Town: Madrid

NUTS code: ES España

Country: Spain

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 115 000,00 EUR

Total value of the contract/lot: 115 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Instituto Cervantes

Town: Madrid

Postal code: 28014

Country: Spain

E-mail: [contratacion@cervantes.es](mailto:contratacion@cervantes.es)

Internet address: [www.cervantes.es](http://www.cervantes.es)

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Recurso especial en materia de contratación en 15 días hábiles

**VI.5. Date of dispatch of this notice**

01/12/2023