

537925-2026 - Konkurrencevilkår

Tyskland – Tjenester i forbindelse med reklamekampagner – 10010807-Communication Campaign

OJ S 148/2026 04/08/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen - Meddelelse om ændring
Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

E-mail: gerhard.jaekel@giz.de

Køberens retlige status: Offentlig virksomhed, der styres af en central regeringsmyndighed

Den ordregivende myndigheds aktivitet: Generelle offentlige tjenesteydelser

2. Procedure

2.1. Procedure

Titel: 10010807-Communication Campaign

Beskrivelse: Women in Kosovo have less education and training opportunities than men and are therefore limited in their professional development. They are underrepresented in basic and general education, vocational training and labour market-oriented training, on the labour market and as start-up entrepreneurs. Around 20 per cent of women only have an income. This exacerbates economic inequality in rural areas, above all. Women from minority backgrounds, such as the Serbian minority in northern Kosovo, are particularly affected. The project aims to expand economic opportunities for disadvantaged women in rural Kosovo. This particularly affects the 35 to 55 age group and women who have dropped out of education or have completed it and are unable to find initial or continuing training. The project supports women in improving their employability and setting up and expanding small businesses in rural areas. Among other things, it provides training, advisory services and assistance with the regulation of unregulated work. It also develops gender-just financial support programmes. The project works with representatives of government and civil society. At the same time, the project is promoting a (nationwide) communication campaign with the aim of changing the views of Kosovan society and making it more open to women's participation in vocational training and work. The overall module objective is that the employment prospects for disadvantaged women in rural areas in Kosovo have improved. The term "communication campaign" shall be used in a broadest sense of all measures that can enable a change of societal values, social norms, perceptions, attitudes and behaviour, i.e. social and behavior change (SBC). Output 1 strengthens the capacities and competences of selected public labour market service providers to pilot new labour market initiatives for disadvantaged women. Output 2 cooperates with civil society organisations to ensure that disadvantaged women in rural areas benefit from gender-responsive labour market services to improve their employability. Output 3 initiates gender-transformative changes in the perception of women's participation in vocational training and employment in parts of Kosovan society.

Identifikator for proceduren: 4e3f5a35-fafe-4ecd-9fce-bbf7149faa5b

Intern ID: 10010807

Udbudsprocedure: Offentligt udbud

Proceduren er en hasteprocedure: nej

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79341400 Tjenester i forbindelse med reklamekampagner

2.1.2. Udførelsessted

Land: Kosovo

Hvor som helst i det pågældende land

2.1.4. Generelle oplysninger

Yderligere oplysninger: #Bekanntmachungs-ID: CXTRY6YTWR680LF# All communication takes place in English via communication tool in the project area of the procurement portal.

Retsgrundlag:

Direktiv 2014/24/EU

vgv -

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Bekendtgørelse

Tilsidesættelse af forpligtelser i henhold til rent nationale udelukkelsesgrunde: In accordance with §§ 123,124 GWB, § 22 LkSG

5. Delkontrakt

5.1. Delkontrakt: LOT-0001

Titel: 10010807-Communication Campaign

Beskrivelse: Women in Kosovo have fewer education and training opportunities than men, which limits their professional development. They are underrepresented in basic and general education, vocational training, labour market-oriented training, the labour market, and as start-up entrepreneurs. Women from minority backgrounds and rural areas are particularly affected. The project aims to expand economic opportunities for disadvantaged women in rural Kosovo. It focuses on women aged 35 to 55 and those who have dropped out of education or are unable to find initial or continuing training after completing it. The project supports women in improving their employability and in setting up and expanding small businesses in rural areas. It provides training, advisory services, and assistance with regulating unregulated work, and develops gender-just financial support programmes. Output 3 aims to change social norms and practices. Gender stereotypes and role models, especially in the world of work, are to be reflected on, and gender-transformative attitudes supported. At the same time, the project promotes a nationwide communication campaign to shift societal views and make Kosovo more open to women's participation in vocational training and work. The term "communication campaign" is used broadly to include all measures that can foster changes in societal values, social norms, perceptions, attitudes, and behaviour (social and behaviour change, SBC). A number of SBC intervention fields and target groups are anticipated at a general level: through gender-transformative campaigns and dialogue formats, the project aims to contribute to improved gender equality in education, training, and income-generating work. Campaigns also highlight the currently untapped human potential that women represent for Kosovo's social and economic development. Key audiences in broader society will be reached with gender-transformative measures using suitable SBC approaches, such as positive deviance, campaigns, entertainment education, nudging, and targeted formats ranging from direct interaction to traditional and social media. The tenderer is to implement Output 3 based on these aims, designing and delivering activities that promote reflection on norms, engage key audiences, and foster gender-transformative attitudes.

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79341400 Tjenester i forbindelse med reklamekampagner

Valgmuligheder:

Beskrivelse af optioner: GIZ may optionally commission contract amendments and/or increases based on the criteria in the tender documents to the successful bidder of this tender. For details, please see the terms of reference.

5.1.2. Udførelsessted

Land: Kosovo

Hvor som helst i det pågældende land

5.1.3. Anslået varighed

Startdato: 01/10/2026

Varigheds slutdato: 31/12/2027

5.1.4. Fornyelse

Højeste antal fornyelser: 2

Yderligere oplysninger om fornyelser: GIZ may optionally commission contract amendments and/or increases based on the criteria in the tender documents to the successful bidder of this tender. For details, please see the terms of reference.

5.1.6. Generelle oplysninger

Reserveret deltagelse:

Deltagelse uden forbehold.

Navnene på og de faglige kvalifikationer for det personale, der skal udføre kontrakten, skal angives: Ikke påkrævet

Indkøbsprojekt, der ikke finansieres med EU-midler

Udbuddet er omfattet af aftalen om offentlige udbud (GPA): ja

Dette udbud er også egnet for små og mellemstore virksomheder (SMV'er): ja

Yderligere oplysninger: #Besonders auch geeignet für:freelance#, #Besonders auch geeignet für:selbst#, #Besonders auch geeignet für:other-sme#

5.1.7. Strategiske udbud

Formålet med strategiske udbud: Opfyldelse af sociale mål

Beskrivelse: Weitere Details: siehe Wettbewerbsunterlagen / Leistungsbeschreibung

Socialt mål, som fremmes: Etnisk ligestilling, Ligestilling mellem kønnene, Due diligence i forbindelse med menneskerettigheder i globale forsyningskæder, Retfærdige arbejdsforhold, Andet

5.1.9. Udvælgelseskriterier

Kilder til udvælgelseskriterier: Bekendtgørelse

Kriterium: Andre økonomiske eller finansielle krav

Beskrivelse af udvælgelseskriterium: EN-A1: Principles for the execution of orders (Mit dem Angebot; Mittels Eigenerklärung): The eligibility criteria are not from the same category as stipulated above, as there is no suitable category. 1. Self-declaration: name of company and address, tax ID, registration and commercial register number or equivalent register in accordance with the legal provisions of the country of origin. 2. No grounds for exclusion pursuant to § 123, § 124 GWB, § 22 LkSG, EU-Russia sanctions 3. Declaration of bidding consortium and/or declaration of subcontractors (if applicable)

Kriterium: Referencer på specificerede tjenester

Beskrivelse af udvælgelseskrITERIUM: EN-B1: Technical and professional ability (Mit dem Angebot; Mittels Eigenerklärung): 1. The technical assessment is only based on reference projects with a minimum commission value of 20,000.00 EUR (net). 2. At least 4 reference projects in the technical field of Social and Behaviour Change globally in the last 36 months

Kriterium: Gennemsnitlig årlig omsætning

Beskrivelse af udvælgelseskrITERIUM: EN-C1: Economic and financial standing (Mit dem Angebot; Mittels Eigenerklärung): Average annual turnover for the last three years (last-but-four financial year can be included in case of tenders held within 6 months of end of last financial year), at least: 560,000.00 EUR (net).

Kriterium: Andre økonomiske eller finansielle krav

Beskrivelse af udvælgelseskrITERIUM: EN-C2: Economic and financial standing (Mit dem Angebot; Mittels Eigenerklärung): Average number of employees and managers in the last three calendar years, at least 5 persons.

5.1.10. Tildelingskriterier

Kriterium:

Type: Pris

Navn: Price

Beskrivelse: Price criteria for "Bestangebots-Quotienten-Methode"

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 30

Kriterium:

Type: Kvalitet

Navn: Erreichte Gesamtpunktzahl nach fachlicher Wertung (inkl. Mindbed.)

Beskrivelse: Zur Ermittlung des wirtschaftlichsten Bieters wird hier von der Vergabestelle die erreichte Gesamtpunktzahl nach fachlicher Wertung eingetragen. Es werden nur Angebote mit einer fachlichen Bewertung von mindestens 500 Punkten gewertet. Fachliche Angebote mit weniger Punkten scheiden als fachlich ungeeignet aus.

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 70

Kriterium:

Type: Kvalitet

Navn: Erreichte Gesamtpunktzahl nach fachlicher Wertung (inkl. Mindbed.)

Beskrivelse: Zur Ermittlung des wirtschaftlichsten Bieters wird hier von der Vergabestelle die erreichte Gesamtpunktzahl nach fachlicher Wertung eingetragen. Es werden nur Angebote mit einer fachlichen Bewertung von mindestens 500 Punkten gewertet. Fachliche Angebote mit weniger Punkten scheiden als fachlich ungeeignet aus.

Kategori for tildelingskriteriet tærskel: Laveste tærskel

Tildelingskriterium talværdi: 500

5.1.11. Tilbudsdokumenter

Sprog, som udbudsdokumenterne er officielt tilgængelige på: engelsk

Frist for anmodning om yderligere oplysninger: 17/08/2026 23:59:59 (UTC+02:00)

østeuropæisk tid, centraleuropæisk sommertid

Adresse på udbudsdokumenterne: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YTW680LF/documents>

Ad hoc-kommunikationskanal:

URL: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YTWR680LF>

5.1.12. Tilbudsvilkår**Vilkår for indgivelse:**

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YTWR680LF>

Sprog, som tilbud og ansøgninger om deltagelse kan indgives på: engelsk

Elektronisk katalog: Ikke tilladt

Alternative tilbud: Ikke tilladt

Tilbudsgivere kan indgive mere end ét tilbud: Ikke tilladt

Frist for modtagelse af tilbud: 01/09/2026 12:00:00 (UTC+02:00) østeuropæisk tid, centraleuropæisk sommertid

Varighed, hvor tilbuddet skal forblive gyldigt: 121 Døgn

Oplysninger, der kan suppleres efter indgivelsesfristen er udløbet:

Køberen kan beslutte, at alle manglende tilbudsrelaterede dokumenter kan indsendes senere.

Yderligere oplysninger: GIZ asks the applicant or bidder to submit, complete or correct documents, within the framework laid down by law.

Betingelser for kontraktens udførelse:

Udførelsen af kontrakten skal ske inden for rammerne af programmer for beskyttet beskæftigelse: Nej

Vilkår relateret til kontraktens udførelse: The execution conditions result from the information given in the contract notice and the tender documents.

Elektronisk fakturering: Påkrævet

Der vil blive anvendt elektronisk bestilling: ja

Der vil blive anvendt elektronisk betaling: ja

5.1.15. Teknikker**Rammeaftale:**

Ingen rammeaftale

Oplysninger om det dynamiske indkøbssystem:

Intet dynamisk indkøbssystem

5.1.16. Yderligere oplysninger, mægling og gennemgang

Organisation med ansvar for klager: Vergabekammern des Bundes

Oplysninger om klagefrister: According to Article 160, Section 3 of the German Act Against Restraint of Competition (GWB), application for review is not permissible insofar as 1. the applicant has identified the claimed infringement of the procurement rules before submitting the application for review and has not submitted a complaint to the contracting authority within a period of 10 calendar days; the expiry of the period pursuant to Article 134, Section 2 remains unaffected, 2. complaints of infringements of procurement rules that are evident in the tender notice are not submitted to the contracting authority at the latest by the expiry of the deadline for the application or by the deadline for the submission of bids, specified in the tender notice. 3. complaints of infringements of procurement rules that first become evident in the tender documents are not submitted to the contracting authority at the latest by the expiry of the deadline for application or by the deadline for the submission of bids, 4. more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to redress the complaint. Sentence 1 does not apply in the case of an application to determine the invalidity of the contract in accordance with Article 135, Section 1 (2). Article 134, Section 1, Sentence 2 remains unaffected.

Organisation, der leverer supplerende oplysninger om udbudsproceduren: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Organisation, der modtager ansøgninger om deltagelse: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

8. Organisationer

8.1. ORG-0001

Officielt navn: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Registreringsnummer: 993-80072-52
Postadresse: Dag-Hammarskjöld-Weg 1 - 5
By: Eschborn
Postnummer: 65760
Landsdel (NUTS): Main-Taunus-Kreis (DE71A)
Land: Tyskland
E-mail: gerhard.jaekel@giz.de
Telefon: +49 6196792802
Fax: +49 6196791115
Internetadresse: <https://www.giz.de>

Denne organisations roller:

Køber

Organisation, der leverer supplerende oplysninger om udbudsproceduren

Organisation, der modtager ansøgninger om deltagelse

8.1. ORG-0002

Officielt navn: Vergabekammern des Bundes
Registreringsnummer: 022894990
Postadresse: Kaiser-Friedrich-Straße 16
By: Bonn
Postnummer: 53113
Landsdel (NUTS): Bonn, Kreisfreie Stadt (DEA22)
Land: Tyskland
E-mail: vk@bundeskartellamt.bund.de
Telefon: +49 2289499-0
Fax: +49 2289499-163
Internetadresse: <https://www.bundeskartellamt.de>

Denne organisations roller:

Organisation med ansvar for klager

8.1. ORG-0003

Officielt navn: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)
Registreringsnummer: 0204:994-DOEVD-83
By: Bonn
Postnummer: 53119
Landsdel (NUTS): Bonn, Kreisfreie Stadt (DEA22)
Land: Tyskland
E-mail: noreply.esender_hub@bescha.bund.de
Telefon: +49228996100

Denne organisations roller:

10. Ændring

Udgave af den foregående bekendtgørelse, der skal ændres

:

1bfc9060-e567-4206-bed0-09c597a1dafa-01

Hovedårsagen til ændringen

:

Ajournførte oplysninger

Beskrivelse

:

Deadline extention; Please submit your tender by 12:00 noon (Berlin, Germany time zone) on 01.09.2026.

10.1. Ændring

Afsnitsidentifikator: PROCEDURE

Beskrivelse af ændringer: Deadline extention; Please submit your tender by 12:00 noon (Berlin, Germany time zone) on 01.09.2026.

Udbudsdokumenterne blev ændret den: 31/07/2026

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: e7befa0c-3efa-4665-a03c-a522c744e00e - 01

Formulartype: Konkurrencevilkår

Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen

Bekendtgørelsesundertype: 16

Afsendelsesdato for bekendtgørelsen: 31/07/2026 15:53:08 (UTC+02:00) østeuropæisk tid, centraleuropæisk sommertid

Bekendtgørelsens officielle sprog: engelsk

Bekendtgørelsesnummer: 537925-2026

EUT-S-nummer: 148/2026

Offentliggørelsesdato: 04/08/2026