

627722-2026 - Konkurrencevilkår

Belgien – Tjenester i forbindelse med reklamekampagner – ENEST regional communication programme (2027-2031)

OJ S 176/2026 11/09/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: European Commission, ENEST - Enlargement and Eastern Neighbourhood

E-mail: ENEST-INFO@ec.europa.eu

Køberens retlige status: EU-institution, organ eller agentur

Den ordregivende myndigheds aktivitet: Generelle offentlige tjenesteydelser

2. Procedure

2.1. Procedure

Titel: ENEST regional communication programme (2027-2031)

Beskrivelse: The European Union's engagement with partner countries has gained renewed strategic importance in response to the evolving geopolitical environment and the renewed momentum of the enlargement process. The programme covers partner countries at different stages of their relationship with the European Union, requiring communication approaches that reflect their respective political contexts, policy priorities and communication needs.

Communication challenges differ by the fact that public awareness of the European Union's support remains uneven across the region. While the European Union is the largest donor, investor and trading partner for most partner countries, public understanding of the scale and impact of EU support, as well as of the accession process itself, remains limited. Recent perception surveys carried out under the regional communication programmes show that many citizens are insufficiently informed about the European Union's policies, financial assistance and priorities. Against this background, strategic communication has become an integral part of the European Union's engagement with partner countries. Previous regional communication programmes have successfully increased the visibility of the European Union, developed valuable communication tools and established networks of partners and multipliers across the region. The future programme will continue this effort and adopt a more strategic and service-oriented approach in supporting DG ENEST and EU Delegations communicating the European Union's priorities across partner countries. The programme will provide communication campaigns and products, strengthen engagement with key multipliers, improve the visibility of EU support, generate communication intelligence and audience insights, and offer flexible communication services that can be mobilised in response to operational needs. This approach will ensure greater coherence across partner countries while allowing communication activities to be adapted to national contexts and emerging geopolitical developments.

Identifikator for proceduren: 950b9dc5-e4ae-43f4-8cb9-09754b5561ba

Intern ID: EC-ENEST/2026/EA-RP/0081

Udbudsprocedure: Begrænset

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: Albanien

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Armenien

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Aserbajdsjan

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Bosnien-Hercegovina

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Hviderusland

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Georgien

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Moldova

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Nordmakedonien

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Montenegro

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Serbien

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Tyrkiet

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Ukraine

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.2. Udførelsessted

Land: Kosovo

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.3. Værdi

Anslået værdi eksklusiv moms: 12 000 000,00 EUR

2.1.4. Generelle oplysninger

Yderligere oplysninger: For any additional information, please refer to the document A5f "Additional information about the Contract Notice". In case of unavailability or disruptions in the functioning of the electronic means of communication provided in Section 5.1.11 in the last 5 calendar days before the time limit for receipt indicated in Section 5.1.12, the contracting authority reserves the right to extend this time limit and publish the extension at the Internet address provided in Section 5.1.11, without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in Section 5.1.11 in order to get notified when new information or documents are published.

Retsgrundlag:

Forordning (EU, Euratom) 2024/2509

LocalLaw - Procurement award procedure applying to European Union external actions financed from the general budget of the European Union and the European Development Fund (EDF)

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Udbudsdokument

5. Delkontrakt

5.1. Delkontrakt: LOT-0001

Titel: ENEST regional communication programme (2027-2031)

Beskrivelse: The European Union's engagement with partner countries has gained renewed strategic importance in response to the evolving geopolitical environment and the renewed momentum of the enlargement process. The programme covers partner countries at different stages of their relationship with the European Union, requiring communication approaches that reflect their respective political contexts, policy priorities and communication needs.

Communication challenges differ by the fact that public awareness of the European Union's support remains uneven across the region. While the European Union is the largest donor, investor and trading partner for most partner countries, public understanding of the scale and impact of EU support, as well as of the accession process itself, remains limited. Recent perception surveys carried out under the regional communication programmes show that many citizens are insufficiently informed about the European Union's policies, financial

assistance and priorities. Against this background, strategic communication has become an integral part of the European Union's engagement with partner countries. Previous regional communication programmes have successfully increased the visibility of the European Union, developed valuable communication tools and established networks of partners and multipliers across the region. The future programme will continue this effort and adopt a more strategic and service-oriented approach in supporting DG ENEST and EU Delegations communicating the European Union's priorities across partner countries. The programme will provide communication campaigns and products, strengthen engagement with key multipliers, improve the visibility of EU support, generate communication intelligence and audience insights, and offer flexible communication services that can be mobilised in response to operational needs. This approach will ensure greater coherence across partner countries while allowing communication activities to be adapted to national contexts and emerging geopolitical developments.

Intern ID: EC-ENEST/2026/EA-RP/0081

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

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

Supplerende klassifikation (cpv): 79320000 Offentlig meningsmåling, 79341000

Reklamevirksomhed, 39294100 Informations- og markedsføringsprodukter

Valgmuligheder:

Beskrivelse af optioner: provided they are in conformity with the basic project, new services or works consisting in the repetition of similar services or works, may be entrusted up to 50 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

5.1.2. Udførelsessted

Landsdel (NUTS): Extra-Regio NUTS 3 (RSZZZ)

Land: Serbien

5.1.2. Udførelsessted

Landsdel (NUTS): Extra-Regio NUTS 3 (ALZZZ)

Land: Albanien

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Armenia

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Belarus

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Georgia

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Moldova

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Ukraine

5.1.2. Udførelsessted

Landsdel (NUTS): Extra-Regio NUTS 3 (XKZZZ)

Land: Kosovo

5.1.2. Udførelsessted

Landsdel (NUTS): Extra-Regio NUTS 3 (TRZZZ)

Land: Tyrkiet

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Azerbaijan

5.1.2. Udførelsessted

Landsdel (NUTS): Extra-Regio NUTS 3 (MEZZZ)

Land: Montenegro

5.1.2. Udførelsessted

Landsdel (NUTS): Extra-Regio NUTS 3 (MKZZZ)

Land: Nordmakedonien

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Europe apart from EU

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Region IPA instrument

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Bosnia and Herzegovina

5.1.3. Anslået varighed

Varighed: 48 Måneder

5.1.5. Værdi

Anslået værdi eksklusiv moms: 12 000 000,00 EUR

5.1.6. Generelle oplysninger

Reserveret deltagelse:

Deltagelse uden forbehold.

Offentligt udbudsprojekt, der finansieres helt eller delvist med EU-midler

Oplysninger om EU-midler:

EU-støtteprogram: Instrument til førtiltrædelsesbistand (IPA III) (2021/2027)

Oplysninger om EU-midler:

EU-støtteprogram: Instrumentet for naboskab, udviklingssamarbejde og internationalt samarbejde (2021/2027)

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

Yderligere oplysninger: The procurement is funded by the following EU programme:

Neighbourhood, Instrument for Pre-accession Assistance.

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Udbudsdokument

Oplysninger om den anden fase i en procedure, der afvikles i to faser:

Mindsteantallet af ansøgere, som skal opfordres til at deltage i anden fase af proceduren: 4

Det højeste antal ansøgere, som skal opfordres til at deltage i anden fase af proceduren: 8

5.1.10. Tildelingskriterier

Kriterium:

Type: Kvalitet

Beskrivelse: Please consult the procurement documents.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 80

Kriterium:

Type: Pris

Beskrivelse: Please consult the procurement documents.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 20

5.1.11. Tilbudsdokumenter

Adresse på udbudsdokumenterne: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/950b9dc5-e4ae-43f4-8cb9-09754b5561ba-CN?#anchorDocuments>

Ad hoc-kommunikationskanal:

Navn: Funding and Tenders Portal

URL: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/950b9dc5-e4ae-43f4-8cb9-09754b5561ba-CN?#anchorDocuments>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://webgate.ec.europa.eu/digit/opsys/esubmission?cftUuid=950b9dc5-e4ae-43f4-8cb9-09754b5561ba>

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

Elektronisk katalog: Ikke tilladt

Frist for modtagelse af anmodninger om deltagelse: 12/10/2026 12:00:59 (UTC+02:00)
østeuropæisk tid, centraleuropæisk sommertid

Betingelser for kontraktens udførelse:

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

Elektronisk fakturering: Tilladt

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: Court of Justice of the European Union

Organisation, der leverer yderligere oplysninger om klageprocedurerne: European Commission, ENEST - Enlargement and Eastern Neighbourhood

8. Organisationer

8.1. ORG-0001

Officielt navn: European Commission, ENEST - Enlargement and Eastern Neighbourhood

Registreringsnummer: COM

Afdeling: ENEST.01 - Strategic Coordination & Communication

Postadresse: Rue de la Loi 15

By: Brussels

Postnummer: B-1049

Landsdel (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Land: Belgien

E-mail: ENEST-INFO@ec.europa.eu

Telefon: +32 2 299 11 11

Internetadresse: https://ec.europa.eu/neighbourhood-enlargement/node_en

Denne organisations roller:

Køber

Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. ORG-0002

Officielt navn: Court of Justice of the European Union

Registreringsnummer: CURIA

Postadresse: Rue du Fort Niedergrünwald

By: Luxembourg

Postnummer: L-2925

Landsdel (NUTS): Luxembourg (LU000)

Land: Luxembourg

E-mail: GC.Registry@curia.europa.eu

Telefon: +352 4303-1

Internetadresse: <http://curia.europa.eu>

Denne organisations roller:

Organisation med ansvar for klager

8.1. ORG-0003

Officielt navn: European Commission

Registreringsnummer: EUCOM

Postadresse: Mondrian (CDMA), Rue du Champ de Mars 21

By: Brussels

Postnummer: B-1050

Landsdel (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Land: Belgien

E-mail: ENEST-INFO@ec.europa.eu

Telefon: +32 2 299 11 11

Internetadresse: <https://commission.europa.eu/>

Denne organisations roller:

TED eSender

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: 50d923f7-b273-4835-99e6-ffbac7321edf - 01

Formulartype: Konkurrencevilkår

Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen

Bekendtgørelsesundertype: 16

Afsendelsesdato for bekendtgørelsen: 10/09/2026 09:14:50 (UTC+02:00) østeuropæisk tid, centraleuropæisk sommertid

Bekendtgørelsens officielle sprog: engelsk

Bekendtgørelsesnummer: 627722-2026

EUT-S-nummer: 176/2026

Offentliggørelsesdato: 11/09/2026