

128087-2026 - Result

Italy – Advertising campaign services – Support to EFSA’s communication activities

OJ S 38/2026 24/02/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: European Food Safety Authority

Email: efsaprocurement@efsa.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Support to EFSA’s communication activities

Description: The objective of this call for tender is to establish a new framework contract for the provision of communication and multimedia services, with a strong focus on high-impact communication campaigns, creative content production, and innovative outreach strategies tailored to EFSA’s diverse audiences. This call aims to engage experienced communication agencies with a proven track record in science communication, audience engagement, and multi-channel dissemination, both online and offline.

Procedure identifier: 6acc65d8-c702-4046-9e6c-8afdff958dac

Previous notice: 346843-2025

Internal identifier: EFSA/2025/OP/0012

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 25 000 000,00 EUR

2.1.4. General information

Legal basis:

Regulation (EU, Euratom) 2024/2509

5. Lot

5.1. Lot: LOT-0001

Title: Support to EFSA’s communication activities

Description: The objective of this call for tender is to establish a new framework contract for the provision of communication and multimedia services, with a strong focus on high-impact communication campaigns, creative content production, and innovative outreach strategies tailored to EFSA's diverse audiences. This call aims to engage experienced communication agencies with a proven track record in science communication, audience engagement, and multi-channel dissemination, both online and offline.

Internal identifier: EFSA/2025/OP/0012

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341000 Advertising services

Options:

Description of the options: 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. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: The framework contract is concluded for an initial period of 12 (twelve) months, renewable 3 (three) time(s). Please consult the draft framework contract in the procurement documents.

5.1.5. Value

Estimated value excluding VAT: 25 000 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

Information about previous notices:

Identifier of the previous notice: 213860-2025

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Please consult the procurement documents.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 70

Criterion:

Type: Price

Description: Please consult the procurement documents.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Court of Justice of the European Union

Organisation providing more information on the review procedures: European Food Safety Authority

Organisation signing the contract: European Food Safety Authority

6. Results

Maximum value of the framework agreements in this notice: 25 000 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 25 000 000,00 EUR

6.1.2. Information about winners**Winner:**

Leader of tendering party: ESN SA

Official name: ICF NEXT S.A.

Tender:

Tender identifier: 300136925

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

Rank of the tender: 1

Subcontracting: Yes

Subcontracting value is known: no

Subcontracting percentage is known: yes

Percentage of subcontracting: 18

Contract information:

Identifier of the contract: EFSA/2025/OP/0012-CT01

Date on which the winner was chosen: 09/01/2026

Date of the conclusion of the contract: 06/02/2026

Organisation signing the contract: European Food Safety Authority

Winner:

Leader of tendering party: TIPIK COMMUNICATION AGENCY SA

Official name: SOPEXA

Tender:

Tender identifier: 300136990

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

Rank of the tender: 2

Subcontracting: Yes

Subcontracting value is known: no

Subcontracting percentage is known: yes

Percentage of subcontracting: 20

Contract information:

Identifier of the contract: EFSA/2025/OP/0012-CT02

Date on which the winner was chosen: 09/01/2026

Date of the conclusion of the contract: 06/02/2026

Organisation signing the contract: European Food Safety Authority

Winner:

Leader of tendering party: NETCOMPANY S.A.

Official name: Blossom Srl

Tender:

Tender identifier: 300136916

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

Rank of the tender: 3

Subcontracting: Yes

Subcontracting value is known: no

Subcontracting percentage is known: yes

Percentage of subcontracting: 5

Contract information:

Identifier of the contract: EFSA/2025/OP/0012-CT03

Date on which the winner was chosen: 09/01/2026

Date of the conclusion of the contract: 06/02/2026

Organisation signing the contract: European Food Safety Authority

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 10

8. Organisations

8.1. ORG-0001

Official name: European Food Safety Authority

Registration number: EFSA

Department: EFSA.ED - Executive Director, EFSA.ED.EMPOWER - Management Services,
EFSA.ED.EMPOWER.FIN - Financial Services

Postal address: Via Carlo Magno 1A

Town: Parma

Postcode: I-43126

Country subdivision (NUTS): Parma (ITH52)

Country: Italy

Email: efsaprocedurement@efsa.europa.eu

Telephone: +39 0521 036 111

Internet address: <https://www.efsa.europa.eu>

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

Organisation signing the contract

8.1. ORG-0002

Official name: Court of Justice of the European Union

Registration number: CURIA

Postal address: Rue du Fort Niedergrünewald
Town: Luxembourg
Postcode: L-2925
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: GC.Registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: European Commission
Registration number: EUCOM
Postal address: Mondrian (CDMA), Rue du Champ de Mars 21
Town: Brussels
Postcode: B-1050
Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Country: Belgium
Email: efsaprocedurement@efsa.europa.eu
Telephone: +32 2 299 11 11
Internet address: <https://commission.europa.eu/>

Roles of this organisation:

TED eSender

8.1. ORG-0004

Official name: NETCOMPANY S.A.
Size of the economic operator: Large
Registration number: LU16853659
Postal address: RUE NICOLAS BOVE 2B
Town: LUXEMBOURG
Postcode: 1253
Country subdivision (NUTS): Extra-Regio NUTS 3 (LUZZZ)
Country: Luxembourg
Email: antonis.ramfos@intrasoft-intl.com
Telephone: +3524410122000

Roles of this organisation:

Tenderer

Leader of tendering party

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: Blossom Srl
Size of the economic operator: Large
Registration number: IT07445910966
Postal address: Via Milano 8
Town: Seregno
Postcode: 20831
Country subdivision (NUTS): Extra-Regio NUTS 3 (ITZZZ)
Country: Italy
Email: scope_tenders@netcompany.com

Telephone: +390362339000

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0006

Official name: TIPIK COMMUNICATION AGENCY SA

Size of the economic operator: Large

Registration number: BE0435539007

Postal address: AVENUE DE TERVUEREN 270

Town: BRUXELLES

Postcode: 1150

Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)

Country: Belgium

Email: tenders@tipik.eu

Telephone: +3222355670

Roles of this organisation:

Tenderer

Leader of tendering party

Winner of these lots: LOT-0001

8.1. ORG-0007

Official name: SOPEXA

Size of the economic operator: Large

Registration number: FR33775670110

Postal address: 25 RUE NOTRE-DAME DES VICTOIRES

Town: PARIS

Postcode: 75002

Country subdivision (NUTS): Extra-Regio NUTS 3 (FRZZZ)

Country: France

Email: tenders@tipik.eu

Telephone: +33 1 55 37 50 00

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0008

Official name: ESN SA

Size of the economic operator: Micro, small, or medium

Registration number: BE0428304785

Postal address: AVENUE DES ARTS 47

Town: BRUXELLES

Postcode: 1000

Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)

Country: Belgium

Email: guy.vaerman@esn.eu

Telephone: +32 (0)2 883 75 85

Roles of this organisation:

Tenderer

Leader of tendering party

Winner of these lots: LOT-0001

8.1. **ORG-0009**

Official name: ICF NEXT S.A.

Size of the economic operator: Large

Registration number: BE0429063662

Postal address: AVENUE MARNIX 17

Town: BRUXELLES

Postcode: 1000

Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)

Country: Belgium

Email: an@mostra.com

Telephone: +32025374400

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: c3baff39-8139-4713-ade5-53055421bdea - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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