

175854-2026 - Competition

Finland, Sweden – Business services: law, marketing, consulting, recruitment, printing and security – Service Providers for the EU Funded Promotion Campaign in Germany, France and the Netherlands

OJ S 51/2026 13/03/2026

Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Ruokatieto Yhdistys ry

Email: info@hankintajuristit.fi

Legal type of the buyer: International organisation

Activity of the contracting authority: Economic affairs

1.1. Buyer

Official name: Lantbrukarnas Ekonomi-AB

Email: info@hankintajuristit.fi

Legal type of the buyer: International organisation

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Service Providers for the EU Funded Promotion Campaign in Germany, France and the Netherlands

Description: Ruokatieto Yhdistys ry. (hereinafter also referred to as ‘Purchaser’) is an association that promotes Finnish food culture with around 300 members embracing all the companies that use the Produce of Finland label along with other organizations representing the Finnish food sector. Ruokatieto Yhdistys ry acts as the purchaser on behalf of Lantbrukarnas Ekonomi-AB (“LRF”). Lantbrukarnas Ekonomi-AB is an interest and business organisation for the green industry with approximately 120 000 individual members. Together they represent some 60 000 enterprises, which makes LRF the largest organisation for small enterprises in Sweden. The purpose of the procurement procedure is to award a framework agreement for the provision of services regarding the planning and implementation of an EU Funded Promotion Campaign EU SUS OATS (Sustainably Grown Oats from Europe). The campaign promotes processed oat ingredients and derivatives from Sweden and Finland in three EU internal markets: Germany, France and the Netherlands. Campaign start date is 1st of January 2026 and end date 31st of December 2028 (duration 36 months). As the top EU market leaders in oats, Finland and Sweden propose this program to improve the competitiveness of European oat producers in Germany, France and the Netherlands., and to actively promote the EU quality standards of the oats. With the know-how and experience of generational farmers educated and experienced in precision agriculture, circular food systems, and soil management, combined with extensive research on oat innovation and technology, Finland and Sweden have excellent conditions to produce high-quality oats sustainably. The Campaign is co-financed by the EU (Regulation 1144/2014). The procurement will be conducted in accordance with Finnish Act on Public Procurement and Concession Contracts

(1397/2016). The procurement is divided into two (2) Lots: - Lot 1: Planning and implementation of a promotional campaign - Lot 2: Impact evaluation services. The tenderer may only submit a tender for one (1) lot. The Purchaser will select two (2) service providers per lot: one (1) primary service provider and one (1) backup service provider. The amount of services to be supplied is an estimate and does not form an obligation for the Purchaser. The Purchaser will procure services as needed.

Procedure identifier: 7e640b53-56e8-4242-b190-989668fb15f8

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.2. Place of performance

Country: Germany

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 1 790 000,00 EUR

Maximum value of the framework agreement: 1 790 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Applicable cross-border law: Finnish Act on Public Procurement and Concession Contracts (1397/2016).

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 1

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 1

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Planning and implementation of a promotional campaign

Description: This campaign is a B2B-focused information and promotion campaign targeting food industry professionals. It is not a consumer or retail advertising campaign. The campaign is: - Educational and informational - Trade-oriented and professional - Generic and non-commercial (no brands, no price promotion). Objectives The communication activities shall: - Increase awareness of the sustainability, traceability and environmental performance of European oat ingredients - Strengthen the position of European oats as a competitive alternative to non-EU grains - Encourage uptake and application of oat ingredients in food manufacturing. Target Groups - Food manufacturers and ingredient buyers - Product developers and R&D professionals - Trade media and sector influencers - Other B2B stakeholders in the agri-food sector Geographic Scope Germany, France, and the

Netherlands. Scope of Work The selected communication agency will be responsible for implementing the approved campaign activities, including: - Strategic communication planning - Development and execution of B2B communication actions - Content creation and PR for trade media - Digital communication and campaign visibility - Event-related communication support

Internal identifier: 2026-042490-LOT-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Country: Germany

Anywhere in the given country

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 1 330 000,00 EUR

Maximum value of the framework agreement: 1 790 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Fund for Rural Development (EAFRD) (2021 /2027)

Identifier of EU funds: AGRIP-MULTI-2025

Further details of EU funds: Funded by Regulation (EU) No 1144/2014.

The procurement is covered by the Government Procurement Agreement (GPA): yes

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price
Name: Price
Description: See tender form.
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 40
Criterion:
Type: Quality
Name: Quality
Description: See tender form.
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 60

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English
Deadline for requesting additional information: 25/03/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time
Address of the procurement documents: <https://www.hankintailmoitukset.fi/en/public/procedure/28320/enotice/42490>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required
Address for submission: <https://www.hankintailmoitukset.fi/en/tendering/procedure/28320/call-for-tenders>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 10/04/2026 12:00:00 (UTC+03:00) Eastern European Summer Time, Istanbul, Mayotte

Duration during which the tender must remain valid: 3 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 2

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The Market Court

Organisation providing additional information about the procurement procedure: Ruokatieto Yhdistys ry

Organisation providing more information on the review procedures: Ruokatieto Yhdistys ry

Organisation receiving requests to participate: Ruokatieto Yhdistys ry

5.1. Lot: LOT-0002

Title: Impact evaluation services

Description: Activities provided by the service provider in lot 1 shall be monitored and evaluated by the selected external agency. The agency shall determine specific methodology to evaluate the effectiveness and impact of the activities implemented in the targeted markets.

Scope of Work The selected evaluation agency will be responsible for evaluating the effectiveness and impact of the activities implemented in the targeted markets, including: - Monitoring and reporting in line with EU AGRIP requirements - Planning and conducting annual awareness level surveys - Interviews / discussions with stakeholders - Analysis and reporting - Preparation of annual evaluation reports. Compliance All activities must comply with EU AGRIP communication, visibility and reporting rules.

Internal identifier: 2026-042490-LOT-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Country: Germany

Anywhere in the given country

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 50 000,00 EUR

Maximum value of the framework agreement: 1 790 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Fund for Rural Development (EAFRD) (2021 /2027)

Identifier of EU funds: AGRIP-MULTI-2025

Further details of EU funds: Funded by Regulation (EU) No 1144/2014.

The procurement is covered by the Government Procurement Agreement (GPA): yes

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Price

Description: See tender form

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

Award criterion number: 40

Criterion:

Type: Quality

Name: Quality

Description: See tender form.

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

Award criterion number: 60

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Deadline for requesting additional information: 25/03/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.hankintailmoitukset.fi/en/public/procedure/28320/enotice/42490>

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Electronic submission: Required

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Languages in which tenders or requests to participate may be submitted: English

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Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 10/04/2026 12:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Duration during which the tender must remain valid: 3 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 2

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The Market Court

Organisation providing additional information about the procurement procedure: Ruokatieto Yhdistys ry

Organisation providing more information on the review procedures: Ruokatieto Yhdistys ry

Organisation receiving requests to participate: Ruokatieto Yhdistys ry

Organisation processing tenders: Ruokatieto Yhdistys ry

8. Organisations

8.1. ORG-0001

Official name: Ruokatieto Yhdistys ry

Registration number: 0111164-2

Postal address: Vanha Talvitie 2 A 16

Town: Helsinki

Postcode: 00580

Country subdivision (NUTS): Helsinki-Uusimaa (F11B1)

Country: Finland

Email: info@hankintajuristit.fi

Telephone: +358 400 383 842

Internet address: <https://www.ruokatieto.fi/>

Roles of this organisation:

Buyer

Group leader

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

Organisation processing tenders

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Hansel Oy (Hilma)

Registration number: FI09880841

Postal address: Mannerheiminaukio 1 A

Town: Helsinki

Postcode: 00100

Country subdivision (NUTS): Helsinki-Uusimaa (F11B1)

Country: Finland

Email: tekninen@hankintailmoitukset.fi

Telephone: +358 295563630

Internet address: <https://www.hankintailmoitukset.fi>

Roles of this organisation:

TED eSender

8.1. ORG-0005

Official name: Lantbrukarnas Ekonomi-AB

Registration number: 556032-9269

Postal address: Franzégatan 1B

Town: Stockholm

Postcode: 105 33

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: info@hankintajuristit.fi

Telephone: +358 400 383 842

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: The Market Court

Registration number: FI30061576

Postal address: Radanrakentajantie 5

Town: Helsinki

Postcode: 00520

Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)

Country: Finland

Email: markkinaoikeus@oikeus.fi

Telephone: +358 295643300

Internet address: <http://www.oikeus.fi/markkinaoikeus>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 7cd886b3-37c1-4ac7-85cc-ad447e7a650d - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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