

184221-2026 - Competition

Austria – Public relations services – „GÖG: Kommunikationsleistungen“

OJ S 53/2026 17/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gesundheit Österreich GmbH

Email: kanzlei@schramm-oehler.at

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: „GÖG: Kommunikationsleistungen“

Description: Ziel des Vergabeverfahrens ist die Beschaffung von Kommunikationsleistungen (Strategie & Beratung, Kreation & Produktion, Öffentlichkeitsarbeit, Media- & Digital-Leistungen) für die Auftraggeberin. Die Auftraggeberin beabsichtigt im Rahmen der gegenständlichen Ausschreibung den Abschluss einer Rahmenvereinbarung mit bis zu drei Rahmenvereinbarungs-Partner:innen über eine Laufzeit von vier Jahren.

Procedure identifier: 4c228c14-2314-4421-82db-7a5032ccedd7

Internal identifier: ANKÖ-Verfahrens-ID: 167330

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416200 Public relations consultancy services, 79413000

Marketing management consultancy services, 79340000 Advertising and marketing services, 79800000 Printing and related services, 79970000 Publishing services

2.1.3. Value

Maximum value of the framework agreement: 3 723 075,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-3027

Title: „GÖG: Kommunikationsleistungen“

Description: Ziel des Vergabeverfahrens ist die Beschaffung von Kommunikationsleistungen (Strategie & Beratung, Kreation & Produktion, Öffentlichkeitsarbeit, Media- & Digital-Leistungen) für die Auftraggeberin.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416200 Public relations consultancy services, 79413000 Marketing management consultancy services, 79340000 Advertising and marketing services, 79800000 Printing and related services, 79970000 Publishing services

5.1.2. Place of performance

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Additional information: Die Eingabe "AT130" in Abschnitt IV. im Feld "Erfüllungsort" dient lediglich als Platzhalter. Der Erfüllungsort umfasst das gesamte Bundesgebiet Österreich.

5.1.3. Estimated duration

Start date: 06/07/2026

Duration: 48 Months

5.1.5. Value

Maximum value of the framework agreement: 3 723 075,00 EUR

5.1.6. General information

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

Procurement Project fully or partially financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: Die Eingabe "06.07.2026" in Abschnitt IV. im Feld "Laufzeit des Vertrages, der Rahmenvereinbarung oder des dynamischen Beschaffungssystems" dient lediglich als Platzhalter. Die Rahmenvereinbarung wird zum frühest möglichen Zeitpunkt abgeschlossen. * * * Die Eingabe "3" in Abschnitt IV.2 im Feld "Teilnehmer - Bewerber/Bieter" entspricht der Vorgabe gemäß § 123 Abs 4 BVergG, wonach die Anzahl der zur Angebotslegung aufzufordernden Unternehmen nicht unter drei liegen darf. Sofern allerdings weniger als drei geeignete Unternehmen im gegenständlichen Vergabeverfahren verbleiben, werden weniger als drei Unternehmen zur Angebotslegung aufgefordert.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Zuschlagskriterium Qualität

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

Award criterion number: 60

Criterion:

Type: Price

Description: Zuschlagskriterium Preis

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

Award criterion number: 40

5.1.11. Procurement documents

Deadline for requesting additional information: 08/04/2026 13:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://schramm-oehler.vergabeportal.at/Detail/239167>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://schramm-oehler.vergabeportal.at/Detail/239167>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 15/04/2026 13:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Bundesverwaltungsgericht

Information about review deadlines: Gemäß den entsprechenden gesetzlichen Vorgaben

8. Organisations

8.1. ORG-5721

Official name: Gesundheit Österreich GmbH

Registration number: 9110016987071

Postal address: Stubenring 6

Town: Wien
Postcode: 1010
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Contact point: Schramm Öhler RAe, RA Mag. Michael Weiner
Email: kanzlei@schramm-oebler.at
Telephone: +43 14097609
Internet address: <https://goeg.at/>

Roles of this organisation:

Buyer

8.1. ORG-2556

Official name: Bundesverwaltungsgericht
Registration number: 9110008059823
Postal address: Erdbergstraße 192-196
Town: Wien
Postcode: 1030
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Email: einlaufstelle@bvwg.gv.at
Telephone: +43 160149
Internet address: <https://www.bvwg.gv.at/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 22d82351-4057-45e5-8ded-cb36167b3caf - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 13/03/2026 22:40:00 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: German
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