

185263-2026 - Competition

Netherlands – Promotional services – Information campaign ‘Working in the Netherlands’

OJ S 53/2026 17/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ministerie van Sociale Zaken en Werkgelegenheid

Email: naam@rijksoverheid.nl

Legal type of the buyer: Central government authority

Activity of the contracting authority: Social protection

2. Procedure

2.1. Procedure

Title: Information campaign ‘Working in the Netherlands’

Description: The purpose of the Tender is to ensure a transparent, fair, and efficient process for selecting the best service provider and concluding a service agreement (hereinafter: Agreement) for the implementation of a communication campaign in Poland. The Agreement is intended to enter into force on June 15, 2026. For the initial contract period from 15 June 2026 up to and including 31 December 2028, the estimated total value of the Contract is approximately EUR 180.000,- excluding VAT. Including any potential extensions, the estimated total value of the Contract up to and including 31 December 2030 is approximately EUR 360.000,- excluding VAT. These estimates are indicative only and do not constitute a commitment, guarantee, or minimum purchase obligation.

Procedure identifier: a233a719-8bca-4138-ab00-f8faab68565a

Internal identifier: 201865005.011.087

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 360 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

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

5. Lot

5.1. Lot: LOT-0000

Title: Information campaign 'Working in the Netherlands'

Description: The purpose of the Tender is to ensure a transparent, fair, and efficient process for selecting the best service provider and concluding a service agreement (hereinafter: Agreement) for the implementation of a communication campaign in Poland. The Agreement is intended to enter into force on June 15, 2026. For the initial contract period from 15 June 2026 up to and including 31 December 2028, the estimated total value of the Contract is approximately EUR 180.000,- excluding VAT. Including any potential extensions, the estimated total value of the Contract up to and including 31 December 2030 is approximately EUR 360.000,- excluding VAT. These estimates are indicative only and do not constitute a commitment, guarantee, or minimum purchase obligation.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79340000 Advertising and marketing services

Options:

Description of the options: There are no options

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

5.1.3. Estimated duration

Duration: 30 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: The Contracting Authority may exercise the extension option a maximum of two (2) times, each time for a period of up to twelve (12) months. Any extension of the Agreement shall be confirmed in writing to the Contractor at least three (3) months prior to the expiry of the then-current term.

5.1.5. Value

Estimated value excluding VAT: 360 000,00 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: Not required

Procurement Project not financed with EU Funds.

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Quality

Description: Action plan, Project Planning, execution and Risk management

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

Award criterion number: 80

Criterion:

Type: Price

Name: Price

Description: A fixed all-inclusive Price

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

Award criterion number: 20

5.1.11. Procurement documents

Deadline for requesting additional information: 02/04/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.tenderned.nl/aankondigingen/overzicht/416012>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.tenderned.nl/aankondigingen/overzicht/416012>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 11/05/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 11/05/2026 10:05:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Rijksinkoop Samenwerking (RIS) - Arrondissementsrechtbank Den Haag

Organisation providing additional information about the procurement procedure:

Rijksinkoop Samenwerking (RIS)

Organisation providing more information on the review procedures: Rijksinkoop samenwerking (RIS)

Organisation receiving requests to participate: Rijksinkoop samenwerking (RIS)

8. Organisations

8.1. ORG-0001

Official name: Rijksinkoop samenwerking (RIS)

Registration number: 1543030

Postal address: Wilhelmina van Pruisenweg 52

Town: Den Haag

Postcode: 2500 EA

Country subdivision (NUTS): Agglomeratie 's-Gravenhage (NL361)

Country: Netherlands

Contact point: Ayfer Kiziltas

Email: contact.ris@rijksoverheid.nl

Telephone: +31 0707585678

Internet address: <https://www.rijksinkoop samenwerking.nl/>

Other contact points:

Official name: Arrondissementsrechtbank Den Haag

Postal address: Prins Clauslaan 60

Town: Den Haag

Postcode: 2595 AJ

Country subdivision (NUTS): Agglomeratie 's-Gravenhage (NL361)

Country: Netherlands

Contact point: Arrondissementsrechtbank Den Haag

Email: voorlichting.rb.den.haag@rechtspraak.nl

Telephone: +31 883622200

Internet address: <https://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Den-Haag>

Roles of this organisation:

Procurement service provider

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Ministerie van Sociale Zaken en Werkgelegenheid

Registration number: 19637402

Postal address: Parnassusplein 5

Town: Den Haag

Postcode: 2511 VX

Country subdivision (NUTS): Agglomeratie 's-Gravenhage (NL361)

Country: Netherlands

Email: naam@rijksoverheid.nl

Telephone: +31 703334444

Internet address: <http://www.rijksoverheid.nl/ministeries/szw>

Roles of this organisation:

Buyer

Notice information

Notice identifier/version: 3013426d-5c31-4a27-95c8-1790ce05ebf2 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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