

220560-2026 - Competition

Germany – Business services: law, marketing, consulting, recruitment, printing and security – 81321585_Outreach, publicity, and communications for the EU-Navigator for Partner Countries
OJ S 63/2026 31/03/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Email: chiara.geiger@giz.de

Legal type of the buyer: Public undertaking, controlled by a central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: 81321585_Outreach, publicity, and communications for the EU-Navigator for Partner Countries

Description: The Team Europe Initiative (TEI) "Sustainability in Global Value Chains" is an initiative co-financed by the European Commission (EC) that supports stakeholders in partner countries of EU development cooperation - governments, businesses, civil society organizations, trade unions and workers, and multi-stakeholder initiatives - in navigating and identifying relevant information related to the requirements and opportunities presented by the Corporate Sustainability Due Diligence Directive (CSDDD). GIZ is implementing the TEI on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) as part of the sector programme "Corporate and Public Responsibility for Sustainable Supply Chains."

Background and Objective: The CSDDD entered into force on 25 July 2024 and requires large EU companies (with more than 1,000 employees and an annual turnover exceeding EUR 450 million) as well as non-EU companies with significant activities in the EU market (over EUR 450 million in EU turnover) to uphold human rights standards and carry out environmental due diligence throughout their entire value chains. Due to the strong external dimension of this Directive, numerous actors in partner countries (recipients of EU development cooperation assistance) will be affected - including governments, companies, civil society organizations, and social partners. Many of these stakeholders are either unfamiliar with the concept of corporate due diligence or view the CSDDD as a trade barrier. Furthermore, the potential benefits of the CSDDD - such as improved access to legal remedies for affected parties or competitive advantages for sustainable companies - are often not well understood. To ensure that the CSDDD is implemented in a development-oriented and collaborative manner, companies and their partner countries require specific support. In particular, small and medium-sized enterprises (SMEs) in these countries need accompanying measures to turn the implementation of the CSDDD into an opportunity. Coordination through the Team Europe Initiative The EC and several EU Member States (Belgium, Germany, France, Italy, Luxembourg, the Netherlands, and Sweden) launched the TEI to improve the coordination and transparency of various existing EU support measures. This broad array of funding initiatives often makes it challenging for stakeholders in partner countries to locate appropriate support services. By aggregating the support available, the TEI consolidates these measures and

ensures more efficient collaboration. Key Measure: EU Helpdesk "European Due Diligence Navigator" The main aim of the TEI is to establish and run the "EU Due Diligence Navigator", an EU Helpdesk. The Navigator consists of: - An online platform that presents general information on the CSDDD itself, as well as various associated support measures aimed at the target groups (key stakeholders in partner countries). - Personalized advisory services provided by a specialized team of advisors This measure is jointly financed by the EC and BMZ and is implemented by GIZ. The Navigator has the specific goal of informing stakeholders in partner countries about the requirements associated with the CSDDD and the opportunities arising from it. This is done by providing general information on the CSDDD and directing users of the Navigator to where they can find suitable support. Coordination is carried out closely with the Directorate-General for International Partnerships (DG INTPA) of the European Commission. In summary, the TEI promotes a sustainable and equitable implementation of the CSDDD in partner countries. By providing coordinated information and support services, it aims to ensure that companies and other stakeholders can leverage the requirements of the CSDDD as an opportunity for development.

Procedure identifier: 60ed26cf-d691-4915-9cb9-f43314c77171

Internal identifier: 81321585_

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): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79411100 Business development consultancy services

2.1.2. Place of performance

Town: Bonn

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

2.1.3. Value

Estimated value excluding VAT: 457 950,00 EUR

2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXTRY6YT750M6AA# All communication takes place in English via communication tool in the project area of the procurement portal.

Legal basis:

Directive 2014/24/EU

vgv -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: In accordance with §§ 123,124 GWB, § 22 LkSG

Participation in a criminal organisation: In accordance with §§ 123,124 GWB

Terrorist offences or offences linked to terrorist activities: In accordance with §§ 123,124 GWB

Money laundering or terrorist financing: In accordance with §§ 123,124 GWB

Fraud: In accordance with §§ 123,124 GWB

Corruption: In accordance with §§ 123,124 GWB

Child labour and including other forms of trafficking in human beings: In accordance with §§ 123,124 GWB

Breaching obligation relating to payment of taxes: In accordance with §§ 123,124 GWB

Breaching obligation relating to payment of social security contributions: In accordance with §§ 123,124 GWB

Breaching of obligations in the fields of environmental law: In accordance with §§ 123,124 GWB

Breaching of obligations in the fields of social law: In accordance with §§ 123,124 GWB

Breaching of obligations in the fields of labour law: In accordance with §§ 123,124 GWB

Insolvency: In accordance with §§ 123,124 GWB

Assets being administered by liquidator: In accordance with §§ 123,124 GWB

Business activities are suspended: In accordance with §§ 123,124 GWB

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: In accordance with §§ 123,124 GWB

Grave professional misconduct: In accordance with §§ 123,124 GWB

Agreements with other economic operators aimed at distorting competition: In accordance with §§ 123,124 GWB

Conflict of interest due to its participation in the procurement procedure: In accordance with §§ 123,124 GWB

Direct or indirect involvement in the preparation of this procurement procedure: In accordance with §§ 123,124 GWB

Early termination, damages, or other comparable sanctions: In accordance with §§ 123,124 GWB

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: In accordance with §§ 123,124 GWB

5. Lot

5.1. Lot: LOT-0001

Title: 81321585_Outreach, publicity, and communications for the EU-Navigator for Partner Countries

Description: The call for tenders outlines a project in which GIZ engages a service provider to support the TEI team in planning, implementing, and evaluating a comprehensive communication and outreach process. The aim is to establish the helpdesk as a central resource for information and support among the relevant target groups, enhancing its reputation and sustainably increasing the demand for its services. At the core of the project is the objective to raise awareness of the helpdesk, generate interest, and ensure its continuous use. This is to be achieved by integrating the helpdesk into the work processes of the target groups, enhancing their ability to independently address challenges using its resources, and fostering long-term appreciation for the service. An increasing number of users, driven in part by recommendations from satisfied users, is another key success factor. The services outlined in the tender are divided into two main outputs, each implemented through specific work packages. The first output involves developing a target group-specific outreach strategy along with corresponding communication materials. In close coordination with the TEI team, the service provider will define communication goals, target groups, relevant channels, and criteria for selecting test groups and multipliers. The resulting strategy, documented in an 8-10 page report, will serve as the foundation for all subsequent measures. Alongside this strategic planning, another work package is dedicated to creating communication products such as flyers, social media content, infographics, and videos. All materials must comply with the EU Global Gateway Branding Guidelines and will be continuously optimized following testing with

the target groups. The second output focuses on the practical implementation of the developed strategy. This includes not only the dissemination of the communication materials but also the identification and engagement of multipliers in the key target regions-particularly in Africa, Asia, and Latin America-who will act as vital information brokers. Additionally, the service provider will organize targeted online and offline events such as webinars, stakeholder dialogues, and information sessions to facilitate direct interaction with the target groups and incorporate their feedback into the outreach process. A crucial element of the implementation phase is the establishment of feedback mechanisms through surveys, test groups, and moderated usability tests, ensuring that the measures are continuously refined based on the responses from the target audience. Monitoring and evaluation form another essential component of the project. The service provider is tasked with developing a system to continuously track the success of the outreach measures using clearly defined indicators. This system will consider both quantitative metrics-such as the number of multipliers reached, website visitor statistics, and inquiries-and qualitative feedback from the target groups. Regular reports, produced on a quarterly or biannual basis, will transparently document the progress and results, providing a basis for further strategic adjustments. Close collaboration between GIZ, the TEI team, the EU Commission, and, where applicable, BMZ is critical to the project's success. All produced materials and communication activities must adhere to the Global Gateway Branding Guidelines, and the service provider is expected to remain flexible, as the scope of outreach activities may need to be adjusted in response to dynamic, ad hoc requirements. In essence, the service provider is not only responsible for the strategic and operational implementation but must also be capable of responding swiftly to changes as the project evolves. In summary, the tender aims to establish the helpdesk as a central, indispensable service for the target groups through a combination of strategic planning, the development and dissemination of tailored communication materials, the organization of events, and continuous monitoring and evaluation. The success of the project will be measured using a range of indicators that capture both the qualitative and quantitative impact of the outreach efforts. Ultimately, the project is intended to ensure that the helpdesk is perceived as an essential resource, enabling target groups to overcome challenges independently and improving their overall work processes.

Internal identifier: 81321585_

5.1.1. Purpose

Main nature of the contract: Services

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

Additional classification (cpv): 79411100 Business development consultancy services

Options:

Description of the options: GIZ may optionally commission contract amendments and/or increases based on the criteria in the tender documents to the successful bidder of this tender. For details, please see the terms of reference.

5.1.2. Place of performance

Town: Bonn

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

5.1.3. Estimated duration

Duration: 24 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: GIZ may optionally commission contract amendments and /or increases based on the criteria in the tender documents to the successful bidder of this tender. For details, please see the terms of reference.

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 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: #Besonders auch geeignet für:other-sme#

5.1.7. Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: siehe ToR

Aim of strategic procurement: Fulfilment of social objectives

Description: siehe ToR

Approach to reducing environmental impacts: The transition to a circular economy, Pollution prevention and control

Social objective promoted: Gender equality, Human rights due diligence in global supply chains , Fair working conditions, Other

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: EN-A1: Principles for the execution of orders (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): The eligibility criteria are not from the same category as stipulated above, as there is no suitable category. 1. Self-declaration: name of company and address, tax ID, registration and commercial register number or equivalent register in accordance with the legal provisions of the country of origin. 2. No grounds for exclusion pursuant to § 123, § 124 GWB, § 22 LkSG, EU-Russia sanctions 3. Declaration of bidding consortium and/or declaration of subcontractors (if applicable)

Criterion: Other economic or financial requirements

Description of selection criterion: EN-A2: Conditions for the reduction of candidates (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): If we receive more than 7 requests to participate, we will make a selection on the basis of the criteria laid out in the procurement documents and invite tenders only from the 7 candidates with the highest scores. We reserve the right to cancel the procurement procedure if we receive fewer than 2 requests to participate. Weighted criteria for the selection of candidates: 1. Technical experience (85%) -Development of communication or outreach strategies 20% - Inclusive and participatory methods (i.e. actively engaging stakeholders) 20% - Organization and management of digital and physical events in partner countries of EU development cooperation 15% - Graphic design, video production /editing, web design, creation of visuals for social media for clients 15% - Design and implementation of M&E systems for projects, programs or multistakeholder initiatives 15% . Experience of development projects (at least 50% ODA-financed) 15%

Criterion: References on specified services

Description of selection criterion: EN-B1: Technical and professional ability (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): 1. The technical assessment is only based on reference projects with a minimum commission value of 70000,00 EUR. 2. At least 5 reference projects in the technical field Outreach in HR EED (human rights and environmental due diligence) and thereof at least 3 reference projects in in Africa and/or Latin America and/or Asia and/or West Balkans in the last 36 months.

Criterion: Average yearly turnover

Description of selection criterion: EN-C1: Economic and financial standing (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Average annual turnover for the last three years (last-but-four financial year can be included in case of tenders held within 6 months of end of last financial year), at least: 500.000,00 EUR.

Criterion: Other economic or financial requirements

Description of selection criterion: EN-C2: Economic and financial standing (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Average number of employees and managers in the last three calendar years, at least 5 persons.

Criterion: References on specified services

Description of selection criterion: Assessment of technical eligibility / weighted criteria for the selection of candidates - If we receive more than 6 requests to participate, we will make a selection on the basis of the criteria laid out in the procurement documents and invite tenders only from the 6 candidates with the highest scores. We reserve the right to cancel the procurement procedure if we receive fewer than 2 requests to participate. Weighted criteria for the selection of candidates: 1. Technical experience (60%) - Pooled Procurement 12% - Regulatory Harmonisation 12% - Pharmaceutical Manufacturing 12% - Sexual and Reproductive Health and Rights 12% - Pharmaceutical Value Chain Development 12% 2. Regional experience (20%) - Regional experience in Southern Africa 3. Experience of development projects (at least 50% ODA-financed) (20%)

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Weight (percentage, exact): 100,00

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

Minimum number of candidates to be invited for the second stage of the procedure: 7

Maximum number of candidates to be invited for the second stage of the procedure: 7

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: Price

Name: Preis

Description: Price criteria for "Bestangebots-Quotienten-Methode"

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

Award criterion number: 30

Criterion:

Type: Quality

Name: Erreichte Gesamtpunktzahl nach fachlicher Wertung (inkl. Mindbed.)

Description: Zur Ermittlung des wirtschaftlichsten Bieters wird hier von der Vergabestelle die erreichte Gesamtpunktzahl nach fachlicher Wertung eingetragen. Es werden nur Angebote mit einer fachlichen Bewertung von über 500 Punkten gewertet. Fachliche Angebote mit weniger Punkten scheiden als fachlich ungeeignet aus.

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

Award criterion number: 70

Criterion:

Type: Quality

Name: Erreichte Gesamtpunktzahl nach fachlicher Wertung (inkl. Mindbed.)

Description: Zur Ermittlung des wirtschaftlichsten Bieters wird hier von der Vergabestelle die erreichte Gesamtpunktzahl nach fachlicher Wertung eingetragen. Es werden nur Angebote mit einer fachlichen Bewertung von über 500 Punkten gewertet. Fachliche Angebote mit weniger Punkten scheiden als fachlich ungeeignet aus.

Category of award threshold criterion: Minimum score

Award criterion number: 500

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Deadline for requesting additional information: 23/04/2026 23:59:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YT750M6AA/documents>

Ad hoc communication channel:

URL: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YT750M6AA>

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 05/05/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YT750M6AA>

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 requests to participate: 30/04/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Information that can be supplemented after the submission deadline:

At the discretion of the buyer, some missing tenderer-related documents may be submitted later.

Additional information: GIZ asks the applicant or bidder to submit, complete or correct documents, within the framework laid down by law.

Terms of contract:

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

Conditions relating to the performance of the contract: The execution conditions result from the information given in the contract notice and the tender documents.

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

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: Vergabekammern des Bundes

Information about review deadlines: According to Article 160, Section 3 of the German Act Against Restraint of Competition (GWB), application for review is not permissible insofar as 1. the applicant has identified the claimed infringement of the procurement rules before submitting the application for review and has not submitted a complaint to the contracting authority within a period of 10 calendar days; the expiry of the period pursuant to Article 134, Section 2 remains unaffected, 2. complaints of infringements of procurement rules that are evident in the tender notice are not submitted to the contracting authority at the latest by the expiry of the deadline for the application or by the deadline for the submission of bids, specified in the tender notice. 3. complaints of infringements of procurement rules that first become evident in the tender documents are not submitted to the contracting authority at the latest by the expiry of the deadline for application or by the deadline for the submission of bids, 4. more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to redress the complaint. Sentence 1 does not apply in the case of an application to determine the invalidity of the contract in accordance with Article 135, Section 1 (2). Article 134, Section 1, Sentence 2 remains unaffected.

Organisation providing additional information about the procurement procedure: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Organisation receiving requests to participate: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

8. Organisations

8.1. ORG-0001

Official name: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Registration number: 993-80072-52

Postal address: Dag-Hammarskjöld-Weg 1 - 5

Town: Eschborn

Postcode: 65760

Country subdivision (NUTS): Main-Taunus-Kreis (DE71A)

Country: Germany

Email: chiara.geiger@giz.de

Telephone: +49 6196794465

Fax: +49 6196791115

Internet address: <https://www.giz.de>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Vergabekammern des Bundes

Registration number: 022894990
Postal address: Kaiser-Friedrich-Straße 16
Town: Bonn
Postcode: 53113
Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)
Country: Germany
Email: vk@bundeskartellamt.bund.de
Telephone: +49 2289499-0
Fax: +49 2289499-163
Internet address: <https://www.bundeskartellamt.de>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registration number: 0204:994-DOEVD-83

Town: Bonn

Postcode: 53119

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Email: noreply.esender_hub@bescha.bund.de

Telephone: +49228996100

Roles of this organisation:

TED eSender

10. Change

Version of the previous notice to be changed

:

be650045-d36f-40b7-a295-185053f64b50-01

Main reason for change

:

Buyer correction

Description

:

Adaption of the CPV-Code

10.1. Change

Section identifier: PROCEDURE

Description of changes: Correction to - 79000000-4 - 79411100-9

Notice information

Notice identifier/version: b2cef414-7986-43d3-9096-dbfad9c4a8a7 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 30/03/2026 10:38:42 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 220560-2026

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Publication date: 31/03/2026