

227409-2026 - Result

Tanzania – Development consultancy services – EU-Tanzania Communication and Visibility 2024-2027

OJ S 65/2026 02/04/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: European Commission, INTPA - International Partnerships

Email: delegation-tanzania-tenders@eeas.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: EU-Tanzania Communication and Visibility 2024-2027

Description: This contract will implement the Delegation's communication strategy, focusing on strategic communication that is cohesive and well-sequenced. It will ensure that communication activities are strategically aligned to enhance the EU's visibility and establish its image as a stable and reliable partner in Tanzania. The approach will include tailored awareness initiatives for Tanzanian and East African audiences, highlighting the EU's values, engagements, and impacts. Additionally, the contract encompasses public diplomacy, engaging key stakeholders, promoting international principles, fostering youth, private sector and cultural partnerships, and countering misinformation.

Procedure identifier: b9688599-e561-4fa9-bc12-5bc29d736a7a

Previous notice: 598258-2024

Internal identifier: EC-INTPA/DAR/2024/EA-RP/0088

Type of procedure: Restricted

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 73220000 Development consultancy services

2.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 1 800 000,00 EUR

2.1.4. General information

Legal basis:

Regulation (EU, Euratom) 2024/2509

5. Lot

5.1. Lot: LOT-0001

Title: EU-Tanzania Communication and Visibility 2024-2027

Description: This contract will implement the Delegation's communication strategy, focusing on strategic communication that is cohesive and well-sequenced. It will ensure that communication activities are strategically aligned to enhance the EU's visibility and establish its image as a stable and reliable partner in Tanzania. The approach will include tailored awareness initiatives for Tanzanian and East African audiences, highlighting the EU's values, engagements, and impacts. Additionally, the contract encompasses public diplomacy, engaging key stakeholders, promoting international principles, fostering youth, private sector and cultural partnerships, and countering misinformation.

Internal identifier: EC-INTPA/DAR/2024/EA-RP/0088

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 73220000 Development consultancy services

Additional classification (cpv): 55120000 Hotel meeting and conference services, 79416000

Public relations services, 79952000 Event services, 98300000 Miscellaneous services, 79340000 Advertising and marketing services, 22120000 Publications, 79800000 Printing and related services, 22140000 Leaflets, 22210000 Newspapers

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: The contract will be performed in Tanzania

5.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 1 800 000,00 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

Additional information: The procurement is funded by the following EU programme: Sub-Saharan Africa.

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: 80

Criterion:

Type: Price

Description: Please consult the procurement documents.

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

Award criterion number: 20

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: Court of Justice of the European Union

Organisation providing more information on the review procedures: European Commission, INTPA - International Partnerships

Organisation signing the contract: European Commission, INTPA - International Partnerships

6. Results

Value of all contracts awarded in this notice: 1 737 300,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Leader of tendering party: PARTICIP GMBH

Official name: SARACEN MEDIA LIMITED

Tender:

Tender identifier: PARTICIP GMBH

Identifier of lot or group of lots: LOT-0001

Value of the tender: 1 737 300,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 2026/490-353

Date on which the winner was chosen: 03/03/2026

Date of the conclusion of the contract: 27/03/2026

Organisation signing the contract: European Commission, INTPA - International Partnerships

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: 5

8. Organisations

8.1. ORG-0001

Official name: European Commission, INTPA - International Partnerships

Registration number: COM

Department: INTPA.A - Africa, INTPA.A.4 - Eastern and Central Africa

Postal address: Umoja House-1st Floor, Hamburg Avenue

Town: Dar Es Salaam

Country: Tanzania
Email: delegation-tanzania-tenders@eeas.europa.eu
Telephone: +32 2 299 11 11
Internet address: https://international-partnerships.ec.europa.eu/index_en

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: delegation-tanzania-tenders@eeas.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: PARTICIP GMBH
Size of the economic operator: Large
Registration number: DE142927394
Postal address: MERZHAUSER STR 183
Town: FREIBURG
Postcode: 79100
Country subdivision (NUTS): Extra-Regio NUTS 3 (DEZZZ)
Country: Germany
Email: carmine.carissimi@particip.eu
Telephone: +49761790740

Roles of this organisation:

Tenderer
Leader of tendering party

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: SARACEN MEDIA LIMITED

Size of the economic operator: Large

Registration number: C.94520

Postal address: Saracen Media Group. Ideas House, Kabarsiran close

Town: Nairobi

Postcode: 00200

Country: Kenya

Email: peter.jopke@particip.de

Telephone: +254724257015

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 6661bade-d5da-4a26-8bfa-219b62686c5e - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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