

241098-2026 - Competition

Netherlands – Advertising campaign services – Reclamebureau t.b.v Creatieve communicatie voor de brede opgave energietransitie

OJ S 69/2026 09/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gemeente Rheden

Email: aanbesteden@connectie.nl

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Reclamebureau t.b.v Creatieve communicatie voor de brede opgave energietransitie

Description: De inhoud van de Raamovereenkomst beperkt zich tot de communicatie- en participatie ondersteuning voor de energietransitie waarnaast er incidenteel op verzoek losse opdrachten worden uitgevoerd ten behoeve van andere klimaat gerelateerde onderwerpen waarin gezamenlijk wordt opgetrokken. Dit omvat creatieve conceptontwikkeling, copywriting, productie, advies en uitvoering. De totale waarde van de opdrachten die onder deze raamovereenkomst kunnen worden verstrekt, is gemaximeerd op € 1.200.000,-

Procedure identifier: 0b7898c5-5c09-4306-b7f8-1c1b0b68706e

Internal identifier: 2026-005061

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Arnhem/Nijmegen (NL226)

Country: Netherlands

Additional information: Gemeente Rheden

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: Reclamebureau t.b.v Creatieve communicatie voor de brede opgave energietransitie

Description: De inhoud van de Raamovereenkomst beperkt zich tot de communicatie- en participatie ondersteuning voor de energietransitie waarnaast er incidenteel op verzoek losse opdrachten worden uitgevoerd ten behoeve van andere klimaat gerelateerde onderwerpen waarin gezamenlijk wordt opgetrokken. Dit omvat creatieve conceptontwikkeling, copywriting, productie, advies en uitvoering. De totale waarde van de opdrachten die onder deze raamovereenkomst kunnen worden verstrekt, is gemaximeerd op € 1.200.000,-
Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Arnhem/Nijmegen (NL226)

Country: Netherlands

Additional information: Gemeente Rheden

5.1.3. Estimated duration

Duration: 4 Years

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: Reduction of environmental impacts

Description: Circulariteit en duurzaamheid

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are included

5.1.9. Selection criteria

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

5.1.10. Award criteria

Criterion:

Type: Quality

Name: K1 Plan van Aanpak; Van concept naar creatie

Description: Opstellen creatief concept.

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

Award criterion number: 40

Criterion:

Type: Quality

Name: K2 — Plan van Aanpak; Van inzicht naar aanpak

Description: Uitwerken persona's of praktijksituaties

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

Award criterion number: 40

Criterion:

Type: Quality

Name: K3 – Toelichting op Inclusie en toegankelijkheid

Description: Toelichting op Inclusie en toegankelijkheid van communicatie.

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

Award criterion number: 10

Criterion:

Type: Quality

Name: K4 - Duurzaamheid

Description: Omschrijving duurzaamheidsmaatregelen.

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

Award criterion number: 10

Criterion:

Type: Price

Name: Geen prijs

Description: U hoeft geen prijsinformatie aan te leveren.

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

Award criterion number: 0

5.1.11. Procurement documents

Deadline for requesting additional information: 06/05/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.tenderned.nl/aankondigingen/overzicht/419077>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.tenderned.nl/aankondigingen/overzicht/419077>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 26/05/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 26/05/2026 10:01:00 (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:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Gemeente Rheden - Rechtbank Arnhem

Organisation providing additional information about the procurement procedure: Gemeente Rheden

Organisation providing more information on the review procedures: Gemeente Rheden

Organisation receiving requests to participate: Gemeente Rheden

8. Organisations

8.1. ORG-0001

Official name: Gemeente Rheden

Registration number: 1282073

Department: Afdeling Leefbaarheid, team Energietransitie

Postal address: Hoofdstraat 3

Town: DE STEEG

Postcode: 6994AB

Country subdivision (NUTS): Arnhem/Nijmegen (NL226)

Country: Netherlands

Contact point: Renate Monsees

Email: aanbesteden@connectie.nl

Telephone: +31 8001809

Internet address: <http://www.rheden.nl>

Buyer profile: <http://www.overheid.nl>

Other contact points:

Official name: Rechtbank Arnhem

Postal address: Walburgstraat 2-4

Town: Arnhem

Postcode: 6811 CD

Country subdivision (NUTS): Arnhem/Nijmegen (NL226)

Country: Netherlands

Email: communicatie.rb-gel@rechtspraak.nl

Telephone: +31 883612000

Internet address: <http://www.rechtspraak.nl>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 7be4d054-fab5-40e9-8dcd-8d87271a7d7f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 07/04/2026 16:40:12 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Dutch

Notice publication number: 241098-2026

OJ S issue number: 69/2026

Publication date: 09/04/2026