

254844-2026 - Competition

Belgium – Advertising and marketing services – Multi-channel content-ecosysteem

OJ S 73/2026 15/04/2026

Contract or concession notice – standard regime

Services - Supplies

1. Buyer

1.1. Buyer

Official name: Vlaams Socialistisch Gezondheidsfonds vzw

Email: MP-OO@solidaris.be

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Multi-channel content-ecosysteem

Description: Het bestaande multi-channel content-ecosysteem optimaliseren en verder uitbouwen met als doel te maximaliseren.

Procedure identifier: 0277acc4-bf93-48c7-9a12-32c23cd13a2e

Internal identifier: 2026-035-VSGF-OO

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

Additional nature of the contract: Supplies

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79800000 Printing and related services

2.1.2. Place of performance

Country: Belgium

Anywhere in the given country

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-0001

Title: 2026-035-VSGF-OO - 1

Description: Het bestaande multi-channel content-ecosysteem optimaliseren en verder uitbouwen met als de ROI te maximaliseren

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

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

5.1.2. Place of performance

Country: Belgium

Anywhere in the given country

5.1.3. Estimated duration

Duration: 48 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

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

Name: Kwaliteit van de strategie en plan van aanpak voor het content-ecosysteem

Description: zie opdrachtdocumenten

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

Award criterion number: 40

Criterion:

Type: Price

Name: Prijs

Description: zie opdrachtdocumenten

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

Award criterion number: 30

Criterion:

Type: Quality

Name: Uitwerking van een concrete opdracht : veelgestelde vragen over ZIV

Description: zie opdrachtdocumenten

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

Award criterion number: 30

5.1.11. Procurement documents

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/4219177c-1f73-46fb-af74-71acc5e3b9b3/documents>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.publicprocurement.be/supplier/enterprises/0/tendering-workspaces/publication-workspace-detail/4219177c-1f73-46fb-af74-71acc5e3b9b3/general>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Deadline for receipt of requests to participate: 15/05/2026 10:00:00 (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: yes

Electronic payment will be used: yes

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: Nederlandstalige rechtbank van eerste aanleg | Ondernemingsrechtbank

Information about review deadlines: Zie artikel 23 van de wet van 17 juni 2013 betreffende de motivering, de informatie en de rechtsmiddelen inzake overheidsopdrachten, bepaalde opdrachten voor werken, leveringen en diensten en concessies

Organisation receiving requests to participate: Vlaams Socialistisch Gezondheidsfonds vzw

Organisation processing tenders: Vlaams Socialistisch Gezondheidsfonds vzw

8. Organisations

8.1. ORG-0001

Official name: Vlaams Socialistisch Gezondheidsfonds vzw

Registration number: 0422624446_5326

Postal address: Sint-Jansstraat 32-38

Town: Brussel

Postcode: 1000

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: MP-OO@solidaris.be

Telephone: +32 2 515 04 53

Buyer profile: <https://www.publicprocurement.be/bda?organisationIds=5326&includeOrganisationChildren=true>

Roles of this organisation:

Buyer
Organisation receiving requests to participate
Organisation processing tenders

8.1. ORG-0002

Official name: FOD Beleid en Ondersteuning
Registration number: BE001
Postal address: Simon Bolivarlaan 30, bus 1
Town: Brussel
Postcode: 1000
Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Country: Belgium
Email: revise@publicprocurement.be
Telephone: +32 2 740 80 00
Internet address: <https://bosa.belgium.be>

Roles of this organisation:

TED eSender

8.1. ORG-0003

Official name: Nederlandstalige rechtbank van eerste aanleg | Ondernemingsrechtbank
Registration number: 0308357753
Town: Brussel
Postcode: 1000
Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Country: Belgium
Email: nreabrussel.burg@just.fgov.be
Telephone: +32 2 519 86 23

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 25e3614f-0db1-4c9a-9e81-c89e1b571c70 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
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