

262376-2026 - Result

Germany – IT services: consulting, software development, Internet and support – RV für Design-Leistungen und Marken-Beratung für die Landesverwaltung BW

OJ S 75/2026 17/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Land Baden-Württemberg vertreten durch das Staatsministerium Baden-Württemberg

Email: e-vergabe@lzbw.bwl.de

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: RV für Design-Leistungen und Marken-Beratung für die Landesverwaltung BW

Description: Gegenstand dieser Ausschreibung ist ein Rahmenvertrag für Design-Leistungen zur Implementierung und Weiterentwicklung des Landes-Corporate-Designs.

Procedure identifier: 7c70ec64-06d0-4914-ad94-acf64d6778b5

Internal identifier: LZBW-2025-10-086

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72200000 Software programming and consultancy services, 72260000 Software-related services, 79822500 Graphic design services

2.1.2. Place of performance

Postal address: Richard-Wagner-Straße 15

Town: Stuttgart

Postcode: 70184

Country subdivision (NUTS): Stuttgart, Stadtkreis (DE111)

Country: Germany

2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXUEYYDYT8VSWNHP# Alle relevanten Informationen sind in den Vergabe- und Vertragsunterlagen sowie den Anlagen aufgeführt.

Legal basis:

Directive 2014/24/EU

vgv -

5. Lot

5.1. Lot: LOT-0001

Title: Branding und Design, Design-Portal

Description: Los 1: Branding und Design, Design-Portal - Beratung im Bereich Marke und Branding (z. B. Weiterentwicklung der Markensystematik). - Die Ergänzung und Weiterentwicklung der Corporate-Design-Richtlinien und Pflege der Inhalte im Design-Portal sowie der technische Betrieb und die Weiterentwicklung des Design-Portals und aller seiner Bestandteile (inkl. KI-Layout-Creator). - Die Erstellung neuer barrierefreier Vorlagen im Corporate Design oder die Aktualisierung bestehender Vorlagen (auch hinsichtlich veränderter Barrierefreiheitsanforderungen). - Die Gestaltung neuer Corporate-Design-Elemente, zum Beispiel illustrativer Icons, und ihre Bereitstellung in verschiedenen Dateiformaten für die Print- und Digital-Anwendung. - Die Gestaltung von digitalen und Print-Kommunikationsmedien mit unterschiedlicher Komplexität unter Berücksichtigung der Corporate-Design-Richtlinien und Barrierefreiheitsanforderungen. - Die Konzeption und Durchführung von Workshops und Schulungen zum Corporate Design mit Anwenderinnen und Anwendern aus der Landesverwaltung.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 79822500 Graphic design services

5.1.2. Place of performance

Postal address: Richard-Wagner-Straße 15

Town: Stuttgart

Postcode: 70184

Country subdivision (NUTS): Stuttgart, Stadtkreis (DE111)

Country: Germany

5.1.3. Estimated duration

Duration: 32 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Optional besteht die Möglichkeit einer Vertragsverlängerung seitens des AG um zweimal jeweils 1 Jahr (bis zum 31.12.2028).

5.1.6. General information

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preis Stundensätze

Description: Preis Stundensätze

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

Award criterion number: 30

Criterion:

Type: Quality

Name: Konzept und Teammitglieder

Description: Konzept und Teammitglieder

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

Award criterion number: 70

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Vergabekammer Baden-Württemberg beim Regierungspräsidium Karlsruhe

Information about review deadlines: genaue Angaben sind Ziff. 2.23 (Rechtsbehelfe und zuständige Vergabekammer) der Vergabe- und Vertragsunterlagen sowie §160 GWB zu entnehmen.

Organisation providing additional information about the procurement procedure:

Logistikzentrum Baden-Württemberg

5.1. Lot: LOT-0002

Title: Programmierung

Description: Los 2: Programmierung - Die Überführung der digitalen Gestaltungselemente (Digital Design Essentials) als programmierte Module in den TYPO3-Baukasten der Ministerien-Websites. - Die Begleitung des Code-Sharing-Prozesses und der Weiterentwicklung der Digital Design Essentials in regelmäßigen Abstimmungsterminen.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72200000 Software programming and consultancy services

Additional classification (cpv): 72260000 Software-related services

5.1.2. Place of performance

Postal address: Richard-Wagner-Straße 15

Town: Stuttgart

Postcode: 70184

Country subdivision (NUTS): Stuttgart, Stadtkreis (DE111)

Country: Germany

5.1.3. Estimated duration

Duration: 32 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Optional besteht die Möglichkeit einer Vertragsverlängerung seitens des AG um zweimal jeweils 1 Jahr (bis zum 31.12.2028).

5.1.6. General information

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preis Stundensätze

Description: Preis Stundensätze

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

Award criterion number: 30

Criterion:

Type: Quality

Name: Konzept und Teammitglieder

Description: Konzept und Teammitglieder

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

Award criterion number: 70

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Vergabekammer Baden-Württemberg beim Regierungspräsidium Karlsruhe

Information about review deadlines: genaue Angaben sind Ziff. 2.23 (Rechtsbehelfe und zuständige Vergabekammer) der Vergabe- und Vertragsunterlagen sowie §160 GWB zu entnehmen.

Organisation providing additional information about the procurement procedure:

Logistikzentrum Baden-Württemberg

6. Results

Maximum value of the framework agreements in this notice: 1 260 504,20 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 1 176 470,59 EUR

6.1.2. Information about winners

Winner:

Official name: Strichpunkt Agentur für visuelle Kommunikation GmbH

Tender:

Tender identifier: 4

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 1

Title: Strichpunkt Agentur für visuelle Kommunikation GmbH, 70376 Stuttgart

Date of the conclusion of the contract: 13/04/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 7

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 7

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders verified and inadmissible

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders verified and inadmissible because of an abnormally low price or cost

Number of tenders or requests to participate received: 0

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 84 033,61 EUR

6.1.2. Information about winners

Winner:

Official name: Ressourcenmangel GmbH

Tender:

Tender identifier: 6

Identifier of lot or group of lots: LOT-0002

The tender is a variant: no

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 2

Title: Ressourcenmangel GmbH, 10997 Berlin

Date of the conclusion of the contract: 13/04/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 9

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 9

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders verified and inadmissible

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders verified and inadmissible because of an abnormally low price or cost

Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: Land Baden-Württemberg vertreten durch das Staatsministerium Baden-Württemberg

Registration number: 08-A8211-58

Postal address: Richard-Wagner-Straße 15

Town: Stuttgart

Postcode: 70184

Country subdivision (NUTS): Stuttgart, Stadtkreis (DE111)

Country: Germany

Contact point: Logistikzentrum Baden-Württemberg - Zentrales Beschaffungswesen

Email: e-vergabe@lzbw.bwl.de

Telephone: +49 7156-9380-0

Roles of this organisation:

Buyer

Central purchasing body awarding public contracts or concluding framework agreements for works, supplies or services intended for other buyers

8.1. ORG-0002

Official name: Logistikzentrum Baden-Württemberg

Registration number: 08A7874-02

Postal address: Dornierstraße 19

Town: Ditzingen

Postcode: 71254

Country subdivision (NUTS): Ludwigsburg (DE115)

Country: Germany

Contact point: Zentrales Beschaffungswesen - Team e-Vergabe

Email: e-vergabe@lzbw.bwl.de

Telephone: +49 7156-9380-0

Fax: +49 7156-9380299

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

Roles of this organisation:

Organisation providing additional information about the procurement procedure

8.1. ORG-0003

Official name: Vergabekammer Baden-Württemberg beim Regierungspräsidium Karlsruhe

Registration number: 08-A9866-40

Postal address: Kapellenstrasse 17

Town: Karlsruhe

Postcode: 76131

Country subdivision (NUTS): Karlsruhe, Stadtkreis (DE122)

Country: Germany

Email: vergabekammer@rpk.bwl.de

Telephone: +49 7219268730

Internet address: <https://rp.baden-wuerttemberg.de>

Roles of this organisation:

Review organisation

8.1. ORG-0005

Official name: Strichpunkt Agentur für visuelle Kommunikation GmbH

Size of the economic operator: Medium

Registration number: DE 180264750

Postal address: Krefelder Straße 32

Town: Stuttgart

Postcode: 70376

Country subdivision (NUTS): Stuttgart, Stadtkreis (DE111)

Country: Germany

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Germany

Winner of these lots: LOT-0001

8.1. ORG-0006

Official name: Ressourcenmangel GmbH

Size of the economic operator: Medium

Registration number: HRB 120112 Charlottenburg

Postal address: Schlesische Str. 26/C4

Town: Berlin

Postcode: 10997

Country subdivision (NUTS): Berlin (DE300)

Country: Germany

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Germany

Winner of these lots: LOT-0002

8.1. ORG-0007

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

Notice information

Notice identifier/version: 1a01b416-b937-4431-9987-e4f7c9298c78 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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