

## 265390-2026 - Competition

Belgium – Market and economic research; polling and statistics – Uitvoering van marktonderzoeken : 3 percelen  
OJ S 75/2026 17/04/2026  
Contract or concession notice – standard regime  
Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Nationale Loterij N.V. van publiek recht

Email: [didier.revelard@loterie-nationale.be](mailto:didier.revelard@loterie-nationale.be)

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

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: Uitvoering van marktonderzoeken : 3 percelen

Description: Deze opdracht heeft tot doel om, na een procedure in twee fasen, een raamovereenkomst met één dienstverlener PER PERCEEL te sluiten voor de uitvoering van marktonderzoeken tijdens de jaren 2027-2030. Huidige opdracht wordt in drie (3) percelen verdeeld : - Perceel 1: Maandelijkse monitoring van de evolutie van de verschillende spelen van de Nationale Loterij - kwantitatieve studie - Perceel 2: Post-tests van reclamecampagnes - kwantitatieve studie - Perceel 3: Pre/post-tests van reclamecampagnes - kwalitatieve studie. Zie de opdrachtdocumenten te downloaden via de website <https://www.publicprocurement.be/> Het gaat hier om een procedure in twee fasen. Het onderzoek en selectie van de kandidaten is gebaseerd op de selectieleidraad (fase 1). Enkel de geselecteerde kandidaten zullen worden uitgenodigd om een offerte in te dienen (fase 2). Het bestek van fase 2 (behalve de vertrouwelijke bijlagen) wordt “ter informatie” ter beschikking gesteld. De vermelde uiterste indieningsdatum is de sluitingsdatum voor de indiening van enkel de aanvragen tot deelneming (kandidatuur dossier). D.w.z. dat alléén uw antwoord voor FASE 1 (selectiefase) moet ingediend worden via het platform <https://www.publicprocurement.be/> De eventuele vragen en antwoorden en rechtzettingen zullen ook gepubliceerd worden op diezelfde website. Gelieve dus deze aankondiging van opdracht regelmatig te consulteren. Contactpersoon Didier Revelard : [didier.revelard@loterie-nationale.be](mailto:didier.revelard@loterie-nationale.be)

Procedure identifier: 8cf9059d-d391-49cc-80dc-e95e61092523

Internal identifier: FIN/PRO/2026.02

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): 79300000 Market and economic research; polling and statistics

##### 2.1.2. Place of performance

Country: Belgium

Anywhere in the given country

#### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

#### 2.1.5. Terms of procurement

**Terms of submission:**

Maximum number of lots for which one tenderer can submit tenders: 3

**Terms of contract:**

Maximum number of lots for which contracts can be awarded to one tenderer: 3

#### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: FIN/PRO/2026.02 - 1

Description: Perceel 1: Maandelijkse monitoring van de evolutie van de verschillende spelen van de Nationale Loterij - kwantitatieve studie

Internal identifier: 1

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79312000 Market-testing services, 79342310 Customer survey services, 79313000 Performance review services, 79314000 Feasibility study, 79320000 Public-opinion polling services, 79310000 Market research services, 79311000 Survey services

#### 5.1.2. Place of performance

Country: Belgium

Anywhere in the given country

#### 5.1.3. Estimated duration

Duration: 4 Years

#### 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:**

The procedure will take place in successive stages. At each stage, some participants may be eliminated

#### 5.1.11. Procurement documents

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/54da4bb5-b99b-4b6f-81c8-ca32e5cead38/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/54da4bb5-b99b-4b6f-81c8-ca32e5cead38/general>

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

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: 20/05/2026 11:00:00 (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: no

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: Raad van State

Information about review deadlines: - 15 dagen: verzoek tot schorsing van de uitvoering van de gemotiveerde gunningsbeslissing - 60 dagen: beroep tot nietigverklaring

**5.1. Lot: LOT-0002**

Title: FIN/PRO/2026.02 - 2

Description: Perceel 2: Post-tests van reclamecampagnes - kwantitatieve studie

Internal identifier: 2

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79312000 Market-testing services, 79342310 Customer survey services, 79313000 Performance review services, 79314000 Feasibility study, 79320000 Public-opinion polling services, 79310000 Market research services, 79311000 Survey services

**5.1.2. Place of performance**

Country: Belgium

Anywhere in the given country

**5.1.3. Estimated duration**

Duration: 4 Years

**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:**

The procedure will take place in successive stages. At each stage, some participants may be eliminated

#### **5.1.11. Procurement documents**

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/54da4bb5-b99b-4b6f-81c8-ca32e5cead38/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/54da4bb5-b99b-4b6f-81c8-ca32e5cead38/general>

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

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: 20/05/2026 11:00:00 (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: no

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: Raad van State

Information about review deadlines: - 15 dagen: verzoek tot schorsing van de uitvoering van de gemotiveerde gunningsbeslissing - 60 dagen: beroep tot nietigverklaring

#### **5.1. Lot: LOT-0003**

Title: FIN/PRO/2026.02 - 3

Description: Perceel 3: Pre/post-tests van reclamecampagnes - kwalitatieve studie

Internal identifier: 3

#### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79312000 Market-testing services, 79342310 Customer survey services, 79313000 Performance review services, 79314000 Feasibility study, 79320000 Public-opinion polling services, 79310000 Market research services, 79311000 Survey services

**5.1.2. Place of performance**

Country: Belgium  
Anywhere in the given country

**5.1.3. Estimated duration**

Duration: 4 Years

**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:**

The procedure will take place in successive stages. At each stage, some participants may be eliminated

**5.1.11. Procurement documents**

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/54da4bb5-b99b-4b6f-81c8-ca32e5cead38/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/54da4bb5-b99b-4b6f-81c8-ca32e5cead38/general>

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

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: 20/05/2026 11:00:00 (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: no

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: Raad van State

Information about review deadlines: - 15 dagen: verzoek tot schorsing van de uitvoering van de gemotiveerde gunningsbeslissing - 60 dagen: beroep tot nietigverklaring

## 8. Organisations

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### 8.1. ORG-0001

Official name: Nationale Loterij N.V. van publiek recht

Registration number: 0223967357\_41

Postal address: Belliardstraat 25-33

Town: Etterbeek

Postcode: 1040

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

Country: Belgium

Email: [didier.revelard@loterie-nationale.be](mailto:didier.revelard@loterie-nationale.be)

Telephone: +32 22384511

Internet address: <http://www.loterie-nationale.be>

Buyer profile: <https://www.publicprocurement.be/bda?organisationIds=41&includeOrganisationChildren=true>

#### Roles of this organisation:

Buyer

### 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](mailto: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: Raad van State

Registration number: 0931.814.266

Town: Bruxelles

Postcode: 1040

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

Country: Belgium

Email: [info@conseildetat.be](mailto:info@conseildetat.be)

Telephone: +32 22349611

#### Roles of this organisation:

Review organisation

## Notice information

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Notice identifier/version: 87fd1be4-1a11-4bb6-9854-9e12d3c2686a - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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

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

Languages in which this notice is officially available: Dutch, French

Notice publication number: 265390-2026

OJ S issue number: 75/2026

Publication date: 17/04/2026