

## 275694-2026 - Competition

Greece – Advertising and marketing services – Promotion and Communication of the PA 2021–2027

OJ S 78/2026 22/04/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: MINISTRY OF NATIONAL ECONOMY AND FINANCE - SPECIAL PROGRAM MANAGEMENT SERVICE TECHNICAL ASSISTANCE AND BENEFICIARY SUPPORT

Email: [tebo@minfin.gr](mailto:tebo@minfin.gr)

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Promotion and Communication of the PA 2021–2027

Description: The subject of the contract is the provision of information and communication measures for the PA 2021–2027, in accordance with the applicable EU regulatory framework, including the following actions: Action 1: Development of the Communication Strategy Action 2: Creative Concept Development and Production of Audiovisual and Other Communication Materials Action 3: Implementation of Information and Communication Actions through Mass Media (television, radio, print media) Action 4: Implementation of Online Communication Actions (online press, websites, social media platforms) Action 5: Design and Organisation of Events and Information Activities Action 6: Conduct of Awareness, Visibility and Public Perception Surveys Action 7: Other Information and Communication Actions (including, indicatively, Viber advertising, WhatsApp advertising, etc.)

Procedure identifier: 6e6fd5a2-43b5-475f-a8a3-bfe818a27f92

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Κεντρικός Τομέας Αθηνών (EL303)

Country: Greece

##### 2.1.3. Value

Estimated value excluding VAT: 3 000 000,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Promotion and Communication of the PA 2021–2027

Description: Promotion and Communication of the PA 2021–2027

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79416200 Public relations consultancy services, 79342200 Promotional services, 92111200 Advertising, propaganda and information film and video-tape production, 79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Κεντρικός Τομέας Αθηνών (EL303)

Country: Greece

#### 5.1.3. Estimated duration

Duration: 30 Months

#### 5.1.6. General information

##### Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

##### Information about European Union funds:

EU funds programme: European Regional Development Fund (ERDF) (2021/2027)

##### Information about European Union funds:

EU funds programme: Cohesion Fund (CF) (2021/2027)

##### Information about European Union funds:

EU funds programme: European Social Fund Plus (ESF+) (2021/2027)

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

#### 5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

#### 5.1.11. Procurement documents

Deadline for requesting additional information: 20/05/2026 15:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Address of the procurement documents: <https://nepps-search.eprocurement.gov.gr/actSearch/resources/search/404050>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://nepps.eprocurement.gov.gr>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/06/2026 12:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Duration during which the tender must remain valid: 12 Months

**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:**

No framework agreement

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Review organisation: Hellenic Single Public Procurement Authority (HSPPA)

Information about review deadlines: Hellenic Single Public Procurement Authority (HSPPA) n accordance with the specific provisions of articles 345 et seq. of Law 4412/2016 and 1 et seq. 39/2017, as applicable,

## 8. Organisations

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**8.1. ORG-0003**

Official name: Hellenic Single Public Procurement Authority (HSPPA)

Registration number: 1000.E00961.0001

Town: Δώρου 7-9, Αθήνα

Postcode: 10432

Country subdivision (NUTS): Κεντρικός Τομέας Αθηνών (EL303)

Country: Greece

Email: [grafeioproedrou@aepp-procurement.gr](mailto:grafeioproedrou@aepp-procurement.gr)

Telephone: +302132141227

Fax: +302132141227

Internet address: <https://www.eadhsy.gr/>

Information exchange endpoint (URL): <https://eprocurement.gov.gr>

**Roles of this organisation:**

Review organisation

**8.1. ORG-0004**

Official name: MINISTRY OF NATIONAL ECONOMY AND FINANCE - SPECIAL PROGRAM MANAGEMENT SERVICE TECHNICAL ASSISTANCE AND BENEFICIARY SUPPORT

Registration number: 1024.2140000000.0009

Postal address: Νίκης 10, 6ος όροφος

Town: Αθήνα

Postcode: 10563

Country subdivision (NUTS): Κεντρικός Τομέας Αθηνών (EL303)

Country: Greece

Contact point: Γεώργιος Πατσούρας

Email: [tebo@minfin.gr](mailto:tebo@minfin.gr)

Telephone: +302103742400

Fax: +302103742400

Internet address: <https://www.tebo.gr>

Information exchange endpoint (URL): <https://eprocurement.gov.gr>

Buyer profile: <https://eprocurement.gov.gr>

**Roles of this organisation:**

Buyer

Procurement service provider

**8.1. ORG-0000**

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: [ted@publications.europa.eu](mailto:ted@publications.europa.eu)

Telephone: +352 29291

Internet address: <https://op.europa.eu>

**Roles of this organisation:**

TED eSender

## Notice information

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