

282324-2026 - Competition

Estonia – Public relations services – e-residentsuse strateegiline kommunikatsiooni- ja suhtekorraldusteenus

OJ S 80/2026 24/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ettevõtluse ja Innovatsiooni Sihtasutus

Email: eis@eis.ee

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: e-residentsuse strateegiline kommunikatsiooni- ja suhtekorraldusteenus

Description: E#residentsus on kujunenud üheks Eesti digiriigi olulisemaks mainekujunduse tööriistaks. Käesoleva hanke eesmärk on tagada e#residentsuse programmile ühtne ja eesmärgipärane kommunikatsioon nii Eestis kui välisriigis, mis toetab programmi müügi- ja äriarenduseesmärkide täitmist. Kommunikatsioonitegevuste eesmärgiks on tutvustada e-residentsust kui maailmas kiireimat ja efektiivsemat võimalust luua ja juhtida Euroopa Liidu ettevõtet asukohast sõltumatult ning positsioneerida Eestit globaalse ärikeskkonna ja digitaalse ettevõtluse eestvedajana. / Kõrvaldamise alused ja kvalifitseerimistingimused: Vaata hanke alusdokumentidest

Procedure identifier: 770eda72-ebc3-4ae9-93e2-cfeadd914ff6

Internal identifier: 309111-0000

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Avatud hankemenetlus

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

2.1.2. Place of performance

Country subdivision (NUTS): Kesk-Eesti (EE009)

Country: Estonia

Additional information: Laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Kirde-Eesti (EE00A)

Country: Estonia

Additional information: Laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Lääne-Eesti (EE004)

Country: Estonia
Additional information: Laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Lõuna-Eesti (EE008)
Country: Estonia
Additional information: Laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Põhja-Eesti (EE001)
Country: Estonia
Additional information: Laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Kesk-Eesti (EE009)
Country: Estonia
Additional information: Ühendkuningriik ja laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Kirde-Eesti (EE00A)
Country: Estonia
Additional information: Ühendkuningriik ja laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Lääne-Eesti (EE004)
Country: Estonia
Additional information: Ühendkuningriik ja laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Lõuna-Eesti (EE008)
Country: Estonia
Additional information: Ühendkuningriik ja laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Põhja-Eesti (EE001)
Country: Estonia
Additional information: Ühendkuningriik ja laiemalt kogu maailm

2.1.2. Place of performance

Country subdivision (NUTS): Kesk-Eesti (EE009)
Country: Estonia
Additional information: Hispaania ja Ladina-Ameerika turud

2.1.2. Place of performance

Country subdivision (NUTS): Kirde-Eesti (EE00A)
Country: Estonia
Additional information: Hispaania ja Ladina-Ameerika turud

2.1.2. Place of performance

Country subdivision (NUTS): Lääne-Eesti (EE004)
Country: Estonia
Additional information: Hispaania ja Ladina-Ameerika turud

2.1.2. Place of performance

Country subdivision (NUTS): Lõuna-Eesti (EE008)
Country: Estonia
Additional information: Hispaania ja Ladina-Ameerika turud

2.1.2. Place of performance

Country subdivision (NUTS): Põhja-Eesti (EE001)
Country: Estonia
Additional information: Hispaania ja Ladina-Ameerika turud

2.1.3. Value

Estimated value excluding VAT: 2 000 000,00 EUR

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),
European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Strateegiline keskne kommunikatsiooni- ja suhtekorraldusteenus ning Eesti kommunikatsioon

Description: Globaalselt ehk siht- ja fookusturgudel on kommunikatsiooni eesmärgiks e-residentsuse väärtuspakkumise võimalikult mõjus ja laiapindne tutvustamine, mis toetab e-residentsuse äriarendus- ja turundustegevusi müügieesmärkide saavutamisel. Kodumaiselt on kommunikatsiooni eesmärgiks programmi toimimise tagamine riigiasutuste koostöös ning avaliku toetuse hoidmine. Mainekujundusstrateegia ülesanne on mõlemal suunal usaldusväärsust kasvatada ja programmi eristuvat väärtust selgelt kommunikeerida. /
Kõrvaldamise alused ja kvalifitseerimistingimused: Vaata hanke alusdokumentidest
Internal identifier: 309111-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

5.1.2. Place of performance

Country subdivision (NUTS): Kesk-Eesti (EE009)

Country: Estonia

Additional information: Laiemalt kogu maailm

5.1.2. Place of performance

Country subdivision (NUTS): Kirde-Eesti (EE00A)

Country: Estonia

Additional information: Laiemalt kogu maailm

5.1.2. Place of performance

Country subdivision (NUTS): Lääne-Eesti (EE004)

Country: Estonia

Additional information: Laiemalt kogu maailm

5.1.2. Place of performance

Country subdivision (NUTS): Lõuna-Eesti (EE008)

Country: Estonia

Additional information: Laiemalt kogu maailm

5.1.2. Place of performance

Country subdivision (NUTS): Põhja-Eesti (EE001)

Country: Estonia

Additional information: Laiemalt kogu maailm

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 600 000,00 EUR

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

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 30

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 20

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 25

5.1.11. Procurement documents

Address of the procurement documents: <https://riigihanked.riik.ee/rhr-web/#/procurement/10180784/documents?group=B>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://riigihanked.riik.ee/rhr-web/#/procurement/10180784/tenders>

Languages in which tenders or requests to participate may be submitted: Estonian, English

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 25/05/2026 13:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 25/05/2026 14:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Place: <https://riigihanked.riik.ee/rhr-web/#/>

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

Mediation organisation: Riigihangete vaidlustuskomisjon

Review organisation: Riigihangete vaidlustuskomisjon

Information about review deadlines: <https://fin.ee/riigihanked-riigiabi-osalused/riigihanked/vaidlustusmenetlus>

Organisation providing additional information about the procurement procedure: Ettevõtluse ja Innovatsiooni Sihtasutus

Organisation receiving requests to participate: Ettevõtluse ja Innovatsiooni Sihtasutus

5.1. Lot: LOT-0002

Title: Kommunikatsiooni - ja suhtekorraldusteenused Suurbritannia turul ning globaalsed kommunikatsiooni- ja suhtekorraldusteenused

Description: Kommunikatsiooni - ja suhtekorraldusteenused Suurbritannia turul ning globaalsed kommunikatsiooni- ja suhtekorraldusteenused. / Kõrvaldamise alused ja kvalifitseerimistingimused: Vaata hanke alusdokumentidest

Internal identifier: 309111-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

5.1.2. Place of performance

Country subdivision (NUTS): Kesk-Eesti (EE009)

Country: Estonia

Additional information: Ühendkuningriik ja laiemalt kogu maailm

5.1.2. Place of performance

Country subdivision (NUTS): Kirde-Eesti (EE00A)

Country: Estonia

Additional information: Ühendkuningriik ja laiemalt kogu maailm

5.1.2. Place of performance

Country subdivision (NUTS): Lääne-Eesti (EE004)

Country: Estonia

Additional information: Ühendkuningriik ja laiemalt kogu maailm

5.1.2. Place of performance

Country subdivision (NUTS): Lõuna-Eesti (EE008)

Country: Estonia

Additional information: Ühendkuningriik ja laiemalt kogu maailm

5.1.2. Place of performance

Country subdivision (NUTS): Põhja-Eesti (EE001)

Country: Estonia

Additional information: Ühendkuningriik ja laiemalt kogu maailm

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 1 000 000,00 EUR

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

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

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

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 15

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: <https://riigihanked.riik.ee/rhr-web/#/procurement/10180784/documents?group=B>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://riigihanked.riik.ee/rhr-web/#/procurement/10180784/tenders>

Languages in which tenders or requests to participate may be submitted: Estonian, English

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 25/05/2026 13:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 25/05/2026 14:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Place: <https://riigihanked.riik.ee/rhr-web/#/>

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

Mediation organisation: Riigihangete vaidlustuskomisjon

Review organisation: Riigihangete vaidlustuskomisjon

Information about review deadlines: <https://fin.ee/riigihanked-riigiabi-osalused/riigihanked/vaidlustusmenetlus>

Organisation providing additional information about the procurement procedure: Ettevõtluse ja Innovatsiooni Sihtasutus

Organisation receiving requests to participate: Ettevõtluse ja Innovatsiooni Sihtasutus

5.1. Lot: LOT-0003

Title: Kommunikatsiooni- ja suhtekorraldusteenused Hispaania ja Ladina-Ameerika turgudel

Description: Kommunikatsiooni- ja suhtekorraldusteenused Hispaania ja Ladina-Ameerika turgudel / Kõrvaldamise alused ja kvalifitseerimistingimused: Vaata hanke alusdokumentidest

Internal identifier: 309111-0003

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

5.1.2. Place of performance

Country subdivision (NUTS): Kesk-Eesti (EE009)

Country: Estonia

Additional information: Hispaania ja Ladina-Ameerika turud

5.1.2. Place of performance

Country subdivision (NUTS): Kirde-Eesti (EE00A)

Country: Estonia

Additional information: Hispaania ja Ladina-Ameerika turud

5.1.2. Place of performance

Country subdivision (NUTS): Lääne-Eesti (EE004)

Country: Estonia

Additional information: Hispaania ja Ladina-Ameerika turud

5.1.2. Place of performance

Country subdivision (NUTS): Lõuna-Eesti (EE008)

Country: Estonia

Additional information: Hispaania ja Ladina-Ameerika turud

5.1.2. Place of performance

Country subdivision (NUTS): Põhja-Eesti (EE001)

Country: Estonia

Additional information: Hispaania ja Ladina-Ameerika turud

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 400 000,00 EUR

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

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

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

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 20

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: <https://riigihanked.riik.ee/rhr-web/#/procurement/10180784/documents?group=B>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://riigihanked.riik.ee/rhr-web/#/procurement/10180784/tenders>

Languages in which tenders or requests to participate may be submitted: Estonian, English

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 25/05/2026 13:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 25/05/2026 14:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Place: <https://riigihanked.riik.ee/rhr-web/#/>

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

Mediation organisation: Riigihangete vaidlustuskomisjon

Review organisation: Riigihangete vaidlustuskomisjon

Information about review deadlines: <https://fin.ee/riigihanked-riigiabi-osalused/riigihanked/vaidlustusmenetlus>

Organisation providing additional information about the procurement procedure: Ettevõtluse ja Innovatsiooni Sihtasutus

8. Organisations

8.1. ORG-0001

Official name: Ettevõtluse ja Innovatsiooni Sihtasutus

Registration number: 90006012

Postal address: Sepise tn 7

Town: Tallinn

Postcode: 11415

Country subdivision (NUTS): Põhja-Eesti (EE001)

Country: Estonia

Contact point: ANNIKE VALLAU

Email: eis@eis.ee

Telephone: +372 58817024

Internet address: www.eis.ee

Buyer profile: www.eis.ee

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Riigihangete vaidlustuskomisjon

Registration number: 1000123

Postal address: Tartu mnt 85

Town: Tallinn

Postcode: 10115

Country subdivision (NUTS): Extra-Regio NUTS 3 (EEZZZ)

Country: Estonia

Email: vako@fin.ee

Telephone: +3726113713

Roles of this organisation:

Review organisation

Mediation organisation

8.1. ORG-0003

Official name: Riigihangete register

Registration number: TED64

Postal address: Lökke tn 4

Town: Tallinn

Postcode: 10122

Country subdivision (NUTS): Extra-Regio NUTS 3 (EEZZZ)

Country: Estonia

Email: register@riigihanked.riik.ee

Telephone: +3726113693

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: ff8c446a-8d61-4669-83ac-a70a7e27a192 - 01

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