

303452-2026 - Competition

Israel – Advertising and marketing services – Support to the Strategic Communication of the EU in Israel 2027-2028

OJ S 85/2026 04/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: European Commission, MENA.B.2 - Palestinian Territories, Israel and Eastern Mediterranean

Email: delegation-israel-fca-tenders@eeas.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Support to the Strategic Communication of the EU in Israel 2027-2028

Description: Global-price services to support the EU Delegation in Israel in the design and implementation of strategic and targeted communication activities.

Procedure identifier: beed17b0-604f-41a4-a9d9-cdaa3d9947ff

Internal identifier: EC-MENA/TLV/2026/EA-RP/0017

Type of procedure: Restricted

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: Israel

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 635 593,00 EUR

2.1.4. General information

Additional information: For any additional information, please refer to the document A5f "Additional information about the Contract Notice". In case of unavailability or disruptions in the functioning of the electronic means of communication provided in Section 5.1.11 in the last 5 calendar days before the time limit for receipt indicated in Section 5.1.12, the contracting authority reserves the right to extend this time limit and publish the extension at the Internet address provided in Section 5.1.11, without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in Section 5.1.11 in order to get notified when new information or documents are published.

Legal basis:

Regulation (EU, Euratom) 2024/2509

LocalLaw - Procurement award procedure applying to European Union external actions financed from the general budget of the European Union and the European Development Fund (EDF)

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Support to the Strategic Communication of the EU in Israel 2027-2028

Description: Global-price services to support the EU Delegation in Israel in the design and implementation of strategic and targeted communication activities.

Internal identifier: EC-MENA/TLV/2026/EA-RP/0017

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Options:

Description of the options: provided they are in conformity with the basic project, new services or works consisting in the repetition of similar services or works, may be entrusted up to 50 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Israel

5.1.3. Estimated duration

Duration: 24 Months

5.1.5. Value

Estimated value excluding VAT: 635 593,00 EUR

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: Neighbourhood, Development and International Cooperation Instrument (NDICI) (2021/2027)

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: The procurement is funded by the following EU programme: Neighbourhood.

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: 4

Maximum number of candidates to be invited for the second stage of the procedure: 8

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Please consult the procurement documents.

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

Award criterion number: 80

Criterion:

Type: Price

Description: Please consult the procurement documents.

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

Award criterion number: 20

5.1.11. Procurement documents

Address of the procurement documents: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/beed17b0-604f-41a4-a9d9-cdaa3d9947ff-CN?#anchorDocuments>

Ad hoc communication channel:

Name: Funding and Tenders Portal

URL: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/beed17b0-604f-41a4-a9d9-cdaa3d9947ff-CN?#anchorDocuments>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://webgate.ec.europa.eu/digit/opsys/esubmission?cftUuid=beed17b0-604f-41a4-a9d9-cdaa3d9947ff>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 01/06/2026 16:00:59 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

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: Court of Justice of the European Union

Organisation providing more information on the review procedures: European Commission, MENA.B.2 - Palestinian Territories, Israel and Eastern Mediterranean

8. Organisations

8.1. ORG-0001

Official name: European Commission, MENA.B.2 - Palestinian Territories, Israel and Eastern Mediterranean

Registration number: COM

Department: MENA.B - Middle East, MENA.B.2 - Palestinian Territories, Israel and Eastern Mediterranean

Postal address: Paz Tower, 5-7 Shoham St., 16th floor, Ramat Gan

Town: Ramat Gan

Postcode: 5251001

Country: Israel

Email: delegation-israel-fca-tenders@eeas.europa.eu

Telephone: +972 3 6000900

Internet address: https://north-africa-middle-east-gulf.ec.europa.eu/index_en

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Court of Justice of the European Union

Registration number: CURIA

Postal address: Rue du Fort Niedergrünwald

Town: Luxembourg

Postcode: L-2925

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: GC.Registry@curia.europa.eu

Telephone: +352 4303-1

Internet address: <http://curia.europa.eu>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: European Commission

Registration number: EUCOM

Postal address: Mondrian (CDMA), Rue du Champ de Mars 21

Town: Brussels

Postcode: B-1050

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

Country: Belgium

Email: delegation-israel-fca-tenders@eeas.europa.eu

Telephone: +32 2 299 11 11

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

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 8f464daf-187f-4a09-951e-dc0436a2313c - 01

Form type: Competition

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