

317823-2026 - Result

Netherlands – Advertising and marketing services – Mediadienstverlening voor corporate communicatie & recruitment- en arbeidsmarktcommunicatie

OJ S 89/2026 08/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Omgevingsdienst Noordzeekanaalgebied

Email: aanbestedingen@odnzkg.nl

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Environmental protection

2. Procedure

2.1. Procedure

Title: Mediadienstverlening voor corporate communicatie & recruitment- en arbeidsmarktcommunicatie

Description: OD NZKG wil per perceel met één partij een Overeenkomst afsluiten voor mediadienstverlening. Hierbij gaat het om zowel corporate communicatie op social media, op onze doelgroepen voor het vergroten van zichtbaarheid en naamsbekendheid in ons werkgebied, als recruitment- en arbeidsmarktcommunicatie. .

Procedure identifier: 06531b06-fb1e-4845-87d4-6c16861a8c2f

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

Additional classification (cpv): 79342200 Promotional services

2.1.2. Place of performance

Country subdivision (NUTS): Zaanstreek (NL325)

Country: Netherlands

Additional information: Zaandam

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Perceel 1: Corporate communicatie op social media

Description: De OD NZKG zoekt een ervaren socialmediabureau voor onze corporate communicatie op social media om onze zichtbaarheid en bekendheid in ons werkgebied te vergroten en handelingsperspectief te bieden aan onze doelgroepen. .

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342200 Promotional services

Options:

Description of the options: Verlengingsopties van het contract

5.1.2. Place of performance

Country subdivision (NUTS): Zaanstreek (NL325)

Country: Netherlands

Additional information: Zaandam

5.1.3. Estimated duration

Duration: 24 Months

5.1.4. Renewal

Maximum renewals: 4

Other information about renewals: Iedere verlening max. 1 jaar.

5.1.5. Value

Estimated value excluding VAT: 1,00 EUR

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: Quality

Name: Een referentieopdracht

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

Criterion:

Type: Quality

Name: Plan van aanpak

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

Criterion:

Type: Quality

Name: Casus voor een social post

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

Criterion:

Type: Quality

Name: Pitch van het plan van aanpak en de casus

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

Criterion:

Type: Price

Name: Prijzenblad

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Omgevingsdienst Noordzeekanaalgebied - Rechtbank Haarlem

Organisation providing additional information about the procurement procedure:

Omgevingsdienst Noordzeekanaalgebied

Organisation providing more information on the review procedures: Omgevingsdienst

Noordzeekanaalgebied

Organisation signing the contract: Omgevingsdienst Noordzeekanaalgebied

5.1. Lot: LOT-0002

Title: Perceel 2: Recruitment- en arbeidsmarktcommunicatie

Description: Het doel van de aanbesteding is een invulling van de behoefte van OD NZKG aan een partner voor de ontwikkeling van de strategie en het concept van totale arbeidsmarktbenadering. De wervingsuitdaging voor de komende jaren is met name gericht op stabilisatie van de organisatie en het vervullen van de vervangingsvraag van medewerkers die uitstromen. Dit betekent dat er doorlopend zo'n 25 vacatures vacant staan. De uitdaging ligt met name in het aantrekken van ervaren technisch hoogopgeleide medewerkers op het gebied van industrie, chemie, milieu en bouw. .

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342200 Promotional services

Options:

Description of the options: Verlengingsopties van het contract

5.1.2. Place of performance

Country subdivision (NUTS): Zaanstreek (NL325)

Country: Netherlands

Additional information: Zaandam

5.1.3. Estimated duration

Duration: 24 Months

5.1.4. Renewal

Maximum renewals: 4

Other information about renewals: Iedere verlening max. 1 jaar.

5.1.5. Value

Estimated value excluding VAT: 1,00 EUR

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: Quality

Name: Een referentieopdracht

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

Criterion:

Type: Quality

Name: Plan van aanpak

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

Criterion:

Type: Quality

Name: Casus voor een social post

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

Criterion:

Type: Quality

Name: Pitch van het plan van aanpak en de casus

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

Criterion:

Type: Price

Name: Prijzenblad

Description: De beschrijving en de weegfactor worden aangegeven in de offerteleidraad.

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

Award criterion number: 0

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Omgevingsdienst Noordzeekanaalgebied - Rechtbank Haarlem

Organisation providing additional information about the procurement procedure:

Omgevingsdienst Noordzeekanaalgebied

Organisation providing more information on the review procedures: Omgevingsdienst Noordzeekanaalgebied

Organisation signing the contract: Omgevingsdienst Noordzeekanaalgebied

6. Results

Value of all contracts awarded in this notice: 2,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: SocialMediaMen B.V.

Tender:

Tender identifier: 1

Identifier of lot or group of lots: LOT-0001

Value of the tender: 1,00 EUR

The tender was ranked: no

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: CON-0001

Title: P1 Perceel 1: Corporate communicatie op social media

Date on which the winner was chosen: 24/04/2026

Date of the conclusion of the contract: 01/05/2026

Information about European Union funds:

Organisation signing the contract: Omgevingsdienst Noordzeekanaalgebied

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 5

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Bluewave Recruitment

Tender:

Tender identifier: 2

Identifier of lot or group of lots: LOT-0002

Value of the tender: 1,00 EUR

The tender was ranked: no

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: CON-0002

Title: P2 Perceel 2: Recruitment- en arbeidsmarktcommunicatie

Date on which the winner was chosen: 24/04/2026

Date of the conclusion of the contract: 01/05/2026

Information about European Union funds:

Organisation signing the contract: Omgevingsdienst Noordzeekanaalgebied

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

8. Organisations

8.1. ORG-0001

Official name: Omgevingsdienst Noordzeekanaalgebied

Registration number: 62244275

Postal address: Ebbehout 31B4.03

Town: ZAANDAM

Postcode: 1507EA

Country subdivision (NUTS): Zaanstreek (NL325)

Country: Netherlands

Contact point: Chiel de Ruiter

Email: aanbestedingen@odnzkg.nl

Telephone: +31 885670200

Internet address: <http://www.odnzkg.nl>

Other contact points:

Official name: Rechtbank Haarlem

Town: Haarlem

Postcode: 2011RW

Country subdivision (NUTS): Agglomeratie Haarlem (NL32A)

Country: Netherlands

Email: aanbestedingen@ODNZKG.nl

Internet address: <http://www.rechtspraak.nl>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Review organisation

Organisation providing more information on the review procedures

Organisation signing the contract

8.1. ORG-0003

Official name: Bluewave Recruitment
Size of the economic operator: Small
Registration number: 71020381
Postal address: Overschiestraat 61
Town: Amsterdam
Postcode: 1062 XD
Country subdivision (NUTS): Groot-Amsterdam (NL32B)
Country: Netherlands
Contact point: Jorrit Brocaar
Telephone: +31 0202141030
Internet address: <http://www.bluewaverecruitment.nl>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0002

8.1. ORG-0002

Official name: SocialMediaMen B.V.
Size of the economic operator: Micro
Registration number: 66388473
Postal address: Van Beuningenstraat 1833
Town: AMSTERDAM
Postcode: 1051 XP
Country subdivision (NUTS): Groot-Amsterdam (NL32B)
Country: Netherlands
Internet address: <http://www.socialmediamen.nl>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 8f456f6e-c1fc-4750-8804-0d94b3a97d8d - 01

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