

330823-2026 - Result

Belgium – Advertising and marketing services – Raamovereenkomst aanstelling communicatiebureau BBEPP

OJ S 93/2026 15/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Bio Base Europe Pilot Plant vzw

Email: jochem.vanhove@bbeu.org

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Raamovereenkomst aanstelling communicatiebureau BBEPP

Description: Meerjarige raamovereenkomst (4 jaar) in 1 perceel met één opdrachtnemer voor de aanstelling van een communicatiebureau ten behoeve van de Bio Base Europe Pilot Plant VZW. • Toepassen en/of verder ontwikkelen en/of hernieuwen van de huisstijl van BBEPP en de publieke projecten die het coördineert. • Ontwikkelen (en eventueel drukken) en leveren van een divers gamma aan PR materiaal (folders, aankondigingen, roll-up banners, beursstanden, badges, lanyards, powerpoint presentaties, business cards...) ter ondersteuning van de communicatieactiviteiten.

Procedure identifier: 9dc3a366-785a-4c44-aa9a-096227df1964

Internal identifier: BBEPP-2025-KM-0122-902

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

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): Arr. Gent (BE234)

Country: Belgium

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: BBEPP-2025-KM-0122-902 - 1

Description: Meerjarige raamovereenkomst (4 jaar) in 1 perceel met één opdrachtnemer voor de aanstelling van een communicatiebureau ten behoeve van de Bio Base Europe Pilot Plant VZW.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Arr. Gent (BE234)

Country: Belgium

5.1.3. Estimated duration

Duration: 48 Months

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Price

Description: TOTALE prijs over de volledige contractperiode

Category of award fixed criterion: Fixed value (total)

Award criterion number: 40

Criterion:

Type: Quality

Description: 1. Prijs 40 TOTALE prijs over de volledige contractperiode De laagste prijs krijgt de maximum score, daarna systeem van procentuele aftrek (regel van drie). 2. Kwaliteit 60 Voor de beoordeling van de kwaliteit, houden we rekening met volgende criteria en deelcriteria Beoordeling door een jury van de projectcoördinator 10 punten en art director die de opdracht zal uitvoeren Uitnodiging voor de beoordeling (incl presentatie hieronder) volgt per mail na de opening Beoordeling door een jury van de presentatie (door minimum één lid van het voorgesteld team) 50 punten

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

Award criterion number: 60

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Ondernemersrechtbank Gent

Information about review deadlines: Beroep kan ingediend worden bij de (Voorzitter van de) Ondernemingsrechtbank Gent, afdeling Gent, overeenkomstig de artikelen 14, 15, 23 en 24 van de Wet van 17 juni 2013 betreffende de motivering, informatie en de rechtsmiddelen inzake overheidsopdrachten, bepaalde opdrachten voor werken, leveringen, diensten en concessies. Om ontvankelijk te zijn moet dit beroep ingesteld worden binnen de 15 dagen na de kennisgeving in geval van een vordering tot schorsing overeenkomstig artikel 15 van

bovenvermelde Wet, of binnen de 60 dagen na de kennisgeving in geval van een vordering tot vernietiging van deze beslissing overeenkomstig artikel 14 van voormelde Wet.

6. Results

Maximum value of the framework agreements in this notice: 300 000,00 EUR

Approximate value of the framework agreements

:

200 000,00

EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 300 000,00 EUR

Re-estimated value of the framework agreement: 200 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Magelaan BV

Tender:

Tender identifier: Magelaan BAFO offerte

Identifier of lot or group of lots: LOT-0001

Value of the tender: 152 225,12 EUR

Subcontracting: No

Contract information:

Identifier of the contract: Contract Magelaan

Date of the conclusion of the contract: 11/05/2026

6.1.3. Non-winning tenderers

Non-winning tenderers

:

Official name: Billy Bonkers BV

Tender:

Tender identifier: Offerte Billy Bonkers

Identifier of lot or group of lots: LOT-0001

Value of the tender: 166 430,79 EUR

Subcontracting: No

Non-winning tenderers

:

Official name: Glimp BV

Tender:

Tender identifier: Offerte Glimp

Identifier of lot or group of lots: LOT-0001

Value of the tender: 91 770,00 EUR

Subcontracting: Yes

Subcontracting value is known: no

Subcontracting percentage is known: no

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

Range of tenders:

Value of the lowest admissible tender: 91 700,00 EUR

Value of the highest admissible tender: 166 430,79 EUR

8. Organisations

8.1. ORG-0001

Official name: Bio Base Europe Pilot Plant vzw

Registration number: 0806873318_1232

Postal address: Rodenhuizekaai 1

Town: Sint-Kruis-Winkel

Postcode: 9042

Country subdivision (NUTS): Arr. Gent (BE234)

Country: Belgium

Email: jochem.vanhove@bbeu.org

Telephone: +32 93357001

Fax: +32 93357002

Internet address: <http://www.biobaseeurope.eu/>

Buyer profile: <https://www.publicprocurement.be/bda?organisationIds=1232&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

Telephone: +32 2 740 80 00

Internet address: <https://bosa.belgium.be>

Roles of this organisation:

TED eSender

8.1. ORG-0003

Official name: Ondernemersrechtbank Gent

Registration number: 0308.357.753

Town: Gent

Postcode: 9000

Country subdivision (NUTS): Arr. Gent (BE234)

Country: Belgium

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: Magelaan BV
Size of the economic operator: Micro
Registration number: 0843543573
Town: Gent
Postcode: 9000
Country subdivision (NUTS): Arr. Gent (BE234)
Country: Belgium

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: Billy Bonkers BV
Registration number: 0424 780 024
Town: Gent
Postcode: 9000
Country subdivision (NUTS): Arr. Gent (BE234)
Country: Belgium

Roles of this organisation:

Tenderer

8.1. ORG-0006

Official name: Glimp BV
Registration number: 1019844835
Town: Aalst
Postcode: 9300
Country subdivision (NUTS): Arr. Aalst (BE231)
Country: Belgium

Roles of this organisation:

Tenderer

Notice information

Notice identifier/version: 30b70be9-f390-4cd8-9436-7bf86203d9d0 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
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