

366462-2026 - Competition

Austria – Advertising and marketing services – BMASGPK: Sensibilisierungskampagne „Alter(n) hat Zukunft!“

OJ S 101/2026 28/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Bundesministerium für Arbeit, Soziales, Gesundheit, Pflege und Konsumentenschutz

Email: kanzlei@schramm-oehler.at

Legal type of the buyer: Central government authority

Activity of the contracting authority: Social protection

2. Procedure

2.1. Procedure

Title: BMASGPK: Sensibilisierungskampagne „Alter(n) hat Zukunft!“

Description: Im Rahmen des „ESF+ Programm Beschäftigung Österreich & JTF 2021-2027“ kommt in der Priorität 2 „aktives und gesundes Altern“ eine Sensibilisierungskampagne zur Ausschreibung. Ziel des geplanten Vorhabens ist eine integrierte 360-Grad-Kampagne, die es schafft, negative Altersbilder, Vorurteile und Diskriminierung gegenüber älteren Arbeitskräften sichtbar zu machen, zu hinterfragen und abzubauen, um die Beschäftigungschancen älterer Menschen am Arbeitsmarkt zu verbessern.

Procedure identifier: 85f49e30-6371-4276-9199-da98e7096e5c

Internal identifier: 2026-0.436.353

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

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): 79416000 Public relations services

2.1.3. Value

Estimated value excluding VAT: 1 166 765,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: {0}

Fraud: {0}

Money laundering or terrorist financing: {0}

Participation in a criminal organisation: {0}
Terrorist offences or offences linked to terrorist activities: {0}
Child labour and including other forms of trafficking in human beings: {0}
Breaching of obligations in the fields of environmental law: {0}
Breaching of obligations in the fields of labour law: {0}
Breaching of obligations in the fields of social law: {0}
Agreements with other economic operators aimed at distorting competition: {0}
Grave professional misconduct: {0}
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: {0}
Offence concerning its professional conduct in the domain of defence procurement: {0}
Conflict of interest due to its participation in the procurement procedure: {0}
Direct or indirect involvement in the preparation of this procurement procedure: {0}
Early termination, damages, or other comparable sanctions: {0}
Lack of reliability to exclude risks to the security of the country: {0}
Breaching of obligations set under purely national exclusion grounds: {0}
Breaching obligation relating to payment of social security contributions: {0}
Breaching obligation relating to payment of taxes: {0}
Business activities are suspended: {0}
Bankruptcy: {0}
Insolvency: {0}
Assets being administered by liquidator: {0}
Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: {0}

5. Lot

5.1. Lot: LOT-2488

Title: Sensibilisierungskampagne „Alter(n) hat Zukunft!“

Description: Im Rahmen des „ESF+ Programm Beschäftigung Österreich & JTF 2021-2027“ kommt in der Priorität 2 „aktives und gesundes Altern“ eine Sensibilisierungskampagne zur Ausschreibung. Ziel des geplanten Vorhabens ist eine integrierte 360-Grad-Kampagne, die es schafft, negative Altersbilder, Vorurteile und Diskriminierung gegenüber älteren Arbeitskräften sichtbar zu machen, zu hinterfragen und abzubauen, um die Beschäftigungschancen älterer Menschen am Arbeitsmarkt zu verbessern.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79416000 Public relations services

5.1.2. Place of performance

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Additional information: Die Angabe zum Erfüllungsort ist erfolgt, da es sich um ein Pflichtfeld handelt. Das Projekt soll österreichweit umgesetzt werden. Nähere Details siehe in den Ausschreibungsunterlagen.

5.1.3. Estimated duration

Start date: 27/10/2026

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 1 166 765,00 EUR

Maximum value of the framework agreement: 2 333 530,00 EUR

5.1.6. General information

The names and professional qualifications of the staff assigned to perform the contract must be given: Request to participate requirement

Procurement Project fully or partially financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: Dieses Projekt ist aus ESF+-Mitteln kofinanziert. Die EU-Förderungsnummer ist CCI 2021AT05FFPR001. Das für die Kampagne maximal zur Verfügung stehende Budget beträgt EUR 1.166.765,- (inkl. USt) inklusive Risikopuffer und Inflationsschätzung. Der tatsächliche Abrufwert hängt ab vom konkreten Angebot und kann diesen Wert daher auch deutlich unterschreiten. Für den Fall, dass der AG während der Laufzeit doch noch zusätzliches Budget zur Verfügung steht, das für weitere Maßnahmen oder eine längere Laufzeit der Kampagne eingesetzt werden kann, kann das genannte Kampagnenbudget um bis zu 100% überschritten werden (maximale Abrufwert aus der Rahmenvereinbarung).

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: 3

Maximum number of candidates to be invited for the second stage of the procedure: 3

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.10. Award criteria

Criterion:

Type: Quality

Description: mündliche Präsentation

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

Award criterion number: 700

Criterion:

Type: Price

Description: Pauschalen

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

Award criterion number: 200

Criterion:

Type: Price

Description: Durchschnittlicher Stundensatz

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

Award criterion number: 90

Criterion:

Type: Price

Description: Übernahme Nutzungsrechte

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

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: <https://bmsgpk.vergabeportal.at/Detail/245645>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://bmsgpk.vergabeportal.at/Detail/245645>

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

Electronic catalogue: Allowed

Deadline for receipt of requests to participate: 29/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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:

Framework agreement, partly without reopening and partly with 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

Review organisation: Bundesverwaltungsgericht

Information about review deadlines: Gemäß den entsprechenden gesetzlichen Vorgaben im § 343 BVergG 2018.

8. Organisations

8.1. ORG-8384

Official name: Bundesministerium für Arbeit, Soziales, Gesundheit, Pflege und Konsumentenschutz

Registration number: 9110019891221

Postal address: Stubenring 1

Town: Wien

Postcode: 1010

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Email: kanzlei@schramm-oehler.at

Telephone: +43 14097609

Internet address: <https://www.schramm-oehler.at/>

Roles of this organisation:

Buyer

8.1. ORG-6502

Official name: Bundesverwaltungsgericht

Registration number: 9110008059823
Postal address: Erdbergstraße 192-196
Town: Wien
Postcode: 1030
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Email: einlaufstelle@bvwg.gv.at
Telephone: +43 160149
Internet address: <https://www.bvwg.gv.at/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 73884e86-8257-4b49-9810-fbf2292913de - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 27/05/2026 14:03:00 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: German
Notice publication number: 366462-2026
OJ S issue number: 101/2026
Publication date: 28/05/2026