

382663-2026 - Competition

Netherlands – Advertising and marketing services – Mediadiensten

OJ S 106/2026 04/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: UWV

Email: aanbesteden@uwv.nl

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mediadiensten

Description: UWV zoekt voor het leveren van mediadiensten één (1) Ondernemer die vanaf 1 januari 2027 kan starten en die, in nauwe samenwerking met de directies Communicatie en HRM en de creatieve bureaus waar UWV mee samenwerkt, ons helpt om enerzijds de reputatie van UWV te versterken en het vertrouwen (en daarmee het maatschappelijk draagvlak voor UWV) in UWV te vergroten en anderzijds om UWV blijvend als aantrekkelijke werkgever te positioneren en de publiekscampagnes en recruitment activiteiten, in aansluiting op onze eigen kanalen, optimaal te ondersteunen. De geraamde waarde van de Opdracht is € 3.000.000 exclusief btw per jaar.

Procedure identifier: 9a341b81-227c-4d3a-b93d-2da2285e833d

Internal identifier: DD.2026.1123

Type of procedure: Open

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): 79341100 Advertising consultancy services, 79341400

Advertising campaign services

2.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 18 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Mediadiensten

Description: UWV zoekt voor het leveren van mediadiensten één (1) Ondernemer die vanaf 1 januari 2027 kan starten en die, in nauwe samenwerking met de directies Communicatie en HRM en de creatieve bureaus waar UWV mee samenwerkt, ons helpt om enerzijds de reputatie van UWV te versterken en het vertrouwen (en daarmee het maatschappelijk draagvlak voor UWV) in UWV te vergroten en anderzijds om UWV blijvend als aantrekkelijke werkgever te positioneren en de publiekscampagnes en recruitment activiteiten, in aansluiting op onze eigen kanalen, optimaal te ondersteunen. De geraamde waarde van de Opdracht is € 3.000.000 exclusief btw per jaar.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400

Advertising campaign services

Options:

Description of the options: N.v.t.

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: We verlengen de Overeenkomst maximaal twee keer met maximaal 12 maanden per keer tot uiterlijk 1 januari 2033.

5.1.5. Value

Estimated value excluding VAT: 18 000,00 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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

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

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Samenwerking

Description: Zie paragraaf 4.2.1. van het Beschrijvend document.

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

Award criterion number: 25

Criterion:

Type: Quality

Name: Casus arbeidsmarktcommunicatie

Description: Zie paragraaf 4.2.1. van het Beschrijvend document.

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

Award criterion number: 45

Criterion:

Type: Price

Name: TV fixed basisprijs

Description: Zie paragraaf 4.2.2. van het Beschrijvend document.

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

Award criterion number: 9

Criterion:

Type: Price

Name: Radio fixed basisprijs

Description: Zie paragraaf 4.2.2. van het Beschrijvend document.

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

Award criterion number: 8

Criterion:

Type: Price

Name: Uurtarieven

Description: Zie paragraaf 4.2.2. van het Beschrijvend document.

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

Award criterion number: 7

Criterion:

Type: Price

Name: Fee

Description: Zie paragraaf 4.2.2. van het Beschrijvend document.

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

Award criterion number: 6

5.1.11. Procurement documents

Deadline for requesting additional information: 26/06/2026 17:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.tenderned.nl/aankondigingen/overzicht/427539>

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

Electronic submission: Required

Address for submission: <https://www.tenderned.nl/aankondigingen/overzicht/427539>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 20/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 20/07/2026 10:15:00 (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: Required

Electronic ordering will be used: no

Electronic payment will be used: no

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

Review organisation: UWV - Arrondissementsrechtbank

Organisation providing additional information about the procurement procedure: UWV

Organisation providing more information on the review procedures: UWV

Organisation receiving requests to participate: UWV

8. Organisations

8.1. ORG-0001

Official name: UWV

Registration number: 48467678

Postal address: La Guardiaweg 116

Town: Amsterdam

Postcode: 1043 DL

Country subdivision (NUTS): Groot-Amsterdam (NL32B)

Country: Netherlands

Contact point: Daan Delsing

Email: aanbesteden@uwv.nl

Telephone: +31 888982010

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

Other contact points:

Official name: Arrondissementsrechtbank

Postal address: Parnassusweg 220

Town: Amsterdam

Postcode: 1076 AV

Country subdivision (NUTS): Groot-Amsterdam (NL32B)

Country: Netherlands

Email: ap-adam@om.nl

Telephone: +31 205412111

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

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: aa5740b0-2f68-4bf8-b3b2-6464ef5fc28c - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 02/06/2026 22:50:56 (UTC+02:00) Eastern European Time, Central European Summer Time

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