399445-2026 - Result

Lithuania – Cultural event organisation services – VIL - Communication and Online Community Management services for the European Commission Representation in Lithuania
OJ S 111/2026 11/06/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: European Commission, DG COMM - Communication
Email: COMM-REP-LT-TENDERS@ec.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: VIL - Communication and Online Community Management services for the European Commission Representation in Lithuania
Description: To fulfil its functions and to promote the Commission's priorities and policies in the country, the Representation relies on the active engagement of national and local media, and cooperation with national and local authorities, civil society, information and communication networks and contact points, stakeholders, multipliers and other partners. The Framework Contract will serve the Representation in its communication on various European Union (EU) topics and themes. All EU policies, political priorities, activities, and programmes may be covered. The procurement is divided into two lots: LOT 1 covers a range of communication activities, such as consultancy, strategy, design, production, dissemination, etc. LOT 2 covers the services of the social media community management of the Representation (Community Manager).
Procedure identifier: a1a6ef05-23e4-48d2-8c7f-ca20282a6174
Previous notice: 624200-2025
Internal identifier: EC-COMM/VNO/2025/OP/0220
Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79952100 Cultural event organisation services

2.1.2. Place of performance

Country: Lithuania
Anywhere in the given country
Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 1 900 000,00 EUR

2.1.4. General information

Legal basis:

Regulation (EU, Euratom) 2024/2509

5. Lot

5.1. Lot: LOT-0001

Title: Communication services for the European Commission Representation in Lithuania
Description: Communication services under Lot 1 cover a range of communication activities, such as (non-exhaustive list): • Consultancy, Strategy and Design: research, definition of Key Performance Indicators, defining and segmenting the target audience(s), designing a strategy including messages, localisation and the appropriate mix of communication channels as well as the timing for different stages of communication activities; • Project management: overseeing service provision, liaising with the Contracting Authority, ensuring timely delivery via suitable planning and management tools (including templates, charts, dashboards, etc.), and managing all involved parties, monitoring dissemination channels to track the performance of the different actions using relevant tools and techniques; if required, providing media monitoring; sentiment analysis; reporting on agreed Key Performance Indicators; other reporting; cooperating with independent evaluators and related; • Production: production and adaptation of digital and physical communication material in accessible format(s) according to the required standards; • Dissemination: dissemination of the material and messages that were produced and roll-out of all communication actions. Dissemination includes media planning and buying. The Contractor may be asked to deliver a combination of any of the above-mentioned communication activities and related services depending on the needs of the Contracting Authority. This call for tenders is looking to find a Contractor who can support all stages and types of communication activities.
Internal identifier: EC-COMM/VNO/2025/OP/0220-LOT-1

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79952100 Cultural event organisation services
Additional classification (cpv): 79416000 Public relations services, 79341000 Advertising services, 79952000 Event services, 79416200 Public relations consultancy services

5.1.2. Place of performance

Country: Lithuania
Anywhere in the given country
Additional information: Please consult the procurement documents.

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 1 600 000,00 EUR

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: Quality
Description: Please consult the procurement documents.
Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60
Criterion:
Type: Price
Description: Please consult the procurement documents.
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 40

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: Court of Justice of the European Union
Organisation providing more information on the review procedures: European Commission, DG COMM - Communication
Organisation signing the contract: European Commission, DG COMM - Communication

6. Results

Maximum value of the framework agreements in this notice: 1 600 000,00 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: 1 600 000,00 EUR

6.1.2. Information about winners
Winner:
Official name: UAB "Sons&Daughters"
Tender:
Tender identifier: 300145978
Identifier of lot or group of lots: LOT-0001
Subcontracting: No
Contract information:
Identifier of the contract: EC-COMM/VNO/2025/OP/0220
Date on which the winner was chosen: 18/05/2026
Date of the conclusion of the contract: 04/06/2026
Organisation signing the contract: European Commission, DG COMM - Communication

6.1.4. Statistical information
Received tenders or requests to participate:
Type of received submissions: Tenders
Number of tenders or requests to participate received: 5
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: 0
Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer
Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area
Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: European Commission, DG COMM - Communication
Registration number: COM
Department: COMM.C - Representations & Communication in Member States
Postal address: Gedimino Ave., 16
Town: Vilnius
Postcode: LT 01103
Country subdivision (NUTS): Vilniaus apskritis (LT011)
Country: Lithuania
Email: COMM-REP-LT-TENDERS@ec.europa.eu
Telephone: +32 2 299 11 11
Internet address: https://ec.europa.eu/info/departments/communication_en
Roles of this organisation:
Buyer
Organisation providing more information on the review procedures
Organisation signing the contract

8.1. ORG-0002

Official name: Court of Justice of the European Union
Registration number: CURIA
Postal address: Rue du Fort Niedergrünewald
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: COMM-REP-LT-TENDERS@ec.europa.eu
Telephone: +32 2 299 11 11
Internet address: https://commission.europa.eu/
Roles of this organisation:
TED eSender

8.1. ORG-0004

Official name: UAB "Sons&Daughters"
Size of the economic operator: Large
Registration number: LT116216716
Postal address: J. Basanavičiaus g. 26
Town: Vilnius
Postcode: LT-03224
Country subdivision (NUTS): Extra-Regio NUTS 3 (LTZZZ)
Country: Lithuania
Email: dovile@sonsdaughters.lt
Telephone: +37065526108
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

Notice information

Notice identifier/version: d883f817-f031-4aaf-b004-47c3f9647beb - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
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