

## 458148-2026 - Competition

Germany – Public relations services – Kommunikationsdienstleistungen

OJ S 126/2026 03/07/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

---

#### 1.1. Buyer

Official name: Zukunftszentrum für Deutsche Einheit und Europäische Transformation gGmbH

Email: [vergabe@zukunftszentrum.info](mailto:vergabe@zukunftszentrum.info)

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

### 2. Procedure

---

#### 2.1. Procedure

Title: Kommunikationsdienstleistungen

Description: Kommunikationsdienstleistungen

Procedure identifier: bc90eeae-ab4b-46f8-bc1b-cb57483580ba

Internal identifier: B\_2026\_000032\_MUK\_Kommunikation

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): 79416000 Public relations services

Additional classification (cpv): 79416000 Public relations services, 79416200 Public relations consultancy services, 79416100 Public relations management services

##### 2.1.2. Place of performance

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

##### 2.1.4. General information

Additional information: Die Bieter können sich auf alle Lose bewerben.

**Legal basis:**

Directive 2014/24/EU

vgv -

##### 2.1.5. Terms of procurement

**Terms of submission:**

Maximum number of lots for which one tenderer can submit tenders: 4

**Terms of contract:**

Maximum number of lots for which contracts can be awarded to one tenderer: 4

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice, Procurement Document  
Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law:  
Corruption:  
Participation in a criminal organisation:  
Agreements with other economic operators aimed at distorting competition:  
Breaching of obligations in the fields of environmental law:  
Money laundering or terrorist financing:  
Fraud:  
Child labour and including other forms of trafficking in human beings:  
Insolvency:  
Breaching of obligations in the fields of labour law:  
Assets being administered by liquidator:  
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure:  
Conflict of interest due to its participation in the procurement procedure:  
Direct or indirect involvement in the preparation of this procurement procedure:  
Grave professional misconduct:  
Early termination, damages, or other comparable sanctions:  
Breaching of obligations in the fields of social law:  
Breaching obligation relating to payment of social security contributions:  
Business activities are suspended:  
Breaching obligation relating to payment of taxes:  
Terrorist offences or offences linked to terrorist activities:

## 5. Lot

---

### 5.1. Lot: LOT-0001

Title: Corporate Design

Description: Signet, Farben, Schriftarten, Bildsprache, Formsprache, Gestaltungsraster und Systematik, Styleguide

Internal identifier: LOT-0001

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416100 Public relations management services

##### Options:

Description of the options: zweimal um jeweils ein Jahr

#### 5.1.2. Place of performance

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

#### 5.1.2. Place of performance

Postal address: Hansering 19

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

#### **5.1.3. Estimated duration**

Start date: 15/08/2026

Duration end date: 15/08/2028

#### **5.1.4. Renewal**

Maximum renewals: 2

Other information about renewals: maximale Vertragslaufzeit ist 4 Jahr

#### **5.1.5. Value**

Maximum value of the framework agreement: 40 500,00 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

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

#### **5.1.7. Strategic procurement**

Aim of strategic procurement: Innovative purchase

Description: Fokus auf innovative und kreative Lösungen.

Innovation procurement: The procured works, supplies or services are novel or significantly improved compared to other works, supplies, or services already on the market.

#### **5.1.9. Selection criteria**

Sources of selection criteria: Notice, Procurement Document

Criterion: References on specified services

Description of selection criterion: siehe Anlage 3.1 bis 3.4 und Formblatt 6

Criterion: Relevant educational and professional qualifications

Description of selection criterion: - Nachweis TYPO 3 (TCCD) für Los 4 - Nachweis TYPO 3 (TCCI) für Los 4

Criterion: Average yearly manpower

Description of selection criterion: 3 Mitarbeiter , Los 1 und 2 davon mind. eine Grafiker:in

Criterion: General yearly turnover

Description of selection criterion: 300.000 € durchschnittlich pro Jahr

##### **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

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

#### **5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: German

Address of the procurement documents: [https://xvergabe.de/NetServer/TenderingProcedureDetails?function=\\_Details&TenderOID=54321-Tender-19f1daf09f2-315ef9b2a1aa00f5&](https://xvergabe.de/NetServer/TenderingProcedureDetails?function=_Details&TenderOID=54321-Tender-19f1daf09f2-315ef9b2a1aa00f5&)

#### **5.1.12. Terms of procurement**

##### **Terms of the procedure:**

Estimated date of dispatch of the invitations to submit tenders: 07/08/2026

##### **Terms of submission:**

Electronic submission: Allowed

Address for submission: <https://www.xvergabe.de>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of requests to participate: 31/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

##### **Information that can be supplemented after the submission deadline:**

At the discretion of the buyer, all missing tenderer-related documents may be submitted later.

Additional information: Nachforderungen erfolgen elektronisch über die Vergabeplattform.

Nachzureichende Unterlagen sind ausschließlich elektronisch über die Vergabeplattform einzureichen.

##### **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: no

#### **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: Vergabekammer des Landes Sachsen-Anhalt

Information about review deadlines: Innerhalb von 15 Kalendertagen nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, kann ein

Nachprüfverfahren bei der Vergabekammer beantragt werden (§ 160 Abs. 3 Nr. 4 GWB).

#### **5.1. Lot: LOT-0002**

Title: Kreativleistungen

Description: Produktrecherche, Umgestaltung von vorhandenen Kommunikationsmaterialien, Gestaltung von Druckdateien, Gestaltung von digitalen Medien

Internal identifier: LOT-0002

##### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79100000 Legal services

Additional classification (cpv): 79416100 Public relations management services

##### **Options:**

Description of the options: zweimal um jeweils ein Jahr

**5.1.2. Place of performance**

Postal address: Hansering 19

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

**5.1.2. Place of performance**

Postal address: Hansering 19

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

**5.1.3. Estimated duration**

Start date: 15/08/2026

Duration end date: 15/08/2028

**5.1.4. Renewal**

Maximum renewals: 4

**5.1.5. Value**

Maximum value of the framework agreement: 216 000,00 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

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

**5.1.7. Strategic procurement**

Aim of strategic procurement: Innovative purchase

Description: Im Verfahren legen wir Wert auf ein hohes Maß an innovativen Lösungen. Es soll umfassend auf das Wissen des Bieters zurückgegriffen werden.

Innovation procurement: The procured works, supplies or services are novel or significantly improved compared to other works, supplies, or services already on the market.

**5.1.9. Selection criteria**

Sources of selection criteria: Notice, Procurement Document

Criterion: References on specified services

Description of selection criterion: siehe Anlage 3.1 bis 3.4 und Formblatt 6

Criterion: Relevant educational and professional qualifications

Description of selection criterion: - Nachweis TYPO 3 (TCCD) für Los 4 - Nachweis TYPO 3 (TCCI) für Los 4

Criterion: Average yearly manpower

Description of selection criterion: 3 Mitarbeiter , Los 1 und 2 davon mind. eine Grafiker:in

Criterion: General yearly turnover

Description of selection criterion: 300.000 € durchschnittlich pro Jahr

**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

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

**5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: German

Address of the procurement documents: [https://xvergabe.de/NetServer/TenderingProcedureDetails?function=\\_Details&TenderOID=54321-Tender-19f1daf09f2-315ef9b2a1aa00f5&](https://xvergabe.de/NetServer/TenderingProcedureDetails?function=_Details&TenderOID=54321-Tender-19f1daf09f2-315ef9b2a1aa00f5&)

**5.1.12. Terms of procurement**

**Terms of the procedure:**

Estimated date of dispatch of the invitations to submit tenders: 07/08/2026

**Terms of submission:**

Electronic submission: Allowed

Address for submission: <https://www.xvergabe.de>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of requests to participate: 31/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

**Information that can be supplemented after the submission deadline:**

At the discretion of the buyer, all missing tenderer-related documents may be submitted later.

Additional information: Nachforderungen erfolgen elektronisch über die Vergabeplattform.

Nachzureichende Unterlagen sind ausschließlich elektronisch über die Vergabeplattform einzureichen.

**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: no

**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: Vergabekammer des Landes Sachsen-Anhalt

Information about review deadlines: Innerhalb von 15 Kalendertagen nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, kann ein Nachprüfverfahren bei der Vergabekammer beantragt werden (§ 160 Abs. 3 Nr. 4 GWB).

#### **5.1. Lot: LOT-0003**

Title: Strategische Beratung & Kampagne

Description: Kommunikationskonzept, Krisenkommunikation, Kampagnenplanung, Kampagnenmanagement,

Internal identifier: LOT-0003

##### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79416100 Public relations management services

##### **Options:**

Description of the options: zweimal um jeweils 1 Jahr

##### **5.1.2. Place of performance**

Postal address: Hansering 19

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

##### **5.1.2. Place of performance**

Postal address: Hansering 19

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

##### **5.1.3. Estimated duration**

Start date: 15/08/2026

Duration end date: 15/08/2028

##### **5.1.4. Renewal**

Maximum renewals: 4

##### **5.1.5. Value**

Maximum value of the framework agreement: 119 520,00 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

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

##### **5.1.7. Strategic procurement**

Aim of strategic procurement: No strategic procurement

#### 5.1.9. Selection criteria

Sources of selection criteria: Notice, Procurement Document

Criterion: References on specified services

Description of selection criterion: siehe Anlage 3.1 bis 3.4 und Formblatt 6

Criterion: Relevant educational and professional qualifications

Description of selection criterion: - Nachweis TYPO 3 (TCCD) für Los 4 - Nachweis TYPO 3 (TCCI) für Los 4

Criterion: Average yearly manpower

Description of selection criterion: 3 Mitarbeiter , Los 1 und 2 davon mind. eine Grafiker:in

Criterion: General yearly turnover

Description of selection criterion: 300.000 € durchschnittlich pro Jahr

#### **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

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

#### 5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Address of the procurement documents: [https://xvergabe.de/NetServer/TenderingProcedureDetails?function=\\_Details&TenderOID=54321-Tender-19f1daf09f2-315ef9b2a1aa00f5&](https://xvergabe.de/NetServer/TenderingProcedureDetails?function=_Details&TenderOID=54321-Tender-19f1daf09f2-315ef9b2a1aa00f5&)

#### 5.1.12. Terms of procurement

##### **Terms of the procedure:**

Estimated date of dispatch of the invitations to submit tenders: 07/08/2026

##### **Terms of submission:**

Electronic submission: Allowed

Address for submission: <https://www.xvergabe.de>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of requests to participate: 31/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

##### **Information that can be supplemented after the submission deadline:**

At the discretion of the buyer, all missing tenderer-related documents may be submitted later.

Additional information: Nachforderungen erfolgen elektronisch über die Vergabeplattform.

Nachzureichende Unterlagen sind ausschließlich elektronisch über die Vergabeplattform einzureichen.

##### **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: no

#### **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: Vergabekammer des Landes Sachsen-Anhalt

Information about review deadlines: Innerhalb von 15 Kalendertagen nach Eingang der

Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, kann ein

Nachprüfverfahren bei der Vergabekammer beantragt werden (§ 160 Abs. 3 Nr. 4 GWB).

#### **5.1. Lot: LOT-0004**

Title: Website

Description: System und technische Basis, Performance und Stabilität, Sicherheit, Datenschutz und Analytics, Barrierefreiheit, Konzept (Aufbau), Contentelemente und Funktionen, Wartung, Abnahme Schulung und Dokumentation

Internal identifier: LOT-0004

##### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

##### **Options:**

Description of the options: zweimal um jeweils ein Jahr

##### **5.1.2. Place of performance**

Postal address: Hansering 19

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

##### **5.1.2. Place of performance**

Postal address: Hansering 19

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

##### **5.1.3. Estimated duration**

Start date: 15/08/2026

Duration end date: 15/08/2028

##### **5.1.4. Renewal**

Maximum renewals: 4

##### **5.1.5. Value**

Maximum value of the framework agreement: 82 480,00 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

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

#### **5.1.7. Strategic procurement**

Aim of strategic procurement: No strategic procurement

#### **5.1.9. Selection criteria**

Sources of selection criteria: Notice, Procurement Document

Criterion: References on specified services

Description of selection criterion: siehe Anlage 3.1 bis 3.4 und Formblatt 6

Criterion: Relevant educational and professional qualifications

Description of selection criterion: - Nachweis TYPO 3 (TCCD) für Los 4 - Nachweis TYPO 3 (TCCI) für Los 4

Criterion: Average yearly manpower

Description of selection criterion: 3 Mitarbeiter , Los 1 und 2 davon mind. eine Grafiker:in

Criterion: General yearly turnover

Description of selection criterion: 300.000 € durchschnittlich pro Jahr

#### **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

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

#### **5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: German

Address of the procurement documents: [https://xvergabe.de/NetServer/TenderingProcedureDetails?function=\\_Details&TenderOID=54321-Tender-19f1daf09f2-315ef9b2a1aa00f5&](https://xvergabe.de/NetServer/TenderingProcedureDetails?function=_Details&TenderOID=54321-Tender-19f1daf09f2-315ef9b2a1aa00f5&)

#### **5.1.12. Terms of procurement**

##### **Terms of the procedure:**

Estimated date of dispatch of the invitations to submit tenders: 07/08/2026

##### **Terms of submission:**

Electronic submission: Allowed

Address for submission: <https://www.xvergabe.de>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of requests to participate: 31/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

##### **Information that can be supplemented after the submission deadline:**

At the discretion of the buyer, all missing tenderer-related documents may be submitted later.

Additional information: Nachforderungen erfolgen elektronisch über die Vergabeplattform. Nachzureichende Unterlagen sind ausschließlich elektronisch über die Vergabeplattform einzureichen.

**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: no

**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: Vergabekammer des Landes Sachsen-Anhalt

Information about review deadlines: Innerhalb von 15 Kalendertagen nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, kann ein

Nachprüfverfahren bei der Vergabekammer beantragt werden (§ 160 Abs. 3 Nr. 4 GWB).

## 8. Organisations

---

**8.1. ORG-7001**

Official name: Zukunftszentrum für Deutsche Einheit und Europäische Transformation gGmbH

Registration number: 0000

Postal address: Hansering 19

Town: Halle

Postcode: 06108

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

Contact point: Vergabestelle

Email: [vergabe@zukunftszentrum.info](mailto:vergabe@zukunftszentrum.info)

Telephone: 015155885403

Internet address: [www.zukunftszentrum.info](http://www.zukunftszentrum.info)

**Roles of this organisation:**

Buyer

**8.1. ORG-7004**

Official name: Vergabekammer des Landes Sachsen-Anhalt

Registration number: 0000

Postal address: Ernst-Kamieth-Straße 2

Town: Halle (Saale)

Postcode: 06112

Country subdivision (NUTS): Halle (Saale), Kreisfreie Stadt (DEE02)

Country: Germany

Email: [vergabekammer@lvwa.sachsen-anhalt.de](mailto:vergabekammer@lvwa.sachsen-anhalt.de)

Telephone: +49 345 5140

Fax: +49 345 5141 115

Internet address: <https://www.lvwa.sachsen-anhalt.de>

**Roles of this organisation:**

Review organisation

**8.1. ORG-7005**

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registration number: 0204:994-DOEVD-83

Town: Bonn

Postcode: 53119

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Email: [noreply.esender\\_hub@bescha.bund.de](mailto:noreply.esender_hub@bescha.bund.de)

Telephone: +49228996100

**Roles of this organisation:**

TED eSender

## Notice information

---

Notice identifier/version: 9b54c79f-d755-48f9-a085-d727cdd82b66 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 01/07/2026 22:58:31 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: German

Notice publication number: 458148-2026

OJ S issue number: 126/2026

Publication date: 03/07/2026