

461755-2026 - Competition

Belgium – Marketing management consultancy services – Complex Communication Actions
OJ S 127/2026 06/07/2026
Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: European Commission, DG COMM - Communication

Email: comm-d3-procurement-grants@ec.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

1.1. Buyer

Official name: European Parliament

Email: eplobelgium@europarl.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: Complex Communication Actions

Description: The objective of this procurement procedure is to provide the participating entity or entities with a DPS for complex communication actions for the provision of a range of communication and associated services.

Procedure identifier: adc82a88-741e-4616-b796-4ed30bf24a15

Internal identifier: COMM/B1/DPS/2022/0002

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

2.1.3. Value

Estimated value excluding VAT: 47 000 000,00 EUR

2.1.4. General information

Additional information: This procedure is governed by the provisions of Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union (recast).

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Complex Communication Actions

Description: The general scope of the DPS for complex communication actions is the procurement of a wide array of communication and associated services which includes but is not limited to the services listed in section 1.4 of the DPS specifications.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79413000 Marketing management consultancy services, 79341400 Advertising campaign services, 79416000 Public relations services, 79416200 Public relations consultancy services, 79530000 Translation services, 79970000 Publishing services, 79342200 Promotional services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 47 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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

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: 1

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Price is not the only award criterion and all criteria are stated only in the procurement documents.

5.1.11. Procurement documents

Address of the procurement documents: <https://s2c.mercell.com/today/17656>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://s2c.mercell.com/today/17656>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of requests to participate: 19/08/2028 23:59:00 (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:

No framework agreement

Information about the dynamic purchasing system:

Dynamic purchasing system, only usable by buyers listed in this notice

5.1.16. Further information, mediation and review

Mediation organisation: Court of Justice of the European Union

Review organisation: Court of Justice of the European Union

Organisation providing additional information about the procurement procedure: European Commission, DG COMM - Communication

Organisation providing more information on the review procedures: European Commission, DG COMM - Communication

8. Organisations

8.1. ORG-0003

Official name: European Commission, DG COMM - Communication

Registration number: COM

Department: COMM.D - Resources

Postal address: Wetstraat 56

Town: Brussels

Postcode: B-1049

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: comm-d3-procurement-grants@ec.europa.eu

Telephone: +32 2 299 11 11

Internet address: https://ec.europa.eu/info/departments/communication_en

Buyer profile: https://ec.europa.eu/info/departments/communication_en

Roles of this organisation:

Buyer

Group leader

Organisation providing additional information about the procurement procedure

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: European Parliament

Registration number: EP

Department: Directorate-General for Communication (COMM)

Postal address: Rue Wiertz 60
Town: Brussels
Postcode: 1047
Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Country: Belgium
Contact point: <https://www.europarl.europa.eu/portal/en>
Email: eplobelgium@europarl.europa.eu
Telephone: +32 (0)2 28 42111
Internet address: <https://www.europarl.europa.eu/portal/en>
Buyer profile: https://ec.europa.eu/info/departments/communication_en

Roles of this organisation:

Buyer

8.1. ORG-0005

Official name: Court of Justice of the European Union
Registration number: CURIA
Postal address: Rue du Fort Niedergrünwald
Town: Luxembourg
Postcode: L-2925
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: COMM-FWCEVAL-TENDER@ec.europa.eu
Telephone: +32 2 299 11 11
Internet address: <http://curia.europa.eu>

Roles of this organisation:

Review organisation
Mediation organisation

8.1. ORG-0000

Official name: Publications Office of the European Union
Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

10. Change

Version of the previous notice to be changed

:

526570-2024

Main reason for change

:

Information updated

Description

:

Submission period of the DPS is extended by 2 years, until 19 August 2028. The estimated value (ceiling) of the DPS is increased from 42 000 000 euro to 47 000 000 euro. A new participating entity has been added – European Parliament. An updated version of the DPS Specifications will be published at <https://s2c.mercell.com/today/17656> to reflect these changes.

Notice information

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