

51502-2026 - Competition

Germany – Public relations services – Redaktion und Content Management

Projektkurzbeschreibungen für die GIZ

OJ S 16/2026 23/01/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Email: frankfurt@crp-law.de

Legal type of the buyer: Public undertaking, controlled by a central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Redaktion und Content Management Projektkurzbeschreibungen für die GIZ

Description: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Company

Profile: The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a leading provider of services in international cooperation and global education. As a non-profit federal enterprise, GIZ supports the German government, especially the Federal Ministry for Economic Cooperation and Development (BMZ), as well as numerous public and private clients worldwide in achieving their goals in international cooperation for sustainable development. Expertise and Fields of Activity: With over 50 years of experience in various fields, including economic and employment promotion, energy and environmental issues, as well as the promotion of peace and security, GIZ flexibly works on effective solutions that offer people perspectives and sustainably improve their living conditions. The diverse expertise of GIZ is in demand worldwide from the German government, the European Union, the United Nations, private sector, and governments of other countries. The main client of GIZ is the German Government. Global Presence and Employee Structure: GIZ is active in more than 120 countries and is headquartered in Bonn and Eschborn/Germany. GIZ's business volume amounted to approximately four billion euros as of December 31, 2024. Public Relations of GIZ: Conveying GIZ's work to the public requires preparing complex matters in an understandable and comprehensible way for various media and channels. GIZ's corporate communication is supported by experienced PR consultants and service providers to ensure high-quality and coherent publications across different media. Project descriptions (PKBs) are published for almost all GIZ projects and can be found on the country and regional pages at giz.de under the menu item Where we work. Currently, there are about 1,800 of these descriptions, with approximately 1,300 for ongoing projects. PKBs are published in GIZ's corporate languages German and English, and sometimes in other languages. Additional Information: PKBs are also supplied to the Federal Ministry for Economic Cooperation and Development (BMZ) during the offer process and are made available by BMZ to the International Aid Transparency Initiative (IATI). These texts serve to inform the public, ensure transparency within and outside Germany, and provide accountability. Tasks of the Contractor:

Editing and Content Management of Project Descriptions PKBs are usually pre-written by the project managers at GIZ and edited by the contractor. Annually, up to 800 PKBs are created or revised, with fluctuations in the total number and distribution throughout the year.

Procedure identifier: 7982cfb5-6123-4173-a9d3-75c2a3c4dd41

Internal identifier: 81319401

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): 79530000 Translation services, 79553000 Desktop publishing services, 92400000 News-agency services

2.1.2. Place of performance

Postal address: Dag-Hammarskjöld-Weg 1 - 5

Town: Eschborn

Postcode: 65760

Country subdivision (NUTS): Main-Taunus-Kreis (DE71A)

Country: Germany

2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXTRY6YTXPWDJ9X# The communication with the bidders will only take place via GIZ e-tendering platform (VMS).

Legal basis:

Directive 2014/24/EU

vgv -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: gem. §§ 123, 124 GWB, § 22 LkSG

Participation in a criminal organisation: gem. §§ 123, 124 GWB, § 22 LkSG

Terrorist offences or offences linked to terrorist activities: gem. §§ 123, 124 GWB, § 22 LkSG

Money laundering or terrorist financing: gem. §§ 123, 124 GWB, § 22 LkSG

Fraud: gem. §§ 123, 124 GWB, § 22 LkSG

Corruption: gem. §§ 123, 124 GWB, § 22 LkSG

Child labour and including other forms of trafficking in human beings: gem. §§ 123, 124 GWB, § 22 LkSG

Breaching obligation relating to payment of taxes: gem. §§ 123, 124 GWB, § 22 LkSG

Breaching obligation relating to payment of social security contributions: gem. §§ 123, 124 GWB, § 22 LkSG

Breaching of obligations in the fields of environmental law: gem. §§ 123, 124 GWB, § 22 LkSG

Breaching of obligations in the fields of social law: gem. §§ 123, 124 GWB, § 22 LkSG

Breaching of obligations in the fields of labour law: gem. §§ 123, 124 GWB, § 22 LkSG

Insolvency: gem. §§ 123, 124 GWB, § 22 LkSG

Assets being administered by liquidator: gem. §§ 123, 124 GWB, § 22 LkSG

Business activities are suspended: gem. §§ 123, 124 GWB, § 22 LkSG

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: gem. §§ 123, 124 GWB, § 22 LkSG

Grave professional misconduct: gem. §§ 123, 124 GWB, § 22 LkSG
Agreements with other economic operators aimed at distorting competition: gem. §§ 123, 124 GWB, § 22 LkSG
Conflict of interest due to its participation in the procurement procedure: gem. §§ 123, 124 GWB, § 22 LkSG
Direct or indirect involvement in the preparation of this procurement procedure: gem. §§ 123, 124 GWB, § 22 LkSG
Early termination, damages, or other comparable sanctions: gem. §§ 123, 124 GWB, § 22 LkSG
Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: gem. §§ 123, 124 GWB, § 22 LkSG

5. Lot

5.1. Lot: LOT-0001

Title: Redaktion und Content Management Projektkurzbeschreibungen für die GIZ
Description: Conveying GIZ's work to the public requires preparing complex matters in an understandable and comprehensible way for various media and channels. GIZ's corporate communication is supported by experienced PR consultants and service providers to ensure high-quality and coherent publications across different media. Project descriptions (PKBs) are published for almost all GIZ projects and can be found on the country and regional pages at giz.de under the menu item Where we work. Currently, there are about 1,800 of these descriptions, with approximately 1,300 for ongoing projects. PKBs are published in GIZ's corporate languages German and English, and sometimes in other languages. Additional Information: PKBs are also supplied to the Federal Ministry for Economic Cooperation and Development (BMZ) during the offer process and are made available by BMZ to the International Aid Transparency Initiative (IATI). These texts serve to inform the public, ensure transparency within and outside Germany, and provide accountability. Tasks of the Contractor: Editing and Content Management of Project Descriptions: PKBs are usually pre-written by the project managers at GIZ and edited by the contractor. Annually, up to 800 PKBs are created or revised, with fluctuations in the total number and distribution throughout the year. Editing of Project Descriptions The initial texts submitted by the projects are typically in German, with up to 30% in English. The contractor edits the PKBs according to GIZ guidelines, coordinates the edited texts with the respective project managers, finalizes the texts, and obtains approval from the project managers. Translation: The contractor commissions the translation of finalized German PKBs into English using the GIZ tool Plunet. The contractor also translates approved English PKBs into German. Content Management: The contractor transmits the finished translated PKBs in all language versions to the projects, which upload the texts into the GIZ internal project processing system (PBS) for publication. Upon publication, a project page is automatically created on giz.de. The contractor then adds metadata, images, downloads, and other information desired by the project to the project page using GIZ's content management system (Drupal).

Internal identifier: 81319401

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79530000 Translation services, 79553000 Desktop publishing services, 92400000 News-agency services

5.1.2. Place of performance

Postal address: Dag-Hammarskjöld-Weg 1 - 5

Town: Eschborn

Postcode: 65760

Country subdivision (NUTS): Main-Taunus-Kreis (DE71A)

Country: Germany

5.1.3. Estimated duration

Start date: 01/06/2026

Duration end date: 31/05/2028

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: GIZ is entitled to extend the period for fulfilment of the original contract by unilaterally notifying the Contractor. For details, please see the special terms and conditions.

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: Tender requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

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

Additional information: #Besonders auch geeignet für:freelance#, #Besonders auch geeignet für:selbst#, #Besonders auch geeignet für:startup#, #Besonders auch geeignet für:other-sme#

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: DE-A1: Bedingungen an die Auftragsausführung (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Die Eignungskriterien stammen, mangels passender Kategorie, nicht ausschließlich aus der oben stehenden Kriterienkategorie. 1.

Eigenerklärung: Name des Unternehmens und Anschrift, Steuer ID, Eintragung ins Handelsregister oder gleichwertigem Register nach den Rechtsvorschriften des Herkunftslands 2. Keine Ausschlussgründe nach § 123, § 124 GWB, § 22 LkSG, Verordnung über Russland Sanktionen 3. Erklärung der Bewerbungsgemeinschaft und/oder Erklärung Nachunternehmer (falls zutreffend)

Criterion: References on specified services

Description of selection criterion: DE-B1: Technische und berufliche Leistungsfähigkeit (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): 1. Grundlage der fachlichen Bewertung sind nur Referenzprojekte, welche das jeweilige Mindestauftragsvolumen erfüllen 2. Mindestens 3 Referenzprojekte im Fachgebiet "Textredaktion für die Onlinekommunikation" mit einem Mindestauftragsvolumen von 50.000,- EUR und mindestens 2 Referenzprojekte im Fachgebiet "Content Management für Webseiten" mit einem Mindestauftragsvolumen von 12.500,- EUR in den letzten 36 Monaten (Stichtag: Datum der Veröffentlichung dieser Ausschreibung).

Criterion: Average yearly turnover

Description of selection criterion: DE-C1: Wirtschaftliche und finanzielle Leistungsfähigkeit (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Durchschnittlicher Jahresumsatz in den letzten drei Geschäftsjahren in EUR (Bei Ausschreibungen, die innerhalb von sechs Monaten nach dem Ende des letzten Geschäftsjahres von der GIZ veröffentlicht werden, kann das viertletzte Geschäftsjahr herangezogen werden.), mindestens 800.000,00 EUR.

Criterion: Other economic or financial requirements

Description of selection criterion: DE-C2: Wirtschaftliche und finanzielle Leistungsfähigkeit (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Durchschnittliche Zahl der Beschäftigten und Führungskräfte in den letzten drei Kalenderjahren, - mindestens 10 Personen.

Criterion: Other economic or financial requirements

Description of selection criterion: DE-A2: Bedingungen für die Reduzierung der Bewerber (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Wenn mehr als 5 Teilnahmeanträge eingehen, werden wir nach den in den Vergabeunterlagen aufgeführten Kriterien eine Auswahl treffen und nur die 5 Bewerber mit der höchsten Punktzahl auffordern, ein Angebot einzureichen. Sollten weniger als 3 Teilnahmeanträge eingehen, behalten wir uns vor, das Verfahren aufzuheben. Gewichtete Kriterien für die Auswahl von Bewerbern: 1. Fachliche Eignung (90%) a. Textredaktion für die Onlinekommunikation (60%) b. Contentmanagement für Webseiten (30%) 2. Regionale Erfahrung (0%) 3. Erfahrung in der Kommunikation zu Themen der Internationalen Zusammenarbeit und Entwicklungszusammenarbeit (10%)

Criterion: References on specified services

Description of selection criterion: Bewertung der fachlichen Eignung / gewichtete Kriterien für die Auswahl der Bewerber - Gewichtete Kriterien für die Auswahl von Bewerbern: 1. Fachliche Eignung (100%) 2. Regionale Erfahrung (0%) 3. Erfahrung in der Entwicklungszusammenarbeit (mindestens 50% ODA-finanziert) (0%)

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Weight (percentage, exact): 100,00

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: 5

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: Price

Name: Preis

Description: Preiskriterium für "Bestangebots-Quotienten-Methode"

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

Award criterion number: 30

Criterion:

Type: Quality

Name: Erreichte Gesamtpunktzahl nach fachlicher Wertung (inkl. Mindbed.)

Description: Zur Ermittlung des wirtschaftlichsten Bieters wird hier von der Vergabestelle die erreichte Gesamtpunktzahl nach fachlicher Wertung eingetragen. Es werden nur Angebote mit einer fachlichen Bewertung von über 500 Punkten gewertet. Fachliche Angebote mit weniger Punkten scheiden als fachlich ungeeignet aus.

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

Award criterion number: 70

Criterion:

Type: Quality

Name: Erreichte Gesamtpunktzahl nach fachlicher Wertung (inkl. Mindbed.)

Description: Zur Ermittlung des wirtschaftlichsten Bieters wird hier von der Vergabestelle die erreichte Gesamtpunktzahl nach fachlicher Wertung eingetragen. Es werden nur Angebote mit einer fachlichen Bewertung von über 500 Punkten gewertet. Fachliche Angebote mit weniger Punkten scheiden als fachlich ungeeignet aus.

Category of award threshold criterion: Minimum score

Award criterion number: 500

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Deadline for requesting additional information: 12/02/2026 23:59:59 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YTXPWDJ9X/documents>

Ad hoc communication channel:

URL: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YTXPWDJ9X>

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 16/03/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YTXPWDJ9X>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 24/02/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Information that can be supplemented after the submission deadline:

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

Additional information: GIZ asks the applicant or bidder to submit, complete or correct documents, within the framework laid down by law.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: The execution conditions result from the information given in the contract notice and the tender documents.

Electronic invoicing: Required

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:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Bundeskartellamt - Die Vergabekammern des Bundes

Information about review deadlines: According to Article 160, Section 3 of the German Act Against Restraint of Competition (GWB), application for review is not permissible insofar as 1. the applicant has identified the claimed infringement of the procurement rules before submitting the application for review and has not submitted a complaint to the contracting authority within a period of 10 calendar days; the expiry of the period pursuant to Article 134, Section 2 remains unaffected, 2. complaints of infringements of procurement rules that are evident in the tender notice are not submitted to the contracting authority at the latest by the expiry of the deadline for the application or by the deadline for the submission of bids, specified in the tender notice 3. complaints of infringements of procurement rules that first become evident in the tender documents are not submitted to the contracting authority at the latest by the expiry of the deadline for application or by the deadline for the submission of bids, 4. more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to redress the complaint. Sentence 1 does not apply in the case of an application to determine the invalidity of the contract in accordance with Article 135, Section 1 (2). Article 134, Section 1, Sentence 2 remains unaffected.

Organisation providing additional information about the procurement procedure: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Organisation receiving requests to participate: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

8. Organisations

8.1. ORG-0001

Official name: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Registration number: 993-80072-52

Postal address: Dag-Hammarskjöld-Weg 1 - 5

Town: Eschborn

Postcode: 65760

Country subdivision (NUTS): Main-Taunus-Kreis (DE71A)

Country: Germany

Contact point: c.r.p. law. partnerschaft mbB

Email: frankfurt@crp-law.de

Telephone: +49 69 247 4828 00

Fax: +49 69 247 4828 99

Internet address: <http://www.giz.de>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Bundeskartellamt - Die Vergabekammern des Bundes

Registration number: T:022894990

Postal address: Kaiser-Friedrich-Straße 16

Town: Bonn

Postcode: 53113

Country subdivision (NUTS): Rottal-Inn (DE22A)

Country: Germany

Email: vk@bundeskartellamt.bund.de

Telephone: +49 2289499-0

Fax: +49 2289499-163

Internet address: <http://www.bundeskartellamt.de>

Roles of this organisation:

Review organisation

8.1. ORG-0003

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

Telephone: +49228996100

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 17c55736-45a8-434e-ae35-7e769394389d - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 22/01/2026 10:59:57 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: German

Notice publication number: 51502-2026

OJ S issue number: 16/2026

Publication date: 23/01/2026