

537916-2026 - Result

Belgium – Advertising and marketing services – Mixed Multiple Framework Contract for Thematic Communication Services - ceiling increase lot 1

OJ S 148/2026 04/08/2026

Contract or concession award notice – standard regime
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

2. Procedure

2.1. Procedure

Title: Mixed Multiple Framework Contract for Thematic Communication Services - ceiling increase lot 1

Description: Interinstitutional FWC COMM/2024/OP/0021 - lot 1, published with an initial ceiling of EUR 100 Million. Point 1.7 of the admin specs stated that: 'Within three years following the signature of the framework contracts resulting from the current call for tenders, the Lead contracting authority may use the negotiated procedure under point 11.1.e of Annex 1 to Regulation (EU, Euratom) 2028/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union to procure new services from the contractor(s) up to a maximum of 50 % of the initial framework contract ceiling. These services will consist in the repetition of similar services entrusted to the same contractors to whom the initial contract is awarded and will be awarded under the following conditions: same award criteria and conditions as for the initial contract". The value of this procedure being EUR 50 Million, the total ceiling of the Framework contract - lot 1, is increased to EUR 150 Million. The contract entered into force on 18/12/2024 with all three contractors.

Procedure identifier: 5f6e3dba-33a2-4362-b5ec-ce056b547d5d

Internal identifier: EC-COMM/2026/NP/0084

Type of procedure: Negotiated without prior call for competition

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

2.1.4. General information

Legal basis:

Regulation (EU, Euratom) 2024/2509

5. Lot

5.1. Lot: LOT-0001

Title: Mixed Multiple Framework Contract for Thematic Communication Services - ceiling increase lot 1

Description: Interinstitutional FWC COMM/2024/OP/0021 - lot 1, published with an initial ceiling of EUR 100 Million. Point 1.7 of the admin specs stated that: 'Within three years following the signature of the framework contracts resulting from the current call for tenders, the Lead contracting authority may use the negotiated procedure under point 11.1.e of Annex 1 to Regulation (EU, Euratom) 2028/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union to procure new services from the contractor(s) up to a maximum of 50 % of the initial framework contract ceiling. These services will consist in the repetition of similar services entrusted to the same contractors to whom the initial contract is awarded and will be awarded under the following conditions: same award criteria and conditions as for the initial contract". The value of this procedure being EUR 50 Million, the total ceiling of the Framework contract - lot 1, is increased to EUR 150 Million. The contract entered into force on 18/12/2024 with all three contractors.

Internal identifier: EC-COMM/2026/NP/0084

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79416000 Public relations services, 79550000 Typing, word-processing and desktop publishing services, 79950000 Exhibition, fair and congress organisation services, 79300000 Market and economic research; polling and statistics, 79540000 Interpretation services, 79530000 Translation services

5.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: The framework contract is concluded for an initial period of 12 (twelve) months, renewable 3 (three) time(s). Please consult the draft framework contract in the procurement documents.

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: 70

Criterion:

Type: Price

Description: Please consult the procurement documents.

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

Award criterion number: 30

5.1.15. Techniques**Framework agreement:**

Framework agreement, partly without reopening and partly with 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: 50 000 000,00 EUR

Direct award

:

Justification for direct award: New works or services, constituting a repetition of existing works or services and ordered in accordance with the strict conditions stated in the Directive

Other justification: Participating contracting authorities and almost all Commission services use the framework contract (EC-COMM/2024/OP/0021- lot 1), for their communication projects, including for an unexpected high number of small and local campaigns. Due to very high consumption patterns, the ceiling would be reached by the end of 2026 rather than in December 2028. Therefore, a 50% ceiling increase is needed to meet demand and to ensure continuity of services and to meet the Commission's and Representations' ongoing communication needs. This possibility is provided for in the tender specifications of the original open procedure and the services provided will consist of repetition of similar services agreed in the initial framework contract.

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 50 000 000,00 EUR

6.1.2. Information about winners**Winner:**

Official name: GOPA COM.

Tender:

Tender identifier: GOPA COM.

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

Rank of the tender: 1

Subcontracting: No

Contract information:

Identifier of the contract: EC-COMM/2024/OP/0021-4

Date on which the winner was chosen: 01/07/2026

Date of the conclusion of the contract: 24/07/2026

Organisation signing the contract: European Commission, DG COMM - Communication

Winner:

Leader of tendering party: ECORYS EUROPE ~ ECORYS EUROPE EEIG - GEIE

Official name: ICF NEXT S.A.

Official name: EUROPEAN SERVICE NETWORK SA

Tender:

Tender identifier: ECORYS EUROPE ~ ECORYS EUROPE EEIG - GEIE

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

Rank of the tender: 2

Subcontracting: No

Contract information:

Identifier of the contract: EC-COMM/2024/OP/0021-6

Date on which the winner was chosen: 01/07/2026

Date of the conclusion of the contract: 24/07/2026

Organisation signing the contract: European Commission, DG COMM - Communication

Winner:

Leader of tendering party: VO EUROPE

Official name: STANTEC

Official name: NEXT SPA

Tender:

Tender identifier: VO EUROPE

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

Rank of the tender: 3

Subcontracting: No

Contract information:

Identifier of the contract: EC-COMM/2024/OP/0021-3

Date on which the winner was chosen: 01/07/2026

Date of the conclusion of the contract: 24/07/2026

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: 3

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 0

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.D - Communication Support Services

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

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-d3-procurement-grants@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: GOPA COM.

Size of the economic operator: Large

Registration number: BE0462293288

Postal address: BOULEVARD DE LA WOLUWE 2

Town: BRUXELLES
Postcode: 1000
Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)
Country: Belgium
Email: jessica.grifgnee@gopa.eu
Telephone: +32 2 299 11 11

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: ECORYS EUROPE ~ ECORYS EUROPE EEIG - GEIE
Size of the economic operator: Large
Registration number: BE0690650787
Postal address: AVENUE DES ARTS 46
Town: BRUSSELS
Postcode: 1000
Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)
Country: Belgium
Email: william.hammonds@ecorys.com
Telephone: +32 2 299 11 11

Roles of this organisation:

Tenderer

Leader of tendering party

Winner of these lots: LOT-0001

8.1. ORG-0006

Official name: VO EUROPE
Size of the economic operator: Large
Registration number: BE0849627948
Postal address: RUE HAUTE 139
Town: BRUXELLES
Postcode: 1000
Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)
Country: Belgium
Email: credei@vo-europe.eu
Telephone: +32 2 299 11 11

Roles of this organisation:

Tenderer

Leader of tendering party

Winner of these lots: LOT-0001

8.1. ORG-0007

Official name: STANTEC
Size of the economic operator: Large
Registration number: BE0460228079
Postal address: AVENUE DE LA REINE ASTRID 92
Town: LA HULPE
Postcode: 1310
Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)
Country: Belgium

Email: credei@vo-europe.eu

Telephone: +32 2 299 11 11

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0008

Official name: NEXT SPA

Size of the economic operator: Large

Registration number: IT01765551005

Postal address: VIA SALLUSTIANA 26

Town: ROMA

Postcode: 00187

Country subdivision (NUTS): Extra-Regio NUTS 3 (ITZZZ)

Country: Italy

Email: nextspa@pec.nextspa.com

Telephone: +32 2 299 11 11

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0009

Official name: ICF NEXT S.A.

Size of the economic operator: Large

Registration number: BE0429063662

Postal address: AVENUE MARNIX 17

Town: BRUXELLES

Postcode: 1000

Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)

Country: Belgium

Email: icfnextbrussels@icfnext.com

Telephone: +32 2 299 11 11

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0010

Official name: EUROPEAN SERVICE NETWORK SA

Size of the economic operator: Large

Registration number: BE0428304785

Postal address: AVENUE DES ARTS 47

Town: BRUXELLES

Postcode: 1000

Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)

Country: Belgium

Email: jean-luc.delsaute@esn.eu

Telephone: +32 2 299 11 11

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 5fd37b82-fc67-4be1-ac5d-ce8c80ae60fd - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 31/07/2026 15:37:30 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 537916-2026

OJ S issue number: 148/2026

Publication date: 04/08/2026