

537925-2026 - Competition

Germany – Advertising campaign services – 10010807-Communication Campaign

OJ S 148/2026 04/08/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

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

Email: gerhard.jaekel@giz.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: 10010807-Communication Campaign

Description: Women in Kosovo have less education and training opportunities than men and are therefore limited in their professional development. They are underrepresented in basic and general education, vocational training and labour market-oriented training, on the labour market and as start-up entrepreneurs. Around 20 per cent of women only have an income. This exacerbates economic inequality in rural areas, above all. Women from minority backgrounds, such as the Serbian minority in northern Kosovo, are particularly affected. The project aims to expand economic opportunities for disadvantaged women in rural Kosovo. This particularly affects the 35 to 55 age group and women who have dropped out of education or have completed it and are unable to find initial or continuing training. The project supports women in improving their employability and setting up and expanding small businesses in rural areas. Among other things, it provides training, advisory services and assistance with the regulation of unregulated work. It also develops gender-just financial support programmes. The project works with representatives of government and civil society. At the same time, the project is promoting a (nationwide) communication campaign with the aim of changing the views of Kosovan society and making it more open to women's participation in vocational training and work. The overall module objective is that the employment prospects for disadvantaged women in rural areas in Kosovo have improved. The term "communication campaign" shall be used in a broadest sense of all measures that can enable a change of societal values, social norms, perceptions, attitudes and behaviour, i.e. social and behavior change (SBC). Output 1 strengthens the capacities and competences of selected public labour market service providers to pilot new labour market initiatives for disadvantaged women. Output 2 cooperates with civil society organisations to ensure that disadvantaged women in rural areas benefit from gender-responsive labour market services to improve their employability. Output 3 initiates gender-transformative changes in the perception of women's participation in vocational training and employment in parts of Kosovan society.

Procedure identifier: 4e3f5a35-fafe-4ecd-9fce-bbf7149faa5b

Internal identifier: 10010807

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country: Kosovo

Anywhere in the given country

2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXTRYY6YTW680LF# All communication takes place in English via communication tool in the project area of the procurement portal.

Legal basis:

Directive 2014/24/EU

vgl -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: In accordance with §§ 123,124 GWB, § 22 LkSG

5. Lot

5.1. Lot: LOT-0001

Title: 10010807-Communication Campaign

Description: Women in Kosovo have fewer education and training opportunities than men, which limits their professional development. They are underrepresented in basic and general education, vocational training, labour market-oriented training, the labour market, and as start-up entrepreneurs. Women from minority backgrounds and rural areas are particularly affected. The project aims to expand economic opportunities for disadvantaged women in rural Kosovo. It focuses on women aged 35 to 55 and those who have dropped out of education or are unable to find initial or continuing training after completing it. The project supports women in improving their employability and in setting up and expanding small businesses in rural areas. It provides training, advisory services, and assistance with regulating unregulated work, and develops gender-just financial support programmes. Output 3 aims to change social norms and practices. Gender stereotypes and role models, especially in the world of work, are to be reflected on, and gender-transformative attitudes supported. At the same time, the project promotes a nationwide communication campaign to shift societal views and make Kosovo more open to women's participation in vocational training and work. The term "communication campaign" is used broadly to include all measures that can foster changes in societal values, social norms, perceptions, attitudes, and behaviour (social and behaviour change, SBC). A number of SBC intervention fields and target groups are anticipated at a general level: through gender-transformative campaigns and dialogue formats, the project aims to contribute to improved gender equality in education, training, and income-generating work. Campaigns also highlight the currently untapped human potential that women represent for Kosovo's social and economic development. Key audiences in broader society will be reached with gender-transformative measures using suitable SBC approaches, such as positive deviance, campaigns, entertainment education, nudging, and targeted formats ranging from direct interaction to traditional and social media. The tenderer is to implement Output 3 based on these aims, designing and delivering activities that promote reflection on norms, engage key audiences, and foster gender-transformative attitudes.

Internal identifier: 10010807

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Options:

Description of the options: GIZ may optionally commission contract amendments and/or increases based on the criteria in the tender documents to the successful bidder of this tender. For details, please see the terms of reference.

5.1.2. Place of performance

Country: Kosovo

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 31/12/2027

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: GIZ may optionally commission contract amendments and /or increases based on the criteria in the tender documents to the successful bidder of this tender. For details, please see the terms of reference.

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): yes

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

5.1.7. Strategic procurement

Aim of strategic procurement: Fulfilment of social objectives

Description: Weitere Details: siehe Wettbewerbsunterlagen / Leistungsbeschreibung

Social objective promoted: Ethnic equality, Gender equality, Human rights due diligence in global supply chains, Fair working conditions, Other

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: EN-A1: Principles for the execution of orders (Mit dem Angebot; Mittels Eigenerklärung): The eligibility criteria are not from the same category as stipulated above, as there is no suitable category. 1. Self-declaration: name of company and address, tax ID, registration and commercial register number or equivalent register in accordance with the legal provisions of the country of origin. 2. No grounds for exclusion pursuant to § 123, § 124 GWB, § 22 LkSG, EU-Russia sanctions 3. Declaration of bidding consortium and/or declaration of subcontractors (if applicable)

Criterion: References on specified services

Description of selection criterion: EN-B1: Technical and professional ability (Mit dem Angebot; Mittels Eigenerklärung): 1. The technical assessment is only based on reference projects with a minimum commission value of 20,000.00 EUR (net). 2. At least 4 reference projects in the technical field of Social and Behaviour Change globally in the last 36 months

Criterion: Average yearly turnover

Description of selection criterion: EN-C1: Economic and financial standing (Mit dem Angebot; Mittels Eigenerklärung): Average annual turnover for the last three years (last-but-four financial year can be included in case of tenders held within 6 months of end of last financial year), at least: 560,000.00 EUR (net).

Criterion: Other economic or financial requirements

Description of selection criterion: EN-C2: Economic and financial standing (Mit dem Angebot; Mittels Eigenerklärung): Average number of employees and managers in the last three calendar years, at least 5 persons.

5.1.10. Award criteria

Criterion:

Type: Price

Name: Price

Description: Price criteria for "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 mindestens 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 mindestens 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: English

Deadline for requesting additional information: 17/08/2026 23:59:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YTW680LF/documents>

Ad hoc communication channel:

URL: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YTW680LF>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YTWR680LF>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 01/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 121 Days

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: 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: 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

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

Email: gerhard.jaekel@giz.de

Telephone: +49 6196792802

Fax: +49 6196791115

Internet address: <https://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: Vergabekammern des Bundes

Registration number: 022894990

Postal address: Kaiser-Friedrich-Straße 16

Town: Bonn

Postcode: 53113

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

Country: Germany

Email: vk@bundeskartellamt.bund.de

Telephone: +49 2289499-0

Fax: +49 2289499-163

Internet address: <https://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

10. Change

Version of the previous notice to be changed

:

1bfc9060-e567-4206-bed0-09c597a1dafa-01

Main reason for change

:

Information updated

Description

:

Deadline extension; Please submit your tender by 12:00 noon (Berlin, Germany time zone) on 01.09.2026.

10.1. Change

Section identifier: PROCEDURE

Description of changes: Deadline extension; Please submit your tender by 12:00 noon (Berlin, Germany time zone) on 01.09.2026.

The procurement documents were changed on: 31/07/2026

Notice information

Notice identifier/version: e7befa0c-3efa-4665-a03c-a522c744e00e - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 31/07/2026 15:53:08 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 537925-2026

OJ S issue number: 148/2026

Publication date: 04/08/2026