

572318-2026 - Result

Belgium – Advertising and marketing services – Aanstellen van een externe communicatie- en marketingpartner

OJ S 159/2026 19/08/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: i-mens vzw

Email: Jo.vandenBerghe@i-mens.be

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Aanstellen van een externe communicatie- en marketingpartner

Description: Aanstellen van een externe communicatie- en marketingpartner

Procedure identifier: 396d5eb8-77ed-428e-975a-4c6d91c32a8a

Internal identifier: PPP0ZJ-125/6196/2024-018

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

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

Country: Belgium

2.1.2. Place of performance

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

Country: Belgium

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Aanstellen van een externe communicatie- en marketingpartner

Description: Aanstellen van een externe communicatie- en marketingpartner

Internal identifier: 2024-018_1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

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

5.1.3. Estimated duration

Start date: 14/07/2026
Duration end date: 13/07/2030

5.1.6. General information

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Cost
Description: Prijs
Category of award weight criterion: Weight (points, exact)
Award criterion number: 25

Criterion:

Type: Quality
Description: Kwaliteit van de marketing- en communicatiestrategie
Category of award weight criterion: Weight (points, exact)
Award criterion number: 30

Criterion:

Type: Quality
Description: Kwaliteit van de creatieve producten
Category of award weight criterion: Weight (points, exact)
Award criterion number: 30

Criterion:

Type: Quality
Description: Samenwerking en procesorganisatie
Category of award weight criterion: Weight (points, exact)
Award criterion number: 15

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: Rechtbank van Gent
Information about review deadlines: Organisatie die informatie verstrekt over beroepsprocedures en bijhorende termijnen: Rechtbank van Gent
Organisation providing additional information about the procurement procedure: i-mens vzw
Organisation providing more information on the review procedures: Rechtbank van Gent
Organisation signing the contract: i-mens vzw

6. Results

Value of all contracts awarded in this notice: 2 479 338,84 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: LDV/United

Tender:

Tender identifier: LDV/United

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 479 338,84 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 349-915

Title: Aanstellen van een externe communicatie- en marketingpartner

Date of the conclusion of the contract: 13/07/2026

Organisation signing the contract: i-mens vzw

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

Type of received submissions: Requests to participate

Number of tenders or requests to participate received: 32

Range of tenders:

Value of the lowest admissible tender: 2 479 338,84 EUR

Value of the highest admissible tender: 2 479 338,84 EUR

8. Organisations

8.1. ORG-0001

Official name: i-mens vzw

Registration number: 0416.603.716

Postal address: Tramstraat 61

Town: Gent

Postcode: 9052

Country subdivision (NUTS): Arr. Gent (BE234)

Country: Belgium

Contact point: FOOT Jo van den Berghe

Email: Jo.vandenBerghe@i-mens.be

Telephone: +32 485809266

Internet address: <http://www.i-mens.be/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation signing the contract

8.1. ORG-0002

Official name: Rechtbank van Gent

Registration number: 0000000000

Postal address: Opgeëistenlaan 400
Town: Gent
Postcode: 9000
Country subdivision (NUTS): Arr. Gent (BE234)
Country: Belgium
Email: info@rechtbankvangent.be
Telephone: +32 92344011

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: 3P - Aanbieder van diensten / Prestataire de services
Registration number: BE 0475.480.736
Town: Antwerpen / Anvers
Postcode: 2000
Country subdivision (NUTS): Arr. Antwerpen (BE211)
Country: Belgium
Email: info@3p.eu
Telephone: +32 3 294 30 51

Roles of this organisation:

Procurement service provider

8.1. ORG-0004

Official name: FPS Policy and Support
Registration number: BE 0671.516.647
Town: Brussels
Postcode: 1000
Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Country: Belgium
Email: e.proc@publicprocurement.be
Telephone: +32 2 740 80 00

Roles of this organisation:

TED eSender

8.1. ORG-0005

Official name: LDV/United
Size of the economic operator: Small
Registration number: 0403495353
Postal address: Rijnkaai 100-A15
Town: Antwerpen
Postcode: 2000
Country subdivision (NUTS): Arr. Antwerpen (BE211)
Country: Belgium
Email: info@ldv.be
Telephone: +32 32292929

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 2a45bcf3-5bc4-45c6-998a-1015b665b29e - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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