

576517-2026 - Competition

Germany – Public relations services – 10023959-Conseils techniques et organisationnels pour améliorer la coordination et la promotion de la décentralisation

OJ S 160/2026 20/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

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

Email: katharina.cheimanoff@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: 10023959-Conseils techniques et organisationnels pour améliorer la coordination et la promotion de la décentralisation

Description: The "Promotion of Responsible Governance in Mauritania II (ProGResp II)" project is part of the German cooperation programme for peace and social cohesion in Mauritania. It is being implemented in a context where the promotion of peace, social cohesion, and good governance is a key driver of the country's sustainable development. Through this module, the initiative focuses on strengthening democracy, the rule of law, transparency, and accountability within public institutions. By promoting more inclusive, participatory, and effective governance, the programme aims to create the conditions for improved public service delivery and enhanced dialogue between institutions and citizens, thereby contributing to greater stability, trust, and social cohesion. The Project addresses a major challenge that continues to hinder the decentralization process in Mauritania. Despite the national authorities' clear political commitment to promoting decentralization as a driver of local development, institutional shortcomings persist in the management, steering, and coordination of the process. Consultation and coordination mechanisms among ministries, local authorities, and non-state actors remain insufficiently structured, limiting the coherence of interventions and the complementarity of actions. Furthermore, the allocation of powers and responsibilities among the different levels of governance remains, at times, unclear, despite the existence of a core legal and regulatory framework. This situation reduces the effectiveness of public action and limits the ability of institutions to respond adequately to the needs and expectations of the population. Against this background, the Project aims to improve the coordinated implementation of the decentralization process by strengthening cooperation among the various institutional actors, particularly at the central level, and by developing governance mechanisms that promote better coordination, greater involvement of local authorities in decision-making, and more effective management of local public policies. The programme also contributes to the implementation of Mauritania's national commitments to sustainable development by aligning with the national development strategy for accelerated growth and shared prosperity, which provides the framework for achieving the objectives of the United Nations 2030 Agenda. Its objective is to sustainably strengthen the capacities of public actors involved in local governance at the national level, enabling them to effectively

implement the National Strategy for Decentralization and Local Development (SNDDL). While the ultimate beneficiaries are the Mauritanian population as a whole, estimated at nearly 4.7 million people, the direct target groups are executives, managers, and staff within central government institutions involved in local governance, as well as civil society actors engaged in decentralization, including associations of local authorities. By strengthening the capacities of these actors and improving territorial governance mechanisms, the module aims to foster a more effective, transparent, and inclusive institutional environment capable of promoting balanced development, strengthening citizen participation, and contributing sustainably to peace, social cohesion, and improved living conditions for the people of Mauritania.

Procedure identifier: cd459d15-417f-4694-8df4-5b0ceffbd99c

Internal identifier: 10023959

Type of procedure: Open

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): 79341400 Advertising campaign services, 79416200 Public relations consultancy services, 79419000 Evaluation consultancy services

2.1.2. Place of performance

Country: Mauritania

Additional information: Cf. tender documents.

2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXTRYY6DYY8XXXBE# All communication takes place in English via communication tool in the project area of the procurement portal.

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: In accordance with §§ 123,124 GWB, § 22 LkSG.

Participation in a criminal organisation: In accordance with §§ 123,124 GWB, § 22 LkSG.

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

Money laundering or terrorist financing: In accordance with §§ 123,124 GWB, § 22 LkSG.

Fraud: In accordance with §§ 123,124 GWB, § 22 LkSG.

Corruption: In accordance with §§ 123,124 GWB, § 22 LkSG.

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

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

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

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

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

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

Insolvency: In accordance with §§ 123,124 GWB, § 22 LkSG.

Assets being administered by liquidator: In accordance with §§ 123,124 GWB, § 22 LkSG.

Business activities are suspended: In accordance with §§ 123,124 GWB, § 22 LkSG.

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

Grave professional misconduct: In accordance with §§ 123,124 GWB, § 22 LkSG.

Agreements with other economic operators aimed at distorting competition: In accordance with §§ 123,124 GWB, § 22 LkSG.

Conflict of interest due to its participation in the procurement procedure: In accordance with §§ 123,124 GWB, § 22 LkSG.

Direct or indirect involvement in the preparation of this procurement procedure: In accordance with §§ 123,124 GWB, § 22 LkSG.

Early termination, damages, or other comparable sanctions: In accordance with §§ 123,124 GWB, § 22 LkSG.

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: In accordance with §§ 123,124 GWB, § 22 LkSG.

5. Lot

5.1. Lot: LOT-0001

Title: 10023959-Conseils techniques et organisationnels pour améliorer la coordination et la promotion de la décentralisation

Description: This assignment is part of the implementation of the Promotion of Responsible Governance in Mauritania II (ProGResp II) project, which supports Mauritanian authorities in strengthening local governance and advancing the decentralization process. Mauritania has undertaken an ambitious reform to bring public services closer to citizens, strengthen local government capacities, and promote inclusive and sustainable local development, in line with national priorities and the Sustainable Development Goals. Despite significant institutional progress, decentralization continues to face challenges. Mauritania's vast territory, low population density, climate-related pressures, regional disparities in access to public services, and the presence of refugee populations place considerable demands on local governments. At the same time, their human, technical, and financial capacities remain uneven. Coordination between central institutions, sectoral ministries, regions, and municipalities is also insufficiently structured, while responsibilities and institutional roles are not always clearly defined or effectively implemented. Citizen participation and communication between public institutions and communities remain limited. The Government has strengthened the institutional framework for decentralization, notably through the establishment in 2024 of the Ministry Delegate to the Minister of the Interior in charge of Decentralization and Local Development and the National Council for Decentralization and Local Development (CNDDL). The revision of the National Strategy for Decentralization and Local Development (SNDDL) provides an important framework for consolidating these reforms. Against this background, the ProGResp II project will support the coordinated implementation of decentralization reforms by national and local stakeholders. The assignment will run for 21 months, with a particular focus on strengthening institutional communication, improving stakeholder coordination, and increasing ownership of the decentralization process. The assignment comprises three complementary components: 1. Finalization and implementation of the communication strategy The service provider will support the Ministry in finalizing and operationalizing the existing communication strategy for decentralization and local development. This will include an implementation plan,

activity schedule, monitoring and evaluation framework, performance indicators, and a clear institutional communication governance mechanism. Support will also be provided to establish an inter-institutional communication team involving the Ministry, relevant government institutions, local governments, and technical and financial partners. The team will coordinate communication activities, ensure consistency of messages, support national campaigns, and monitor implementation. The assignment will also define target audiences, develop tailored messages and communication tools, and propose a capacity-building programme for communication officers to ensure sustainability.

2. Operational implementation of the communication strategy The service provider will support the implementation of the communication plan through the production of institutional and audiovisual materials, national awareness campaigns, public events, radio and television programmes, and digital content. Particular attention will be given to regional and local communication, including awareness campaigns, citizen dialogue, and strengthened communication capacities of local authorities. Digital communication will be reinforced through the management of digital platforms and social media, regular multimedia content production, and audience engagement monitoring. The assignment will also support permanent dialogue mechanisms between public institutions, local governments, civil society, the media, and citizens through regional forums, participatory workshops, public consultations, community meetings, and digital platforms. These mechanisms will contribute to greater transparency, improved access to information, and stronger citizen ownership of decentralization reforms.

3. Short-term technical assistance A pool of short-term experts will provide targeted technical assistance to the Ministry and project partners throughout implementation. Their support will focus on assessing the implementation of the SNDDL, identifying challenges, formulating recommendations, and supporting its updating in response to the evolving institutional context. Experts may also support national and regional consultations, validation workshops, technical studies, strategic reports, methodological tools, practical guides, capacity-building activities, and the implementation of recommendations arising from evaluations. Their contribution will help ensure the technical quality and sustainability of the reforms and their alignment with national policies and international good practices in territorial governance.

Implementation Approach and Expected Results All activities will follow a participatory and inclusive approach, involving central government institutions, local authorities, technical and financial partners, civil society, the media, and community representatives. Particular attention will be given to the participation of women, youth, and vulnerable groups. By the end of the assignment, the Ministry is expected to have an operational communication strategy, strengthened mechanisms for coordinating institutional communication, modern communication and citizen-engagement tools, and an updated and validated SNDDL supported by practical technical recommendations. Overall, the intervention will contribute to stronger coordination among decentralization stakeholders, greater visibility and understanding of ongoing reforms, improved citizen participation, and increased ownership of the decentralization process, thereby supporting more effective and inclusive local governance in Mauritania.

Internal identifier: 10023959

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79341400 Advertising campaign services, 79416200 Public relations consultancy services, 79419000 Evaluation consultancy 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: Mauritania

Additional information: Cf. tender documents.

5.1.3. Estimated duration

Duration: 21 Months

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:selbst#, #Besonders auch geeignet für: other-sme#

5.1.7. Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: Cf. tender documents.

Aim of strategic procurement: Fulfilment of social objectives

Description: Cf. tender documents.

Approach to reducing environmental impacts: The protection and restoration of biodiversity and ecosystems, The transition to a circular economy, Climate change adaptation, Climate change mitigation, Pollution prevention and control

Social objective promoted: Ethnic equality, Gender equality, Human rights due diligence in global supply chains, Employment opportunities for the long-term unemployed, disadvantaged and/or for persons with disabilities, 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 500,000.00 EUR and within the last 36 months. 2. At least three (03) reference projects in the technical field of "communication on political reforms" and at least two (02) reference projects in the technical field of "decentralisation" and out of these references at least two (02) reference projects in French-speaking sub-Saharan Africa.

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: 2,500,000.00 EUR.

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 15 persons.

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Deadline for requesting additional information: 11/09/2026 23:59:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6DYY8XXXBE/documents>

Ad hoc communication channel:

URL: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6DYY8XXXBE>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6DYY8XXXBE>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 21/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 132 Days

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: 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

Email: katharina.cheimanoff@giz.de

Telephone: +49 6196792510

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

Notice information

Notice identifier/version: 17a0cd06-bc3d-4787-8d6a-cedb9ffc3dd0 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 19/08/2026 13:59:51 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 576517-2026

OJ S issue number: 160/2026

Publication date: 20/08/2026