

627722-2026 - Competition

Belgium – Advertising campaign services – ENEST regional communication programme (2027-2031)

OJ S 176/2026 11/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: European Commission, ENEST - Enlargement and Eastern Neighbourhood

Email: ENEST-INFO@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: ENEST regional communication programme (2027-2031)

Description: The European Union's engagement with partner countries has gained renewed strategic importance in response to the evolving geopolitical environment and the renewed momentum of the enlargement process. The programme covers partner countries at different stages of their relationship with the European Union, requiring communication approaches that reflect their respective political contexts, policy priorities and communication needs.

Communication challenges differ by the fact that public awareness of the European Union's support remains uneven across the region. While the European Union is the largest donor, investor and trading partner for most partner countries, public understanding of the scale and impact of EU support, as well as of the accession process itself, remains limited. Recent perception surveys carried out under the regional communication programmes show that many citizens are insufficiently informed about the European Union's policies, financial assistance and priorities. Against this background, strategic communication has become an integral part of the European Union's engagement with partner countries. Previous regional communication programmes have successfully increased the visibility of the European Union, developed valuable communication tools and established networks of partners and multipliers across the region. The future programme will continue this effort and adopt a more strategic and service-oriented approach in supporting DG ENEST and EU Delegations communicating the European Union's priorities across partner countries. The programme will provide communication campaigns and products, strengthen engagement with key multipliers, improve the visibility of EU support, generate communication intelligence and audience insights, and offer flexible communication services that can be mobilised in response to operational needs. This approach will ensure greater coherence across partner countries while allowing communication activities to be adapted to national contexts and emerging geopolitical developments.

Procedure identifier: 950b9dc5-e4ae-43f4-8cb9-09754b5561ba

Internal identifier: EC-ENEST/2026/EA-RP/0081

Type of procedure: Restricted

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: Albania

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Armenia

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Azerbaijan

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Bosnia and Herzegovina

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Belarus

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Georgia

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Moldova

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: North Macedonia

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Montenegro

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Serbia

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Türkiye

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Ukraine

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.2. Place of performance

Country: Kosovo

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 12 000 000,00 EUR

2.1.4. General information

Additional information: For any additional information, please refer to the document A5f "Additional information about the Contract Notice". In case of unavailability or disruptions in the functioning of the electronic means of communication provided in Section 5.1.11 in the last 5 calendar days before the time limit for receipt indicated in Section 5.1.12, the contracting authority reserves the right to extend this time limit and publish the extension at the Internet address provided in Section 5.1.11, without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in Section 5.1.11 in order to get notified when new information or documents are published.

Legal basis:

Regulation (EU, Euratom) 2024/2509

LocalLaw - Procurement award procedure applying to European Union external actions financed from the general budget of the European Union and the European Development Fund (EDF)

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: ENEST regional communication programme (2027-2031)

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Internal identifier: EC-ENEST/2026/EA-RP/0081

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79320000 Public-opinion polling services, 79341000 Advertising services, 39294100 Information and promotion products

Options:

Description of the options: provided they are in conformity with the basic project, new services or works consisting in the repetition of similar services or works, may be entrusted up to 50 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

5.1.2. Place of performance

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

Country: Serbia

5.1.2. Place of performance

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

Country: Albania

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Armenia

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Belarus

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Georgia

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Moldova

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Ukraine

5.1.2. Place of performance

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

Country: Kosovo

5.1.2. Place of performance

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

Country: Türkiye

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Azerbaijan

5.1.2. Place of performance

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

Country: Montenegro

5.1.2. Place of performance

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

Country: North Macedonia

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Europe apart from EU

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Region IPA instrument

5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Bosnia and Herzegovina

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 12 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: Instrument for Pre-accession assistance (IPA III) (2021/2027)

Information about European Union funds:

EU funds programme: Neighbourhood, Development and International Cooperation Instrument (NDICI) (2021/2027)

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

Additional information: The procurement is funded by the following EU programme:

Neighbourhood, Instrument for Pre-accession Assistance.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 4

Maximum number of candidates to be invited for the second stage of the procedure: 8

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: 80

Criterion:

Type: Price

Description: Please consult the procurement documents.

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

Award criterion number: 20

5.1.11. Procurement documents

Address of the procurement documents: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/950b9dc5-e4ae-43f4-8cb9-09754b5561ba-CN?#anchorDocuments>

Ad hoc communication channel:

Name: Funding and Tenders Portal

URL: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/950b9dc5-e4ae-43f4-8cb9-09754b5561ba-CN?#anchorDocuments>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://webgate.ec.europa.eu/digit/opsys/esubmission?cftUuid=950b9dc5-e4ae-43f4-8cb9-09754b5561ba>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 12/10/2026 12:00:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

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

Electronic invoicing: Allowed

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: Court of Justice of the European Union

Organisation providing more information on the review procedures: European Commission, ENEST - Enlargement and Eastern Neighbourhood

8. Organisations

8.1. ORG-0001

Official name: European Commission, ENEST - Enlargement and Eastern Neighbourhood

Registration number: COM

Department: ENEST.01 - Strategic Coordination & Communication

Postal address: Rue de la Loi 15

Town: Brussels

Postcode: B-1049

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

Country: Belgium

Email: ENEST-INFO@ec.europa.eu

Telephone: +32 2 299 11 11

Internet address: https://ec.europa.eu/neighbourhood-enlargement/node_en

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Court of Justice of the European Union

Registration number: CURIA

Postal address: Rue du Fort Niedergrünwald

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: ENEST-INFO@ec.europa.eu

Telephone: +32 2 299 11 11

Internet address: <https://commission.europa.eu/>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 50d923f7-b273-4835-99e6-ffbac7321edf - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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Languages in which this notice is officially available: English

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