

751691-2026 - Competition

Austria – Advertising campaign services – Selection of an Implementing Partner for an EU Sustainable Soya Awareness Campaign
OJ S 210/2026 29/10/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Donau Soja Association (Association for Promoting European Soya Production – Donau Soja)

Email: news@donausoja.org

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Selection of an Implementing Partner for an EU Sustainable Soya Awareness Campaign
Description: Implementation of an Awareness Campaign in Austria & Germany on EU-grown Soya and its environmental and sustainability impact (2027–2029). Implementation: Organise, manage and deliver the approved activities and deliverables in these tender specifications, together with the Donau Soja project team, in line with the Description of Action, the Grant Agreement and the AGRIP requirements. This includes developing detailed concepts for all approved activities. The expected work covers six areas: Public Relations, Website, Social Media & Influencer Relations, Paid Online Advertising, Content Production and Events.

Procedure identifier: 20f04480-66a0-4b28-b138-e3b5a0eef138

Internal identifier: Donau Soja/EU Sustainable Soya/2026/01

Type of procedure: Open

Main features of the procedure: The evaluation will be carried out in two stages: Stage 1 • assessment of the tenderer's eligibility; and • assessment of the quality and price of the compliant offers, Stage 2 • the tenderer pitch (for shortlisted and top ranked candidates only)

The contract will be awarded to the compliant tender achieving the highest overall score and offering the best value for money rather than selecting on price alone. The contract award is conditional on Donau Soja signing the Grant Agreement.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Postal address: Wiesingerstrasse 6/14

Town: Vienna

Postcode: 1010

Country subdivision (NUTS): Wien (AT130)

Country: Austria

2.1.3. Value

Estimated value excluding VAT: 657 350,00 EUR

2.1.4. General information

Legal basis:

Other

Voluntary publication under the AGRIP Grant Agreement and Donau Soja procurement rules

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Selection of an Implementing Partner for an EU Sustainable Soya Awareness Campaign

Description: Implementation of an Awareness Campaign in Austria & Germany on EU-grown Soya and its environmental and sustainability impact (2027–2029)

Internal identifier: Donau Soja/EU Sustainable Soya/2026/01

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Postal address: Wiesingerstrasse 6/14

Town: Vienna

Postcode: 1010

Country subdivision (NUTS): Wien (AT130)

Country: Austria

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2029

5.1.5. Value

Estimated value excluding VAT: 657 350,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

Identifier of EU funds: AGRIP-MULTI-2026-IM-SUSTAINABLE

Further details of EU funds: The campaign is funded by the EU Agriculture Promotion Fund (AGRIP) under the AGRIP-MULTI-2026-IM-SUSTAINABLE call, based on Regulation (EU) No 1144/2014 on information provision and promotion measures for agricultural products. The contract award is conditional on the signature of the AGRIP Grant Agreement. All deliverables must show the EU emblem and a statement of EU funding.

Additional information: Conditional award: the contract award depends on Donau Soja signing the AGRIP Grant Agreement. If the Grant Agreement is not signed, or its final terms materially change the scope, budget or timing, Donau Soja may decline to award the contract, cancel the procedure, or revise the arrangements. Publishing this notice does not oblige Donau Soja to conclude a contract before the Grant Agreement is signed. Clarifications: questions may only be submitted by e-mail to news@donausoja.org by 03/11/2026, 23:59 CET. Please quote the

reference Donau Soja/EU Sustainable Soja/2026/01. Shortlisted tenderers will be invited to a pitch until 16/12/2026. Confidentiality: tenderers should mark any confidential parts of their offer and explain why. Tenderers must identify any pre-existing or third-party materials, including licence terms.

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 03/11/2026 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

5.1.12. Terms of procurement

Terms of submission:

Address for submission: <https://www.donausoja.org/organisation/vacancies>

[/#Call_for_offer_Implementing_partner_EU_sustainable_soya_awareness_campaign_Oct26](#)

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

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 27/11/2026 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 60 Days

Terms of contract:

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.16. Further information, mediation and review

Organisation providing additional information about the procurement procedure: Donau Soja Association (Association for Promoting European Soya Production – Donau Soja)

Organisation receiving requests to participate: Donau Soja Association (Association for Promoting European Soya Production – Donau Soja)

Organisation processing tenders: Donau Soja Association (Association for Promoting European Soya Production – Donau Soja)

8. Organisations

8.1. ORG-0001

Official name: Donau Soja Association (Association for Promoting European Soya Production – Donau Soja)

Registration number: 974917455

Department: Donau Soja Marketing

Postal address: Wiesingerstraße 6/14

Town: Vienna

Postcode: 1010

Country subdivision (NUTS): Wien (AT130)

Country: Austria

Contact point: Donau Soja Marketing

Email: news@donausoja.org

Internet address: www.donausoja.org

Information exchange endpoint (URL): <https://www.donausoja.org/organisation/vacancies/>

Buyer profile: www.donausoja.org

Roles of this organisation:

Buyer

TED eSender

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

Organisation processing tenders

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

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

Roles of this organisation:

TED eSender

Notice information

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