

79798-2026 - Competition

**Bosnia and Herzegovina – Advertising and marketing services – Outreach and Communication
Support for the EU Delegation – Europe House
OJ S 24/2026 04/02/2026
Contract or concession notice – standard regime
Services**

1. Buyer

1.1. Buyer

Official name: European Union, represented by the European Commission on behalf of and for the account of Bosnia and Herzegovina

Email: delegation-bosnia-and-herzegovina-procurement@eeas.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: Outreach and Communication Support for the EU Delegation – Europe House

Description: The overall objective (Impact) to which this action contributes is: • To provide objective, clear and accessible information to BiH citizens and to specific target groups on the EU, its policies and assistance programmes; • To assist, support and advise the EU in BiH in BiH to conduct efficient communication and outreach activities, also using public diplomacy as a vector. The specific objective (Outcome) of this contract is as follows: • Efficient management of the EU Info Center (EUIIC) in Sarajevo and EU Info Points (EUIPs) in Banja Luka, Brcko District and Mostar providing easy access to EU information to citizens supported by coordinated country-wide communication and outreach activities. Efficient management of activities within the existing youth platforms and networks, including Generation Change and EU in BiH Youth Advisory Board. Efficient engagement of BiH media outlets in reporting on the EU related topics thus bringing the EU integration process closer to BiH citizens.

Procedure identifier: 0a81b56c-8a10-4c57-a70e-e8204e9337b7

Internal identifier: EC-ENEST/SJJ/2026/EA-RP/0008

Type of procedure: Restricted

The procedure is accelerated: no

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: Bosnia and Herzegovina

Anywhere in the given country

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 5 380 000,00 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: Outreach and Communication Support for the EU Delegation – Europe House

Description: The overall objective (Impact) to which this action contributes is: • To provide objective, clear and accessible information to BiH citizens and to specific target groups on the EU, its policies and assistance programmes; • To assist, support and advise the EU in BiH in BiH to conduct efficient communication and outreach activities, also using public diplomacy as a vector. The specific objective (Outcome) of this contract is as follows: • Efficient management of the EU Info Center (EUIC) in Sarajevo and EU Info Points (EUIPs) in Banja Luka, Brcko District and Mostar providing easy access to EU information to citizens supported by coordinated country-wide communication and outreach activities. Efficient management of activities within the existing youth platforms and networks, including Generation Change and EU in BiH Youth Advisory Board. Efficient engagement of BiH media outlets in reporting on the EU related topics thus bringing the EU integration process closer to BiH citizens.

Internal identifier: EC-ENEST/SJJ/2026/EA-RP/0008

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79320000 Public-opinion polling services, 79410000 Business and management consultancy services

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 .00 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

5.1.2. Place of performance

Anywhere

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

5.1.3. Estimated duration

Duration: 36 Months

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: The contract is concluded for an initial period of 18 (eighteen) months, renewable 1 (one) time(s). Please consult the draft contract in the procurement documents.

5.1.5. Value

Estimated value excluding VAT: 5 380 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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

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

The procedure will take place in successive stages. At each stage, some participants may be eliminated

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/0a81b56c-8a10-4c57-a70e-e8204e9337b7-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/0a81b56c-8a10-4c57-a70e-e8204e9337b7-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=0a81b56c-8a10-4c57-a70e-e8204e9337b7>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 06/03/2026 12:00:59 (UTC+01:00) Central European Time, Western 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 Union, represented by the European Commission on behalf of and for the account of Bosnia and Herzegovina

8. Organisations

8.1. ORG-0001

Official name: European Union, represented by the European Commission on behalf of and for the account of Bosnia and Herzegovina

Registration number: COM

Department: ENEST.B - Western Balkans, ENEST.B.4 - Montenegro, Bosnia and Herzegovina

Postal address: EU Special Rep. in Bosnia and Herzegovina, Skenderija 3a

Town: Sarajevo

Postcode: 71000

Country: Bosnia and Herzegovina

Email: delegation-bosnia-and-herzegovina-procurement@eeas.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: delegation-bosnia-and-herzegovina-procurement@eeas.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: 04e3411f-bf8d-47d6-8e2a-4bba020aa1a9 - 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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