

80623-2026 - Result

North Macedonia – Advertising campaign services – Communication about the European Union
OJ S 24/2026 04/02/2026
Contract or concession award 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 North Macedonia

Email: delegation-north-macedonia-tenders@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: Communication about the European Union

Description: The overall objective is to communicate actively, consistently and effectively about the European Union, its values and its actions (incl. the benefits of the assistance provided to North Macedonia) and the EU accession process. The approach applied towards the public should be informative and educative, with the intention to positively influence its beliefs and perception about the European Union in North Macedonia.

Procedure identifier: e8bcf061-55ee-49d3-9565-e443dd806a56

Previous notice: 294747-2025

Internal identifier: EC-ENEST/SKP/2025/EA-RP/0044

Type of procedure: Restricted

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 7 270 000,00 EUR

2.1.4. General information

Legal basis:

Regulation (EU, Euratom) 2024/2509

5. Lot

5.1. Lot: LOT-0001

Title: Communication about the European Union

Description: The overall objective is to communicate actively, consistently and effectively about the European Union, its values and its actions (incl. the benefits of the assistance provided to North Macedonia) and the EU accession process. The approach applied towards the public should be informative and educative, with the intention to positively influence its beliefs and perception about the European Union in North Macedonia.

Internal identifier: EC-ENEST/SKP/2025/EA-RP/0044

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign 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 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 (MKZZZ)

Country: North Macedonia

5.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 7 270 000,00 EUR

5.1.6. General information

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.

5.1.10. 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

5.1.15. 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 North Macedonia

Organisation signing the contract: European Union, represented by the European Commission on behalf of and for the account of North Macedonia

6. Results

Value of all contracts awarded in this notice: 6 998 500,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Leader of tendering party: GOPA PACE

Official name: ECORYS EUROPE EEIG - GEIE

Official name: DOOEL SKOPJE

Tender:

Tender identifier: GOPA PACE

Identifier of lot or group of lots: LOT-0001

Value of the tender: 6 998 500,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: IPA III-ENEST/2025/489-275

Date on which the winner was chosen: 05/12/2025

Date of the conclusion of the contract: 23/12/2025

Organisation signing the contract: European Union, represented by the European Commission on behalf of and for the account of North Macedonia

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 4

8. Organisations

8.1. ORG-0001

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

Registration number: COM

Department: ENEST.B - Western Balkans, ENEST.B.3 - Albania, North Macedonia

Postal address: Sv. Kiril i Metodij 52b

Town: Skopje

Country subdivision (NUTS): Скопски (MK008)

Country: North Macedonia

Email: delegation-north-macedonia-tenders@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

Organisation signing the contract

8.1. ORG-0002

Official name: Court of Justice of the European Union

Registration number: CURIA

Postal address: Rue du Fort Niedergrünewald

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-north-macedonia-tenders@eeas.europa.eu

Telephone: +32 2 299 11 11

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

Roles of this organisation:

TED eSender

8.1. ORG-0004

Official name: GOPA PACE

Size of the economic operator: Large

Registration number: BE0442745018

Postal address: BOULEVARD DE LA WOLUWE 2

Town: BRUXELLES

Postcode: 1150

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

Country: Belgium

Email: box@bseurope.com

Telephone: +3222305212

Roles of this organisation:

Tenderer

Leader of tendering party

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: ECORYS EUROPE EEIG - GEIE

Size of the economic operator: Large
Registration number: BE0690650787
Postal address: AVENUE DES ARTS 46
Town: BRUSSELS
Postcode: 1000
Country subdivision (NUTS): Extra-Regio NUTS 3 (BEZZZ)
Country: Belgium
Email: tenders@gopa-pace.com
Telephone: +3227438949
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1. **ORG-0006**

Official name: DOOEL SKOPJE
Size of the economic operator: Large
Registration number: MK4057021555246
Postal address: UL. NJUDELHISKA BR 3-3
Town: SKOPJE
Country subdivision (NUTS): Extra-Regio NUTS 3 (MKZZZ)
Country: North Macedonia
Email: tenders@gopa-pace.com
Telephone: +38923062033
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 9a2b1dcb-d4f1-491e-af50-c623d7bcd4a4 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
Notice dispatch date: 03/02/2026 11:50:34 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: English
Notice publication number: 80623-2026
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