

220560-2026 - Mise en concurrence

Allemagne – Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité – 81321585_Outreach, publicity, and communications for the EU-Navigator for Partner Countries

OJ S 63/2026 31/03/2026

Avis de marché ou de concession – régime ordinaire - Avis de changement Services

1. Acheteur

1.1. Acheteur

Nom officiel: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Adresse électronique: chiara.geiger@giz.de

Forme juridique de l'acheteur: Entreprise publique, contrôlée par une autorité publique centrale

Activité du pouvoir adjudicateur: Services d'administration générale

2. Procédure

2.1. Procédure

Titre: 81321585_Outreach, publicity, and communications for the EU-Navigator for Partner Countries

Description: The Team Europe Initiative (TEI) "Sustainability in Global Value Chains" is an initiative co-financed by the European Commission (EC) that supports stakeholders in partner countries of EU development cooperation - governments, businesses, civil society organizations, trade unions and workers, and multi-stakeholder initiatives - in navigating and identifying relevant information related to the requirements and opportunities presented by the Corporate Sustainability Due Diligence Directive (CSDDD). GIZ is implementing the TEI on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) as part of the sector programme "Corporate and Public Responsibility for Sustainable Supply Chains."

Background and Objective: The CSDDD entered into force on 25 July 2024 and requires large EU companies (with more than 1,000 employees and an annual turnover exceeding EUR 450 million) as well as non-EU companies with significant activities in the EU market (over EUR 450 million in EU turnover) to uphold human rights standards and carry out environmental due diligence throughout their entire value chains. Due to the strong external dimension of this Directive, numerous actors in partner countries (recipients of EU development cooperation assistance) will be affected - including governments, companies, civil society organizations, and social partners. Many of these stakeholders are either unfamiliar with the concept of corporate due diligence or view the CSDDD as a trade barrier. Furthermore, the potential benefits of the CSDDD - such as improved access to legal remedies for affected parties or competitive advantages for sustainable companies - are often not well understood. To ensure that the CSDDD is implemented in a development-oriented and collaborative manner, companies and their partner countries require specific support. In particular, small and medium-sized enterprises (SMEs) in these countries need accompanying measures to turn the implementation of the CSDDD into an opportunity. Coordination through the Team Europe Initiative The EC and several EU Member States (Belgium, Germany, France, Italy, Luxembourg, the Netherlands, and Sweden) launched the TEI to improve the coordination and transparency of various existing EU support measures. This broad array of funding initiatives often makes it challenging for stakeholders in partner countries to locate appropriate support

services. By aggregating the support available, the TEI consolidates these measures and ensures more efficient collaboration. Key Measure: EU Helpdesk "European Due Diligence Navigator" The main aim of the TEI is to establish and run the "EU Due Diligence Navigator", an EU Helpdesk. The Navigator consists of: - An online platform that presents general information on the CSDDD itself, as well as various associated support measures aimed at the target groups (key stakeholders in partner countries). - Personalized advisory services provided by a specialized team of advisors This measure is jointly financed by the EC and BMZ and is implemented by GIZ. The Navigator has the specific goal of informing stakeholders in partner countries about the requirements associated with the CSDDD and the opportunities arising from it. This is done by providing general information on the CSDDD and directing users of the Navigator to where they can find suitable support. Coordination is carried out closely with the Directorate-General for International Partnerships (DG INTPA) of the European Commission. In summary, the TEI promotes a sustainable and equitable implementation of the CSDDD in partner countries. By providing coordinated information and support services, it aims to ensure that companies and other stakeholders can leverage the requirements of the CSDDD as an opportunity for development.

Identifiant de la procédure: 60ed26cf-d691-4915-9cb9-f43314c77171

Identifiant interne: 81321585_

Type de procédure: Négociée avec publication préalable d'un appel à la concurrence / concurrentielle avec négociation

La procédure est accélérée: non

2.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79000000 Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité

Nomenclature complémentaire (cpv): 79411100 Services de conseil en développement des entreprises

2.1.2. Lieu d'exécution

Ville: Bonn

Subdivision pays (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Pays: Allemagne

2.1.3. Valeur

Valeur estimée hors TVA: 457 950,00 EUR

2.1.4. Informations générales

Informations complémentaires: #Bekanntmachungs-ID: CXTRY6YT750M6AA# All communication takes place in English via communication tool in the project area of the procurement portal.

Base juridique:

Directive 2014/24/UE

vgv -

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Avis

Manquement à des obligations liées à des motifs d'exclusion purement nationaux: In accordance with §§ 123,124 GWB, § 22 LkSG

Participation à une organisation criminelle: In accordance with §§ 123,124 GWB

Infractions terroristes ou infractions liées aux activités terroristes: In accordance with §§ 123,124 GWB

Blanchiment de capitaux ou financement du terrorisme: In accordance with §§ 123,124 GWB
Fraude: In accordance with §§ 123,124 GWB
Corruption: In accordance with §§ 123,124 GWB
Travail des enfants et autres formes de traite des êtres humains: In accordance with §§ 123,124 GWB
Manquement à l'obligation relative au paiement d'impôts et taxes: In accordance with §§ 123,124 GWB
Manquement à l'obligation relative au paiement de cotisations de sécurité sociale: In accordance with §§ 123,124 GWB
Manquement aux obligations dans le domaine du droit environnemental: In accordance with §§ 123,124 GWB
Manquement aux obligations dans le domaine du droit social: In accordance with §§ 123,124 GWB
Manquement aux obligations dans le domaine du droit du travail: In accordance with §§ 123,124 GWB
Insolvabilité: In accordance with §§ 123,124 GWB
Biens administrés par un liquidateur: In accordance with §§ 123,124 GWB
État de cessation d'activités: In accordance with §§ 123,124 GWB
Situation analogue à la faillite prévue dans la législation nationale: In accordance with §§ 123,124 GWB
Faute professionnelle grave: In accordance with §§ 123,124 GWB
Accords avec d'autres opérateurs économiques en vue de fausser la concurrence: In accordance with §§ 123,124 GWB
Conflit d'intérêt créé par sa participation à la procédure de passation de marché: In accordance with §§ 123,124 GWB
Association directe ou indirecte à la préparation de cette procédure de passation de marché: In accordance with §§ 123,124 GWB
Résiliation, dommages et intérêts ou autres sanctions comparables: In accordance with §§ 123,124 GWB
Fausses déclarations, dissimulation d'informations, incapacité de présenter les documents requis ou obtention d'informations confidentielles sur cette procédure: In accordance with §§ 123,124 GWB

5. Lot

5.1. Lot: LOT-0001

Titre: 81321585_Outreach, publicity, and communications for the EU-Navigator for Partner Countries

Description: The call for tenders outlines a project in which GIZ engages a service provider to support the TEI team in planning, implementing, and evaluating a comprehensive communication and outreach process. The aim is to establish the helpdesk as a central resource for information and support among the relevant target groups, enhancing its reputation and sustainably increasing the demand for its services. At the core of the project is the objective to raise awareness of the helpdesk, generate interest, and ensure its continuous use. This is to be achieved by integrating the helpdesk into the work processes of the target groups, enhancing their ability to independently address challenges using its resources, and fostering long-term appreciation for the service. An increasing number of users, driven in part by recommendations from satisfied users, is another key success factor. The services outlined in the tender are divided into two main outputs, each implemented through specific work packages. The first output involves developing a target group-specific outreach strategy along

with corresponding communication materials. In close coordination with the TEI team, the service provider will define communication goals, target groups, relevant channels, and criteria for selecting test groups and multipliers. The resulting strategy, documented in an 8-10 page report, will serve as the foundation for all subsequent measures. Alongside this strategic planning, another work package is dedicated to creating communication products such as flyers, social media content, infographics, and videos. All materials must comply with the EU Global Gateway Branding Guidelines and will be continuously optimized following testing with the target groups. The second output focuses on the practical implementation of the developed strategy. This includes not only the dissemination of the communication materials but also the identification and engagement of multipliers in the key target regions-particularly in Africa, Asia, and Latin America-who will act as vital information brokers. Additionally, the service provider will organize targeted online and offline events such as webinars, stakeholder dialogues, and information sessions to facilitate direct interaction with the target groups and incorporate their feedback into the outreach process. A crucial element of the implementation phase is the establishment of feedback mechanisms through surveys, test groups, and moderated usability tests, ensuring that the measures are continuously refined based on the responses from the target audience. Monitoring and evaluation form another essential component of the project. The service provider is tasked with developing a system to continuously track the success of the outreach measures using clearly defined indicators. This system will consider both quantitative metrics-such as the number of multipliers reached, website visitor statistics, and inquiries-and qualitative feedback from the target groups. Regular reports, produced on a quarterly or biannual basis, will transparently document the progress and results, providing a basis for further strategic adjustments. Close collaboration between GIZ, the TEI team, the EU Commission, and, where applicable, BMZ is critical to the project's success. All produced materials and communication activities must adhere to the Global Gateway Branding Guidelines, and the service provider is expected to remain flexible, as the scope of outreach activities may need to be adjusted in response to dynamic, ad hoc requirements. In essence, the service provider is not only responsible for the strategic and operational implementation but must also be capable of responding swiftly to changes as the project evolves. In summary, the tender aims to establish the helpdesk as a central, indispensable service for the target groups through a combination of strategic planning, the development and dissemination of tailored communication materials, the organization of events, and continuous monitoring and evaluation. The success of the project will be measured using a range of indicators that capture both the qualitative and quantitative impact of the outreach efforts. Ultimately, the project is intended to ensure that the helpdesk is perceived as an essential resource, enabling target groups to overcome challenges independently and improving their overall work processes.

Identifiant interne: 81321585_

5.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79000000 Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité

Nomenclature complémentaire (cpv): 79411100 Services de conseil en développement des entreprises

Options:

Description des 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. Lieu d'exécution

Ville: Bonn

Subdivision pays (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Pays: Allemagne

5.1.3. Durée estimée

Durée: 24 Mois

5.1.4. Reconduction

Nombre maximum de reconductions: 2

Autres informations sur le renouvellement: 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. Informations générales

Participation réservée:

La participation n'est pas réservée.

Les noms et les qualifications professionnelles du personnel chargé de l'exécution du marché doivent être mentionnés: Non requises

Projet de passation de marché financé en totalité ou en partie par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): oui

Le marché en question convient aussi aux petites et moyennes entreprises (PME): oui

Informations complémentaires: #Besonders auch geeignet für:other-sme#

5.1.7. Marché public stratégique

Objectif du marché public stratégique: Réduction des incidences sur l'environnement

Description: siehe ToR

Objectif du marché public stratégique: Réalisation d'objectifs sociaux

Description: siehe ToR

Méthode utilisée pour réduire l'incidence environnementale: La transition vers une économie circulaire, La prévention et la réduction de la pollution

Objectif social promu: Égalité hommes-femmes, Devoir de diligence en matière de droits de l'homme dans les chaînes d'approvisionnement mondiales, Conditions de travail équitables, Autre

5.1.9. Critères de sélection

Sources des critères de sélection: Avis

Critère: Autres exigences économiques ou financières

Description du critère de sélection: EN-A1: Principles for the execution of orders (Mit dem Teilnahmeantrag; 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)

Critère: Autres exigences économiques ou financières

Description du critère de sélection: EN-A2: Conditions for the reduction of candidates (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): If we receive more than 7 requests to participate, we will make a selection on the basis of the criteria laid out in the procurement documents and invite tenders only from the 7 candidates with the highest scores. We reserve the right to cancel the procurement procedure if we receive fewer than 2 requests to participate. Weighted

criteria for the selection of candidates: 1. Technical experience (85%) -Development of communication or outreach strategies 20% - Inclusive and participatory methods (i.e. actively engaging stakeholders) 20% - Organization and management of digital and physical events in partner countries of EU development cooperation 15% - Graphic design, video production /editing, web design, creation of visuals for social media for clients 15% - Design and implementation of M&E systems for projects, programs or multistakeholder initiatives 15% . Experience of development projects (at least 50% ODA-financed) 15%

Critère: Références sur des services spécifiés

Description du critère de sélection: EN-B1: Technical and professional ability (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): 1. The technical assessment is only based on reference projects with a minimum commission value of 70000,00 EUR. 2. At least 5 reference projects in the technical field Outreach in HR EED (human rights and environmental due diligence) and thereof at least 3 reference projects in in Africa and/or Latin America and/or Asia and/or West Balkans in the last 36 months.

Critère: Chiffre d'affaires annuel moyen

Description du critère de sélection: EN-C1: Economic and financial standing (Mit dem Teilnahmeantrag; 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: 500.000,00 EUR.

Critère: Autres exigences économiques ou financières

Description du critère de sélection: EN-C2: Economic and financial standing (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Average number of employees and managers in the last three calendar years, at least 5 persons.

Critère: Références sur des services spécifiés

Description du critère de sélection: Assessment of technical eligibility / weighted criteria for the selection of candidates - If we receive more than 6 requests to participate, we will make a selection on the basis of the criteria laid out in the procurement documents and invite tenders only from the 6 candidates with the highest scores. We reserve the right to cancel the procurement procedure if we receive fewer than 2 requests to participate. Weighted criteria for the selection of candidates: 1. Technical experience (60%) - Pooled Procurement 12% - Regulatory Harmonisation 12% - Pharmaceutical Manufacturing 12% - Sexual and Reproductive Health and Rights 12% - Pharmaceutical Value Chain Development 12% 2. Regional experience (20%) - Regional experience in Southern Africa 3. Experience of development projects (at least 50% ODA-financed) (20%)

Les critères seront appliqués pour sélectionner les candidats à inviter pour la seconde étape de la procédure

Pondération (pourcentage, valeur exacte): 100,00

Informations sur la seconde étape d'une procédure en deux étapes:

Nombre minimal de candidats à inviter pour la seconde étape de la procédure: 7

Nombre maximal de candidats à inviter pour la seconde étape de la procédure: 7

La procédure se déroulera en plusieurs étapes. À chaque étape, certains candidats peuvent être éliminés

L'acheteur se réserve le droit d'attribuer le marché sur la base des offres initiales sans mener de négociations

5.1.10. Critères d'attribution

Critère:

Type: Prix

Nom: Preis

Description: Price criteria for "Bestangebots-Quotienten-Methode"

Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)

Nombre critère d'attribution: 30

Critère:

Type: Qualité

Nom: Erreichte Gesamtpunktzahl nach fachlicher Wertung (inkl. Mindbed.)

Description: Zur Ermittlung des wirtschaftlichsten Bieters wird hier von der Vergabestelle die erreichte Gesamtpunktzahl nach fachlicher Wertung eingetragen. Es werden nur Angebote mit einer fachlichen Bewertung von über 500 Punkten gewertet. Fachliche Angebote mit weniger Punkten scheiden als fachlich ungeeignet aus.

Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)

Nombre critère d'attribution: 70

Critère:

Type: Qualité

Nom: Erreichte Gesamtpunktzahl nach fachlicher Wertung (inkl. Mindbed.)

Description: Zur Ermittlung des wirtschaftlichsten Bieters wird hier von der Vergabestelle die erreichte Gesamtpunktzahl nach fachlicher Wertung eingetragen. Es werden nur Angebote mit einer fachlichen Bewertung von über 500 Punkten gewertet. Fachliche Angebote mit weniger Punkten scheiden als fachlich ungeeignet aus.

Catégorie du critère d'attribution seuil: Note minimale

Nombre critère d'attribution: 500

5.1.11. Documents de marché

Langues dans lesquelles les documents de marché sont officiellement disponibles: anglais

Date limite de demande d'informations complémentaires: 23/04/2026 23:59:59 (UTC+02:00)

Heure de l'Europe orientale, heure d'été de l'Europe centrale

Adresse des documents de marché: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YT750M6AA/documents>

Canal de communication ad hoc:

URL: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YT750M6AA>

5.1.12. Conditions du marché public**Conditions de la procédure:**

Date d'envoi estimée des invitations à soumissionner: 05/05/2026

Conditions de soumission:

Soumission par voie électronique: Requête

Adresse de soumission: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6YT750M6AA>

Langues dans lesquelles les offres ou demandes de participation/candidatures peuvent être présentées: anglais

Catalogue électronique: Non autorisée

Variantes: Non autorisée

Les soumissionnaires peuvent présenter plusieurs offres: Non autorisée

Date limite de réception des demandes de participation/candidatures: 30/04/2026 12:00:00 (UTC+02:00) Heure de l'Europe orientale, heure d'été de l'Europe centrale

Informations qui peuvent être complétées après la date limite de réception des offres:

À la discrétion de l'acheteur, certains documents manquants relatifs au soumissionnaire peuvent être transmis ultérieurement.

Informations complémentaires: GIZ asks the applicant or bidder to submit, complete or correct documents, within the framework laid down by law.

Conditions du marché:

Le contrat doit être exécuté dans le cadre de programmes d'emplois protégés: Non
Conditions relatives à l'exécution du contrat: The execution conditions result from the information given in the contract notice and the tender documents.

Facturation électronique: Requise

La commande en ligne sera utilisée: oui

Le paiement électronique sera utilisé: oui

5.1.15. Techniques

Accord-cadre:

Pas d'accord-cadre

Informations sur le système d'acquisition dynamique:

Pas de système d'acquisition dynamique

5.1.16. Informations complémentaires, médiation et recours

Organisation chargée des procédures de recours: Vergabekammern des Bundes
Description des délais d'introduction des procédures de recours: 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 qui fournit des informations complémentaires sur la procédure de passation de marché: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Organisation qui reçoit les demandes de participation/candidatures: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

8. Organisations

8.1. ORG-0001

Nom officiel: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Numéro d'enregistrement: 993-80072-52

Adresse postale: Dag-Hammarskjöld-Weg 1 - 5

Ville: Eschborn

Code postal: 65760

Subdivision pays (NUTS): Main-Taunus-Kreis (DE71A)

Pays: Allemagne

Adresse électronique: chiara.geiger@giz.de

Téléphone: +49 6196794465
Télécopieur: +49 6196791115
Adresse internet: <https://www.giz.de>

Rôles de cette organisation:

Acheteur

Organisation qui fournit des informations complémentaires sur la procédure de passation de marché

Organisation qui reçoit les demandes de participation/candidatures

8.1. ORG-0002

Nom officiel: Vergabekammern des Bundes

Numéro d'enregistrement: 022894990

Adresse postale: Kaiser-Friedrich-Straße 16

Ville: Bonn

Code postal: 53113

Subdivision pays (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Pays: Allemagne

Adresse électronique: vk@bundeskartellamt.bund.de

Téléphone: +49 2289499-0

Télécopieur: +49 2289499-163

Adresse internet: <https://www.bundeskartellamt.de>

Rôles de cette organisation:

Organisation chargée des procédures de recours

8.1. ORG-0003

Nom officiel: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Numéro d'enregistrement: 0204:994-DOEVD-83

Ville: Bonn

Code postal: 53119

Subdivision pays (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Pays: Allemagne

Adresse électronique: noreply.esender_hub@bescha.bund.de

Téléphone: +49228996100

Rôles de cette organisation:

TED eSender

10. Changement

Version de l'avis antérieur à modifier

:

be650045-d36f-40b7-a295-185053f64b50-01

Principale raison du changement

:

Correction par l'acheteur

Description

:

Adaption of the CPV-Code

10.1. Changement

Identifiant de la section: PROCEDURE

Informations relatives à l'avis

Identifiant/version de l'avis: b2cef414-7986-43d3-9096-dbfad9c4a8a7 - 01

Type de formulaire: Mise en concurrence

Type d'avis: Avis de marché ou de concession – régime ordinaire

Sous-type d'avis: 16

Date d'envoi de l'avis: 30/03/2026 10:38:42 (UTC+02:00) Heure de l'Europe orientale, heure d'été de l'Europe centrale

Langues dans lesquelles l'avis en question est officiellement disponible: anglais

Numéro de publication de l'avis: 220560-2026

Numéro de publication au JO S: 63/2026

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