

627722-2026 - Iomaíocht

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

OJ S 176/2026 11/09/2026

**Fógra maidir le conradh nó lamháltas — an gnáthchóras
Seirbhísí**

1. Ceannaitheoir

1.1. Ceannaitheoir

Ainm oifigiúil: European Commission, ENEST - Enlargement and Eastern Neighbourhood

R-phost: ENEST-INFO@ec.europa.eu

Cineál dlíthiúil an cheannaitheora: Institiúid, comhlact nó gníomhaireacht de chuid an AE

Gníomhaíocht an údaráis chonarthaigh: Seirbhísí poiblí ginearálta

2. Nós imeachta

2.1. Nós imeachta

Teideal: ENEST regional communication programme (2027-2031)

Cur síos: 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.

Aitheantóir an nós imeachta: 950b9dc5-e4ae-43f4-8cb9-09754b5561ba

Aitheantóir inmheánach: EC-ENEST/2026/EA-RP/0081

An cineál nós imeachta: Teoranta

Tá an nós imeachta á bhrostú: níl

2.1.1. Cuspóir

Cineál an chonartha: Seirbhísí

Príomhaicmiú (cpv): 79341400 Advertising campaign services

2.1.2. An áit feidhmíochta

Tír: An Albáin

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Airméin

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Asarbaiseáin

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Bhoisnia agus an Heirseagaivéin

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Bhealarúis

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An tSeoirsia

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Mholdóiv

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Mhacadóin Thuaidh

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: Montainéagró

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An tSeirbia

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Tuirc

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Úcráin

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.2. An áit feidhmíochta

Tír: An Chosaiv

Aon áit sa tír áirithe

Eolas breise: Please consult the procurement documents.

2.1.3. Luach

Luach measta gan CBL a áireamh: 12 000 000,00 EUR

2.1.4. Eolas ginearálta

Eolas breise: 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.

Bunús dlí:

Rialachán (AE, 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. Forais eisiaimh

Foinse na gcúiseanna eisiúna: Doiciméad Soláthair

5. Luchtóg

5.1. Luchtóg: LOT-0001

Teideal: ENEST regional communication programme (2027-2031)

Cur síos: 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.

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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.

Aitheantóir inmheánach: EC-ENEST/2026/EA-RP/0081

5.1.1. Cuspóir

Cineál an chonartha: Seirbhísí

Príomhaicmiú (cpv): 79341400 Advertising campaign services

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

Roghanna:

Cur síos ar na roghanna: 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. An áit feidhmíochta

Foroinn tíre (NUTS): Extra-Regio NUTS 3 (RSZZZ)

Tír: An tSeirbia

5.1.2. An áit feidhmíochta

Foroinn tíre (NUTS): Extra-Regio NUTS 3 (ALZZZ)

Tír: An Albáin

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Armenia

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Belarus

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Georgia

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Moldova

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Ukraine

5.1.2. An áit feidhmíochta

Foroinn tíre (NUTS): Extra-Regio NUTS 3 (XKZZZ)

Tír: An Chosaiv

5.1.2. An áit feidhmíochta

Foroinn tíre (NUTS): Extra-Regio NUTS 3 (TRZZZ)

Tír: An Tuirc

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Azerbaijan

5.1.2. An áit feidhmíochta

Foroinn tíre (NUTS): Extra-Regio NUTS 3 (MEZZZ)

Tír: Montainéagró

5.1.2. An áit feidhmíochta

Foroinn tíre (NUTS): Extra-Regio NUTS 3 (MKZZZ)

Tír: An Mhacadóin Thuaidh

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Europe apart from EU

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Region IPA instrument

5.1.2. An áit feidhmíochta

Aon áit

Eolas breise: The contract will be performed in Bosnia and Herzegovina

5.1.3. Fad measta

Fad ama: 48 Míonna

5.1.5. Luach

Luach measta gan CBL a áireamh: 12 000 000,00 EUR

5.1.6. Eolas ginearálta

Rannpháirtíocht fhorchoimeáda:

Ní fhorchoimeádtar an rannpháirtíocht.

Tionscadal soláthair a mhaoinítear go hiomlán nó i bpáirt le cistí an Aontais

Faisnéis faoi Chistí an Aontais Eorpaigh:

Clár um chistí an Aontais: An Ionstraim um Chúnamh Réamhaontachais (IPA III) (2021/2027)

Faisnéis faoi Chistí an Aontais Eorpaigh:

Clár um chistí an Aontais: Ionstraim maidir leis an gComharsanacht, an Fhorbairt agus an Comhar Idirnáisiúnta (2021/2027)

Tá an soláthar cumhdaithe ag an gComhaontú maidir le Soláthar Rialtais (GPA): níl

Eolas breise: The procurement is funded by the following EU programme: Neighbourhood, Instrument for Pre-accession Assistance.

5.1.9. Critéir roghnúcháin

Foinse na gcritéir roghnaithe: Doiciméad Soláthair

Eolas faoin dara céim de nós imeachta dhá chéim:

An líon íosta iarrthóirí a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta: 4

An líon uasta iarrthóirí a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta: 8

5.1.10. Critéir dhámhachtana

Critéar:

Cineál: Cáilíocht

Cur síos: Please consult the procurement documents.

Catagóir an critéir dhámhachtana meáchain: Ualú (céatadán, beacht)

Uimhir an chritéir dhámhachtana: 80

Critéar:

Cineál: Praghas

Cur síos: Please consult the procurement documents.

Catagóir an critéir dhámhachtana meáchain: Ualú (céatadán, beacht)

Uimhir an chritéir dhámhachtana: 20

5.1.11. Doiciméid soláthair

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

Cainéal cumarsáide ad hoc:

Ainm: 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. Téarmaí soláthair

Téarmaí na haighneachta:

Cur isteach leictreonach: Éigeantach

Seoladh an chur isteach: <https://webgate.ec.europa.eu/digit/opsys/esubmission?cftUuid=950b9dc5-e4ae-43f4-8cb9-09754b5561ba>

Na teangacha inar féidir tairiscintí nó iarrataí ar rannpháirtíocht a chur isteach: Béarla

Catalóg leictreonach: Ní ceadmhach

Spriocdháta chun iarrataí ar rannpháirtíocht a fháil: 12/10/2026 12:00:59 (UTC+02:00) Am

Oirthear na hEorpa, Am Samhraidh Lár na hEorpa

Téarmaí an chonartha:

Ní mór an conradh a chur i gcrích faoi chuimsiú clár fostaíochta dídeanaí: Ní hea

Sonrascú leictreonach: Ceadmhach

Úsáidfear ordú leictreonach: tá

Úsáidfear íocaíocht leictreonach: tá

5.1.15. Teicnící

Creat-chomhaontú:

Níl feidhm ag creat-chomhaontú

Eolas faoin gcóras ceannaigh dinimiciúil:

Níl feidhm ag córas ceannaigh dinimiciúil

5.1.16. Tuilleadh eolais, idirghabháil agus athbhreithniú

Eagraíocht athbhreithniúcháin: Court of Justice of the European Union

Eagraíocht a sholáthraíonn tuilleadh faisnéise faoi na nósanna imeachta athbhreithnithe:

European Commission, ENEST - Enlargement and Eastern Neighbourhood

8. Eagraíochtaí

8.1. ORG-0001

Ainm oifigiúil: European Commission, ENEST - Enlargement and Eastern Neighbourhood

Uimhir chlárúcháin: COM

Roinn: ENEST.01 - Strategic Coordination & Communication

Seoladh poist: Rue de la Loi 15

Baile: Brussels

Cód poist: B-1049

Foroinn tíre (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Tír: An Bheilg

R-phost: ENEST-INFO@ec.europa.eu

Teil.: +32 2 299 11 11

Seoladh idirlín: https://ec.europa.eu/neighbourhood-enlargement/node_en

Róil na heagraíochta seo:

Ceannaitheoir

Eagraíocht a sholáthraíonn tuilleadh faisnéise faoi na nósanna imeachta athbhreithnithe

8.1. ORG-0002

Ainm oifigiúil: Court of Justice of the European Union

Uimhir chlárúcháin: CURIA

Seoladh poist: Rue du Fort Niedergrünwald

Baile: Luxembourg

Cód poist: L-2925

Foroinn tíre (NUTS): Luxembourg (LU000)

Tír: Lucsamburg

R-phost: GC.Registry@curia.europa.eu

Teil.: +352 4303-1

Seoladh idirlín: <http://curia.europa.eu>

Róil na heagraíochta seo:

Eagraíocht athbhreithniúcháin

8.1. ORG-0003

Ainm oifigiúil: European Commission

Uimhir chlárúcháin: EUCOM

Seoladh poist: Mondrian (CDMA), Rue du Champ de Mars 21

Baile: Brussels

Cód poist: B-1050

Foroinn tíre (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Tír: An Bheilg

R-phost: ENEST-INFO@ec.europa.eu

Teil.: +32 2 299 11 11

Seoladh idirlín: <https://commission.europa.eu/>

Róil na heagraíochta seo:

TED eSender

Eolas faoin bhfógra

Aitheantóir/leagan an fhógra: 50d923f7-b273-4835-99e6-ffbac7321edf - 01

Cineál na foirme: lomaíocht

Cineál an fhógra: Fógra maidir le Conradh nó lamháltas — an gnáthchóras
Fochineál an fhógra: 16
Dáta seolta an fhógra: 10/09/2026 09:14:50 (UTC+02:00) Am Oirthear na hEorpa, Am Samhraidh Lár na hEorpa
Na teangacha ina bhfuil an fógra seo ar fáil go hoifigiúil: Béarla
Uimhir foilseacháin an fhógra: 627722-2026
Uimhir eagráin IO S: 176/2026
Dáta foilsithe: 11/09/2026