

220560-2026 - Procedură concurențială

Germania – Servicii pentru întreprinderi: drept, marketing, consultanță, recrutare, tipărire și securitate – 81321585_Outreach, publicity, and communications for the EU-Navigator for Partner Countries

OJ S 63/2026 31/03/2026

Anunț de participare sau de concesiune - regim standard - Anunț de schimbare Servicii

1. Cumpărător

1.1. Cumpărător

Denumire oficială: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

E-mail: chiara.geiger@giz.de

Forma juridică a achizitorului: Întreprindere de stat, controlată de o autoritate guvernamentală centrală

Activitatea autorității contractante: Servicii publice generale

2. Procedură

2.1. Procedură

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

Descriere: 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.

Identificatorul procedurii: 60ed26cf-d691-4915-9cb9-f43314c77171

Identificator intern: 81321585_

Tip de procedură: Negociată cu publicarea prealabilă a unei proceduri concurențiale de ofertare / competitivă cu negociere

Procedura este accelerată: nu

2.1.1. Scop

Natura contractului: Servicii

Clasificarea principală (cpv): 79000000 Servicii pentru întreprinderi: drept, marketing, consultanță, recrutare, tipărire și securitate

Clasificare suplimentară (cpv): 79411100 Servicii de consultanță în dezvoltarea societăților

2.1.2. Locul de executare

Localitate: Bonn

Subdiviziunea țării (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Țara: Germania

2.1.3. Valoare

Valoarea estimată fără TVA: 457 950,00 EUR

2.1.4. Informații generale

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

Temei juridic:

Directiva 2014/24/UE

vgv -

2.1.6. Motive de excludere

Sursele motivelor de excludere: Anunț

Încălcarea obligațiilor stabilite în temeiul unor motive de excludere pur naționale: In accordance with §§ 123,124 GWB, § 22 LkSG

Participarea la o organizație criminală: In accordance with §§ 123,124 GWB

Infracțiuni teroriste sau infracțiuni legate de activități teroriste: In accordance with §§ 123,124 GWB

Combaterea spălării banilor sau a finanțării terorismului: In accordance with §§ 123,124 GWB

Frauda: In accordance with §§ 123,124 GWB
Corupție: In accordance with §§ 123,124 GWB
Munca copiilor și alte forme de trafic de persoane: In accordance with §§ 123,124 GWB
Încălcarea obligației de plată a impozitelor: In accordance with §§ 123,124 GWB
Încălcarea obligației de plată a contribuțiilor la asigurările sociale: In accordance with §§ 123,124 GWB
Încălcarea obligațiilor în domeniile legislației de mediu: In accordance with §§ 123,124 GWB
Încălcarea obligațiilor în domeniile legislației sociale: In accordance with §§ 123,124 GWB
Încălcarea obligațiilor în domeniile legislației muncii: In accordance with §§ 123,124 GWB
Insolvență: In accordance with §§ 123,124 GWB
Active administrate de lichidator: In accordance with §§ 123,124 GWB
Activitățile economice sunt suspendate: In accordance with §§ 123,124 GWB
Situatii similare, în temeiul legislației naționale, cum ar fi falimentul: In accordance with §§ 123,124 GWB
Abaterea profesională gravă: In accordance with §§ 123,124 GWB
Acorduri cu alți operatori economici care vizează denaturarea concurenței: In accordance with §§ 123,124 GWB
Conflict de interese care decurge din participarea la procedura de achiziții publice: In accordance with §§ 123,124 GWB
Implicare directă sau indirectă în pregătirea acestei proceduri de achiziții publice: In accordance with §§ 123,124 GWB
Încetare anticipată, daune-interese sau alte sancțiuni comparabile: In accordance with §§ 123,124 GWB
Interpretare eronată, nedivulgare de informații, incapacitate de a furniza documentele necesare sau obținere de informații confidențiale referitoare la această procedură: In accordance with §§ 123,124 GWB

5. Lot

5.1. Lot: LOT-0001

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

Descriere: 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.

Identificator intern: 81321585_

5.1.1. Scop

Natura contractului: Servicii

Clasificarea principală (cpv): 79000000 Servicii pentru întreprinderi: drept, marketing, consultanță, recrutare, tipărire și securitate

Clasificare suplimentară (cpv): 79411100 Servicii de consultanță în dezvoltarea societăților

Opțiuni:

Descrierea opțiunilor: 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. Locul de executare

Localitate: Bonn

Subdiviziunea țării (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Țara: Germania

5.1.3. Durata estimată

Durată: 24 Luni

5.1.4. Reînnoire

Numărul maxim de reînnoiri: 2

Alte informații despre reînnoire: 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. Informații generale

Participare rezervată:

Participarea nu este rezervată.

Trebuie să fie specificate numele și calificările profesionale ale personalului însărcinat cu executarea contractului: Nu este obligatorie

Proiect de achiziții publice finanțat integral sau parțial din fonduri UE

Achiziția face obiectul Acordului privind achizițiile publice (AAP): da

Această procedură de achiziții publice este adecvată și pentru întreprinderile mici și mijlocii (IMM-uri): da

Informații suplimentare: #Besonders auch geeignet für:other-sme#

5.1.7. Achiziție publică strategică

Obiectivul achiziției publice strategice: Reducerea impactului asupra mediului

Descriere: siehe ToR

Obiectivul achiziției publice strategice: Îndeplinirea obiectivelor sociale

Descriere: siehe ToR

Abordarea pentru reducerea impactului asupra mediului: Tranziția către o economie circulară, Prevenirea și controlul poluării

Obiectiv social promovat: Egalitatea de gen, Obligația de diligență în privința drepturilor omului în cadrul lanțurilor de aprovizionare globale, Condiții de muncă echitabile, Altele

5.1.9. Criterii de selecție

Sursele criteriilor de selecție: Anunț

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: 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)

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: 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%

Criteriu: Referințe despre servicii specificate

Descrierea criteriului de selecție: 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.

Criteriu: Cifra de afaceri medie anuală

Descrierea criteriului de selecție: 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.

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: 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.

Criteriu: Referințe despre servicii specificate

Descrierea criteriului de selecție: 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%)

Criteriile vor fi utilizate pentru a selecta candidații care urmează să fie invitați în a doua etapă a procedurii

Ponderare (procentaj, valoare exactă): 100,00

Informații privind a doua etapă a unei proceduri în două etape:

Numărul minim de candidați care urmează să fie invitați în a doua etapă a procedurii: 7

Numărul maxim de candidați care urmează să fie invitați în a doua etapă a procedurii: 7

Procedura se va desfășura în mai multe etape. În fiecare etapă, unii participanți pot fi eliminați. Achizitorul își rezervă dreptul de a atribui contractul pe baza ofertelor inițiale, fără alte negocieri

5.1.10. Criterii de atribuire

Criteriu:

Tip: Preț

Denumire: Preis

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

Categorie a criteriului de atribuire greutate: Ponderare (puncte, valoare exactă)

Număr legat de criteriul de atribuire: 30

Criteriu:

Tip: Calitate

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

Descriere: 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.

Categorie a criteriului de atribuire greutate: Ponderare (puncte, valoare exactă)

Număr legat de criteriul de atribuire: 70

Criteriu:

Tip: Calitate

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

Descriere: 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.

Categorie a criteriului de atribuire prag: Punctaj minim

Număr legat de criteriul de atribuire: 500

5.1.11. Documentele achiziției

Limbile în care documentele achiziției sunt disponibile oficial: engleză

Termenul-limită pentru solicitarea de informații suplimentare: 23/04/2026 23:59:59 (UTC+02:00) ora Europei de Est, ora de vară a Europei Centrale

Unde se găsesc documentele achiziției: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YT750M6AA/documents>

Canal de comunicare ad-hoc:

URL: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YT750M6AA>

5.1.12. Condițiile achiziției publice

Condițiile procedurii:

Data estimată de trimitere a invitațiilor de depunere a ofertelor: 05/05/2026

Condiții de depunere:

Depunere electronică: Obligatorie

Adresa de depunere: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6YT750M6AA>

Limbile în care pot fi depuse ofertele sau cererile de participare: engleză

Catalog electronic: Nu este permisă

Variante: Nu este permisă

Ofertanții pot depune mai multe oferte: Nu este permisă

Termenul-limită pentru primirea cererilor de participare: 30/04/2026 12:00:00 (UTC+02:00) ora Europei de Est, ora de vară a Europei Centrale

Informații care pot fi completate după termenul-limită de depunere:

La latitudinea cumpărătorului, o parte din documentele lipsă legate de ofertant pot fi depuse ulterior.

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

Clauzele contractuale:

Executarea contractului trebuie efectuată în cadrul unor programe de angajare protejată: Nu

Condiții privind executarea contractului: The execution conditions result from the information given in the contract notice and the tender documents.

Facturare electronică: Obligatorie

Se va utiliza comanda electronică: da

Se va utiliza plata electronică: da

5.1.15. Aspecte tehnice

Acord-cadru:

Niciun acord-cadru

Informații despre sistemul dinamic de achiziții:

Nu există un sistem dinamic de achiziție

5.1.16. Informații suplimentare, mediere și căi de atac

Organizația responsabilă cu căile de atac: Vergabekammern des Bundes

Informații privind termenele-limită pentru reexaminare: 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.

Organizația care furnizează informații suplimentare cu privire la procedura de achiziții:

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Organizația care primește cererile de participare: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

8. Organizații**8.1. ORG-0001**

Denumire oficială: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Număr de înregistrare: 993-80072-52

Adresă poștală: Dag-Hammarskjöld-Weg 1 - 5

Localitate: Eschborn

Cod poștal: 65760

Subdiviziunea țării (NUTS): Main-Taunus-Kreis (DE71A)

Țara: Germania

E-mail: chiara.geiger@giz.de

Telefon: +49 6196794465

Fax: +49 6196791115

Adresa de internet: <https://www.giz.de>

Rolurile acestei organizații:

Cumpărător

Organizația care furnizează informații suplimentare cu privire la procedura de achiziții

Organizația care primește cererile de participare

8.1. ORG-0002

Denumire oficială: Vergabekammern des Bundes

Număr de înregistrare: 022894990

Adresă poștală: Kaiser-Friedrich-Straße 16
Localitate: Bonn
Cod poștal: 53113
Subdiviziunea țării (NUTS): Bonn, Kreisfreie Stadt (DEA22)
Țara: Germania
E-mail: vk@bundeskartellamt.bund.de
Telefon: +49 2289499-0
Fax: +49 2289499-163
Adresa de internet: <https://www.bundeskartellamt.de>

Rolurile acestei organizații:

Organizația responsabilă cu căile de atac

8.1. ORG-0003

Denumire oficială: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Număr de înregistrare: 0204:994-DOEVD-83

Localitate: Bonn

Cod poștal: 53119

Subdiviziunea țării (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Țara: Germania

E-mail: noreply.esender_hub@bescha.bund.de

Telefon: +49228996100

Rolurile acestei organizații:

TED eSender

10. Modificare

Versiunea anunțului anterior care urmează să fie modificată

:

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

Principalul motiv al modificării

:

Corectare cumpărător

Descriere

:

Adaption of the CPV-Code

10.1. Modificare

Identificator secțiune: PROCEDURE

Descrierea modificărilor: Correction to - 79000000-4 - 79411100-9

Informații privind anunțul

Identificatorul/versiunea anunțului: b2cef414-7986-43d3-9096-dbfad9c4a8a7 - 01

Tip de formular: Procedură concurențială

Tip de anunț: Anunț de participare sau de concesiune - regim standard

Subtipul anunțului: 16

Data notificării expedierii: 30/03/2026 10:38:42 (UTC+02:00) ora Europei de Est, ora de vară a Europei Centrale

Limbile în care acest anunț este disponibil oficial: engleză

Numărul de publicare al anunțului: 220560-2026

Numărul ediției JO S: 63/2026

Data publicării: 31/03/2026