

627722-2026 - Javni razpis

Belgija – Storitve oglaševalskih kampanj – ENEST regional communication programme (2027-2031)

OJ S 176/2026 11/09/2026

Obvestilo o koncesiji ali naročilu – standardna ureditev

Storitve

1. Kupec

1.1. Kupec

Uradno ime: European Commission, ENEST - Enlargement and Eastern Neighbourhood

E-naslov: ENEST-INFO@ec.europa.eu

Pravna vrsta kupca: Institucija, organ ali agencija EU

Dejavnost javnega naročnika: Javna uprava

2. Postopek

2.1. Postopek

Naslov: ENEST regional communication programme (2027-2031)

Opis: 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.

Identifikator postopka: 950b9dc5-e4ae-43f4-8cb9-09754b5561ba

Notranji identifikator: EC-ENEST/2026/EA-RP/0081

Vrsta postopka: Omejeni postopek

Postopek je pospešen: ne

2.1.1. Namen

2.1.2. Kraj izvajanja

Država: Albanija

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Armenija

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Azerbajdžan

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Bosna in Hercegovina

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Belorusija

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Gruzija

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Moldavija

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Severna Makedonija

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Črna gora

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Srbija

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Turčja

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Ukrajina

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.2. Kraj izvajanja

Država: Kosovo

Kjer koli v določeni državi

Dodatne informacije: Please consult the procurement documents.

2.1.3. Vrednost

Ocenjena vrednost brez DDV: 12 000 000,00 EUR

2.1.4. Splošne informacije

Dodatne informacije: 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.

Pravna podlaga:

Uredba (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. Razlogi za izključitev

Viri izključitvenih razlogov: Dokument v zvezi z oddajo naročila

5. Sklop

5.1. Sklop: LOT-0001

Naslov: ENEST regional communication programme (2027-2031)

Opis: 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.

Notranji identifikator: EC-ENEST/2026/EA-RP/0081

5.1.1. Namen

Vrsta javnega naročila: Storitve

Glavna klasifikacijska oznaka (cpv): 79341400 Storitve oglaševalskih kampanj

Dodatna klasifikacija (cpv): 79320000 Storitve raziskav javnega mnenja, 79341000

Oglaševalske storitve, 39294100 Izdelki za informiranje in promocijo

Možnosti:

Opis možnosti: 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. Kraj izvajanja

Podregija države (NUTS): Extra-Regio NUTS 3 (RSZZZ)

Država: Srbija

5.1.2. Kraj izvajanja

Podregija države (NUTS): Extra-Regio NUTS 3 (ALZZZ)

Država: Albanija

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Armenia

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Belarus

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Georgia

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Moldova

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Ukraine

5.1.2. Kraj izvajanja

Podregija države (NUTS): Extra-Regio NUTS 3 (XKZZZ)

Država: Kosovo

5.1.2. Kraj izvajanja

Podregija države (NUTS): Extra-Regio NUTS 3 (TRZZZ)

Država: Turčija

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Azerbaijan

5.1.2. Kraj izvajanja

Podregija države (NUTS): Extra-Regio NUTS 3 (MEZZZ)

Država: Črna gora

5.1.2. Kraj izvajanja

Podregija države (NUTS): Extra-Regio NUTS 3 (MKZZZ)

Država: Severna Makedonija

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Europe apart from EU

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Region IPA instrument

5.1.2. Kraj izvajanja

Kjer koli

Dodatne informacije: The contract will be performed in Bosnia and Herzegovina

5.1.3. Predvideno trajanje

Trajanje: 48 Meseci

5.1.5. Vrednost

Ocenjena vrednost brez DDV: 12 000 000,00 EUR

5.1.6. Splošne informacije

Pridržana udeležba:

Udeležba ni pridržana.

Projekt javnega naročanja se v celoti ali delno financira s sredstvi EU

Informacije o sredstvih EU:

Program sredstev EU: Instrument za predpristopno pomoč (IPA III) (2021/2027)

Informacije o sredstvih EU:

Program sredstev EU: Instrument za sosedstvo ter razvojno in mednarodno sodelovanje (NDICI) (2021/2027)

Javno naročilo je zajeto v Sporazumu o javnih naročilih: ne

Dodatne informacije: The procurement is funded by the following EU programme:

Neighbourhood, Instrument for Pre-accession Assistance.

5.1.9. Merila za izbor

Viri izbirnih kriterijev: Dokument v zvezi z oddajo naročila

Informacija o drugi stopnji dvostopenjskega postopka:

Najmanjše število kandidatov, ki se povabijo k sodelovanju v drugi stopnji postopka: 4

Največje število kandidatov, ki se povabijo k sodelovanju v drugi stopnji postopka: 8

5.1.10. Merila za oddajo javnega naročila

Merilo:

Vrsta: Kakovost

Opis: Please consult the procurement documents.

Kategorija merila za oddajo javnega naročila teža: Ponder (odstotek, točen)

Številka v merilu za oddajo: 80

Merilo:

Vrsta: Cena

Opis: Please consult the procurement documents.

Kategorija merila za oddajo javnega naročila teža: Ponder (odstotek, točen)

Številka v merilu za oddajo: 20

5.1.11. Dokumenti v zvezi z oddajo javnega naročila

Naslov dokumentov v zvezi z oddajo javnega naročila: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/950b9dc5-e4ae-43f4-8cb9-09754b5561ba-CN?#anchorDocuments>

Sprotni komunikacijski kanal:

Ime: Funding and Tenders Portal

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

5.1.12. Pogoji javnega naročila

Pogoji za predložitev:

Elektronska predložitev: Obvezno

Naslov za predložitev: <https://webgate.ec.europa.eu/digit/opsys/esubmission?cftUuid=950b9dc5-e4ae-43f4-8cb9-09754b5561ba>

Jeziki, v katerih se lahko oddajo ponudbe ali prijave za sodelovanje: angleščina

Elektronski katalog: Ni dovoljeno

Rok za prejem prijav za sodelovanje: 12/10/2026 12:00:59 (UTC+02:00) Vzhodnoevropski čas, srednjeevropski poletni čas

Pogoji javnega naročila:

Izvajanje javnega naročila je treba zagotoviti v okviru programov zaščitene zaposlovanja: Ne

Elektronsko izdajanje računov: Dovoljeno

Uporabljen bo elektronsko naročanje: da

Uporabljen bo elektronsko plačevanje: da

5.1.15. Tehnike

Okvirni sporazum:

Ni okvirnega sporazuma

Informacije o dinamičnem nabavnem sistemu:

Ni dinamičnega nabavnega sistema

5.1.16. Dodatne informacije, mediacija in revizija

Organizacija za revizijo: Court of Justice of the European Union

Organizacija, ki daje dodatne informacije o revizijskih postopkih: European Commission, ENEST - Enlargement and Eastern Neighbourhood

8. Organizacije

8.1. ORG-0001

Uradno ime: European Commission, ENEST - Enlargement and Eastern Neighbourhood

Registrska številka: COM

Služba: ENEST.01 - Strategic Coordination & Communication

Poštni naslov: Rue de la Loi 15

Mesto: Brussels

Poštna številka: B-1049

Podregija države (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Država: Belgija

E-naslov: ENEST-INFO@ec.europa.eu

Tel.: +32 2 299 11 11

Spletni naslov: https://ec.europa.eu/neighbourhood-enlargement/node_en

Vloge te organizacije:

Kupec

Organizacija, ki daje dodatne informacije o revizijskih postopkih

8.1. ORG-0002

Uradno ime: Court of Justice of the European Union

Registrska številka: CURIA

Poštni naslov: Rue du Fort Niedergrünwald

Mesto: Luxembourg

Poštna številka: L-2925

Podregija države (NUTS): Luxembourg (LU000)

Država: Luksemburg

E-naslov: GC.Registry@curia.europa.eu

Tel.: +352 4303-1

Spletni naslov: <http://curia.europa.eu>

Vloge te organizacije:

Organizacija za revizijo

8.1. ORG-0003

Uradno ime: European Commission

Registrska številka: EUCOM

Poštni naslov: Mondrian (CDMA), Rue du Champ de Mars 21

Mesto: Brussels

Poštna številka: B-1050

Podregija države (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Država: Belgija

E-naslov: ENEST-INFO@ec.europa.eu

Tel.: +32 2 299 11 11

Spletni naslov: <https://commission.europa.eu/>

Vloge te organizacije:

TED eSender

Informacije o obvestilu

Identifikator/različica obvestila: 50d923f7-b273-4835-99e6-ffbac7321edf - 01

Vrsta obrazca: Javni razpis

Vrsta obvestila: Obvestilo o koncesiji ali naročilu – standardna ureditev

Podvrsta obvestila: 16

Datum pošiljanja obvestila: 10/09/2026 09:14:50 (UTC+02:00) Vzhodnoevropski čas,
srednjeevropski poletni čas

Jeziki, v katerih je uradno dostopno to obvestilo: angleščina

Številka objave obvestila: 627722-2026

Številka izdaje UL S: 176/2026

Datum objave: 11/09/2026