616402-2026 - Competition

Germany – Public relations consultancy services – Information Campaigns, Strategy, Communication, Insights and Design
OJ S 173/2026 08/09/2026
Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: European Central Bank
Email: procurement@ecb.europa.eu
Legal type of the buyer: EU institution, body or agency
Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Information Campaigns, Strategy, Communication, Insights and Design
Description: Services as detailed in the tender documents.
Procedure identifier: e4127847-0bf7-47bf-b1e5-c944264c7380
Internal identifier: PRO-2733684973
Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation
The procedure is accelerated: no
Main features of the procedure: The tender procedure shall be open on equal terms to all natural or legal persons resident or located in the European Union and to all natural and legal persons resident or located in a country which has ratified the World Trade Organisation Agreement on Government Procurement or has concluded with the European Union a bilateral agreement on procurement under the conditions laid down in the said agreements. The tender procedure is conducted in accordance with Decision ECB/2016/2 laying down the rules on procurement (as amended), available at https://www.ecb.europa.eu/ecb/legal/1001/procurement/html/index.en.html And in EUR-Lex: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:02016D0002-20200501. The detailed features and terms and conditions of the procedure can be found in the procurement documents.

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79416200 Public relations consultancy services

2.1.2. Place of performance

Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postcode: 60314
Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)
Country: Germany

2.1.3. Value

Estimated value excluding VAT: 120 000 000,00 EUR

Maximum value of the framework agreement: 215 000 000,00 EUR

2.1.4. General information

Additional information: This tender procedure is conducted via the ECB's electronic tendering system (SAP Ariba) which can be accessed via the following internet address: http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html If you have not used the ECB's electronic tendering system before, you need to register via the above link. Under the above link you also find user guides for detailed information on how to use the system and contact details for technical support. Should you require technical help when using the system, please raise a contact support request on the following website: https://eu.service.cloud.ariba.com/Sourcing.aw. Any other queries relating to this procurement procedure and the content of the procurement documentation shall be submitted as laid down in the procurement documentation itself.

Legal basis:

Other

http://data.europa.eu/eli/dec/2016/245/2020-05-01 - Consolidated text: Decision (EU) 2016/245 of the European Central Bank of 9 February 2016 laying down the rules on procurement (ECB/2016/2) (recast)

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Information Campaigns, Strategy, Communication, Insights and Design
Description: Services as detailed in the tender documents.
Internal identifier: PRO-2733684973

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79416200 Public relations consultancy services

Options:

Description of the options: The contract is subject to renewal, as detailed in the tender documents.

5.1.2. Place of performance

Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postcode: 60314
Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)
Country: Germany

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document
Information about the second stage of a two-stage procedure:
Minimum number of candidates to be invited for the second stage of the procedure: 3
Maximum number of candidates to be invited for the second stage of the procedure: 8
The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: https://eu.mu.ariba.com/uav/project/?token=05ef70f9-d96b-4691-a858-1b16b88273b9
Ad hoc communication channel:
Name: ECB e-tendering platform
URL: https://eu.mu.ariba.com/uav/project/?token=05ef70f9-d96b-4691-a858-1b16b88273b9

5.1.12. Terms of procurement

Terms of submission:
Electronic submission: Required
Address for submission: https://eu.mu.ariba.com/uav/project/?token=05ef70f9-d96b-4691-a858-1b16b88273b9
Languages in which tenders or requests to participate may be submitted: English
Electronic catalogue: Not allowed
Deadline for receipt of requests to participate: 15/10/2026 10:00:00 (UTC+00:00) Western European Time, GMT
Terms of contract:
The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:
Framework agreement, partly without reopening and partly with reopening of competition
Maximum number of participants: 5
Additional buyer coverage: The framework agreement(s) will be open to current and future members of the Eurosystem Procurement Coordination Office (EPCO).
Information about the dynamic purchasing system:
No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: The European Ombudsman
Review organisation: European Central Bank - Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Information about review deadlines: Within 10 days of receipt of the notification in accordance with Article 34(1) or the first sentence of Article 34(3) of Decision ECB/2016/2 laying down the rules on public procurement. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

Organisation providing additional information about the procurement procedure: European Central Bank
Organisation providing offline access to the procurement documents: European Central Bank
Organisation providing more information on the review procedures: European Central Bank
Organisation receiving requests to participate: European Central Bank
Organisation processing tenders: European Central Bank

8. Organisations

8.1. ORG-0001

Official name: European Central Bank
Registration number: 0001
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postcode: 60314
Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)
Country: Germany
Contact point: Central Procurement Office
Email: procurement@ecb.europa.eu
Telephone: +49 6913440
Internet address: https://www.ecb.europa.eu
Information exchange endpoint (URL): https://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html
Other contact points:
Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postcode: 60314
Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)
Country: Germany
Contact point: Legal Advice Team
Email: LegalServices@ecb.europa.eu
Telephone: +49 6913440
Fax: +49 6913446886
Internet address: http://www.ecb.europa.eu
Roles of this organisation:
Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation receiving requests to participate
Organisation processing tenders
Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: The European Ombudsman
Registration number: 0002
Postal address: 1 avenue du Président Robert Schuman, CS 30403
Town: Strasbourg

Postcode: 67001
Country subdivision (NUTS): Bas-Rhin (FRF11)
Country: France
Contact point: The European Ombudsman
Email: eo@ombudsman.europa.eu
Telephone: +33 388172313
Internet address: https://www.ombudsman.europa.eu/en/home
Roles of this organisation:
Mediation organisation

10. Change

Version of the previous notice to be changed
:
2a50e59c-feea-4174-bf87-32a717ec7a0a-01
Main reason for change
:
Information updated
Description
:
Section 5.1.15 Maximum number of participants: corrected to 5, in line with tender documents.
Additional buyer coverage: EPCO acronym typo.

Notice information

Notice identifier/version: 6b82fff2-a482-4326-b0bb-ade61ed256c5 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 04/09/2026 14:51:48 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: English
Notice publication number: 616402-2026
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