

267048-2026 - Competition

Norway – Advertising and marketing services – Framework agreement media agency services

OJ S 76/2026 20/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Enova SF

Email: bjorn.hakon.aunoien@enova.no

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Framework agreement media agency services

Description: Enova would like to enter into a framework agreement with a media agency that can cover the company's need for media planning and media procurements, with strategic consultancy thereof. Enova would like to enter into a framework agreement with a cooperation partner who is viable, professionally strong, effective, smart, thinks innovatively and understands the developments that are happening in the media landscape, as well as how it affects us as a customer and buyer. The tenderer must be able to give the contracting authority strategic advice and contribute to efficient and data driven marketing. Enova would like a joint venture partner who:

- is professionally strong and can contribute strategic advice on mediaalg, media use and media investments, for both individual campaigns and a greater overall perspective.
- have top competence in digital and data driven communication and abilities to think smartly and creatively depending on the aim.
- give advice on which channels are most relevant for Enova, and how their own channels play best together with paid communication.
- smartly and efficiently plan and execute media strategies.
- Manage negotiations, purchase and optimisation of media placements and search engine marketing efficiently and to best practice
- Follow up campaigns, analyse, report and propose improvements throughout the campaign
- can assist Enova with competence replenishment, and is concerned with own learning, both professionally and on Enova.

As regards work form requirements, close cooperation is decisive for getting uniform and accurate campaigns. Tenderers must cooperate well with our advertising agency, PR agency and other relevant partners. We expect transparency, clear routines and methodology, good tools and a flexible and proactive attitude.

Procedure identifier: ff694bcf-9161-498c-a224-3d91948ae179

Internal identifier: SID 26/9025

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Open tender contest above the EEA threshold (PPR parts I and III)

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services

2.1.2. Place of performance

Anywhere

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a enforceable verdict has been convicted of corruption by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Corruption as defined in Article 3 of the Convention on Combating Corruption, Involving European Communities or European Union Member States (EUT C 195 of 25.6.1997, s. 1), and in Article 2, point 1, in the Council's framework decision 2003/568/RIA of 22 July 2003 on combating corruption in the private sector (EUT L 192 of 31.7.2003, p. 54). This rejection reason also includes corruption as defined in national law for the contracting authority or supplier.

Fraud: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted of fraud has been convicted of fraud by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Fraud included in Article 1 of the Convention on protection of the Financial Interests of the European Communities (EFT C 316 of 27.11.1995, p. 48).

Money laundering or terrorist financing: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of money laundering or financing terrorism by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Money laundering or financing terrorism As defined in Article 1 of the European Parliament and Council Directive 2005/60/EF of 26 October 2005 on preventive measures against the use of the financial system for money laundering and financing terrorism (EUT L 309 of 25.11.2005, p. 15).

Participation in a criminal organisation: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted verdict of participation in a criminal organisation by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Participation in a criminal organisation as defined in Article 2 of the Council's framework decision 2008/841/RIA of 24 October 2008 on control of organised crime (EUT L 300 of 11.11.2008, p. 42)

Terrorist offences or offences linked to terrorist activities: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body, or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of acts of terrorism or criminal acts connected to terrorist activities by a verdict handed down no more than five years ago, or a rejection period set out directly in

the judgement that still applies? Acts of terrorism or criminal acts relating to terrorist activity as defined in Article 1 and 3 of the Council's framework decision 2002/475/RIA of 13 June 2002 on combating terrorism (EFT L 164, af 22.6.2002, p. 3). This rejection reason also includes incitement to, participation or attempts to commit such actions as included in Article 4 in the mentioned framework decision.

Child labour and including other forms of trafficking in human beings: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of child labour and other forms of human trafficking by a verdict handed down no more than five years ago, or a rejection period determined directly in the judgement that still applies? Child labour and other forms of human trafficking as defined in Article 2 of the European Parliament and council directive 2011/36/EU of 5. 1 April 2011 on the prevention and control of human trafficking and the protection of its victims and for compensation of the Council's framework decision 2002/629/RIA (EUT L 101 of 15.4.2011, p. 1).

Breaching of obligations in the fields of environmental law: Is the tenderer aware of breaches of environmental provisions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Breaching of obligations in the fields of labour law: Is the tenderer aware of breaches of provisions on working conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Breaching of obligations in the fields of social law: Is the tenderer aware of breaches of provisions on social conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Agreements with other economic operators aimed at distorting competition: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Grave professional misconduct: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Have the tenderer:a) given grossly incorrect information when notifying the information required to verify that there is no basis for rejection, or of the qualification requirements being met,b) failed to provide such information,c) subject to immediately submitting the supporting documents requested by the Contracting Authority, ord) improperly affecting the Contracting Authority's decision process to acquire confidential information that could give this an unlawful advantage in connection with competition, or negligently has given misleading information that can have a significant influence on decisions on rejection, selection or award?

Conflict of interest due to its participation in the procurement procedure: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Direct or indirect involvement in the preparation of this procurement procedure: Has the tenderer or an entity associated with the supplier advised the contracting authority or in another way been involved in the planning of the competition?

Early termination, damages, or other comparable sanctions: Has the tenderer committed significant breaches of contract in connection with the fulfilment of a previous public contract, a previous contract with a public contracting authority or a previous concession contract, where the breach has led to the cancellation of the contract, compensation or other similar sanctions?

Breaching obligation relating to payment of social security contributions: Have tenderers failed to fulfil all their social security obligations in the country where they are established and in their member state, if this is a different country than what he is established in?

Breaching obligation relating to payment of taxes: Has the tenderer not fulfilled his tax and duty obligations in the country in which he is established, and in the contracting authority's member state, if this is a different country than what he is established in?

Business activities are suspended: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Bankruptcy: Is the tenderer in a bankruptcy situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Arrangement with creditors: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Insolvency: Is the tenderer in an insolvency situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Assets being administered by liquidator: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

5. Lot

5.1. Lot: LOT-0000

Title: Framework agreement media agency services

Description: Enova would like to enter into a framework agreement with a media agency that can cover the company's need for media planning and media procurements, with strategic consultancy thereof. Enova would like to enter into a framework agreement with a cooperation partner who is viable, professionally strong, effective, smart, thinks innovatively and understands the developments that are happening in the media landscape, as well as how it affects us as a customer and buyer. The tenderer must be able to give the contracting authority strategic advice and contribute to efficient and data driven marketing. Enova would like a joint venture partner who:

- is professionally strong and can contribute strategic advice

on medievalg, media use and media investments, for both individual campaigns and a greater overall perspective. • have top competence in digital and data driven communication and abilities to think smartly and creatively depending on the aim. • give advice on which channels are most relevant for Enova, and how their own channels play best together with paid communication. • smartly and efficiently plan and execute media strategies. • Manage negotiations, purchase and optimisation of media placements and search engine marketing efficiently and to best practice • Follow up campaigns, analyse, report and propose improvements throughout the campaign • can assist Enova with competence replenishment, and is concerned with own learning, both professionally and on Enova. As regards work form requirements, close cooperation is decisive for getting uniform and accurate campaigns. Tenderers must cooperate well with our advertising agency, PR agency and other relevant partners. We expect transparency, clear routines and methodology, good tools and a flexible and proactive attitude.

Internal identifier: SID 26/9025

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: The expected start-up for the framework agreement (start-up date) is 01.07.2026. The duration of the framework agreement will be two (2) years from the start-up date. The contracting authority has the option to extend the framework agreement for a further 1+1 years, a total of four (4) years.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Competence and experience for the offered core team

Description: See the tender documentation

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 50

Criterion:

Type: Quality

Name: Solution description for strategic consultancy and operative implementation

Description: See the tender documentation

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Price

Name: Total price

Description: See the tender documentation

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Norwegian

Address of the procurement documents: https://eu.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=453789&TID=200414586&B=

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://eu.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=453789&TID=200414586&B=

Languages in which tenders or requests to participate may be submitted: Norwegian

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 21/05/2026 11:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 70 Days

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: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Trøndelag tingrett

Information about review deadlines: The waiting period is minimum 10 days after notification of contract award.

Organisation providing more information on the review procedures: Enova SF

Organisation receiving requests to participate: Enova SF

Organisation processing tenders: Enova SF

8. Organisations

8.1. ORG-0001

Official name: Enova SF

Registration number: 983609155

Postal address: Brattørkaia 17A

Town: Trondheim

Postcode: 7010

Country subdivision (NUTS): Trøndelag/Tröndelage (NO060)

Country: Norway

Contact point: Bjørn H. Aunøien

Email: bjorn.hakon.aunoien@enova.no

Telephone: +47 73190430

Internet address: <https://www.enova.no/>

Buyer profile: <https://eu.eu-supply.com/ctm/company/companyinformation/index/255658>

Roles of this organisation:

Buyer

Organisation receiving requests to participate

Organisation processing tenders

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Trøndelag tingrett

Registration number: 926722794

Town: Trondheim

Postcode: 7010

Country subdivision (NUTS): Trøndelag/Tröndelage (NO060)

Country: Norway

Contact point: Trøndelag tingrett

Email: trondelag.tingrett@domstol.no

Telephone: +4773542400

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: ab59352b-4303-4241-8d1e-559eb4da3b57 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 16/04/2026 12:36:39 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 16/04/2026 14:00:40 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 267048-2026

OJ S issue number: 76/2026

Publication date: 20/04/2026