

**Norway-Trondheim: Business and management consultancy services**  
**OJ S 117/2022 20/06/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Enova SF

National registration number: 983609155

Postal address: Brattørkaia 17A

Town: Trondheim

NUTS code: NO Norge

Postal code: 7010

Country: Norway

Contact person: Bjørn H. Aunøien

E-mail: [bjorn.hakon.aunoien@enova.no](mailto:bjorn.hakon.aunoien@enova.no)

**Internet address(es):**

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

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/255658>

**I.4. Type of the contracting authority**

Other type: Government Company - manager of the Climate and Energy Fund

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Framework agreement strategic communication consultant

Reference number: SID 22/1752

**II.1.2. Main CPV code**

79410000 Business and management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The aim of the procurement is to cover Enova's need for consultancy services related to strategic communication.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 2 000 000,00 NOK

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services

### **II.2.3. Place of performance**

NUTS code: NO Norge

### **II.2.4. Description of the procurement**

The aim of the procurement is to cover Enova's need for consultancy services related to strategic communication. Enova would like to enter into a framework agreement with a strategic consultant who shall assist Enova with consultancy in the interface between the market and politics related to energy, climate and value creation themes. It is expected that the assistance also includes advice in the areas of employer branding and operational capacity in message development, text work, ghost writing and administration of selected SoMe accounts.

The estimated scope for the assistance in the area of strategic communications is approx. 200 - 300 hours per year. This includes assistance related to:

- Social and stakeholder dialogues
- Crisis communication and preparedness
- Internal communication, management and alteration communication
- Analysis (qualitative and big data)
- Revision and operationalisation of communication strategy and plans
- Message development and text work
- Positioning of companies and managers, also in social media

One of the characteristics of a framework agreement is that the concrete assignments and scope of assignments are not concretised when the agreement is signed. Call-offs will take place as and when the contracting authority's needs materialise. Both parties are aware of this prerequisite and it involves a risk that the scope of assignments can deviate from the above mentioned estimate.

### **II.2.5. Award criteria**

Quality criterion - Name: Solution description strategic communication consultancy services / Weighting: 35%

Quality criterion - Name: Implementation of the project for employer branding strategy / Weighting: 10%

Quality criterion - Name: Expertise and experience. / Weighting: 35%

Price - Weighting: 20%

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: no

### **II.2.14. Additional information**

## **Section IV: Procedure**

## **IV.1. Description**

### **IV.1.1. Type of procedure**

Open procedure

### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

## **IV.2. Administrative information**

### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 055-145301](#)

### **IV.2.8. Information about termination of dynamic purchasing system**

### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

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**Contract No:** 1

**Title:**

Framework agreement strategic communication consultant

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

13/05/2022

### **V.2.2. Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: Zynk AS

National registration number: 895891622

Town: Oslo

NUTS code: NO Norge

Postal code: 0113

Country: Norway

The contractor is an SME: yes

### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 2 000 000,00 NOK

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Trøndelag tingrett

Town: Trondheim

Postal code: 7013

Country: Norway

**VI.5. Date of dispatch of this notice**

15/06/2022