

380341-2026 - Competition

Denmark – Public relations consultancy services – Strategic Communication 2026

OJ S 105/2026 03/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ørsted Services A/S

Email: info@orsted.com

Legal type of the buyer: Public undertaking

Activity of the contracting entity: Electricity-related activities

2. Procedure

2.1. Procedure

Title: Strategic Communication 2026

Description: Strategic Communication 2026

Procedure identifier: 726c4dfd-6b88-4dc4-b282-72f5d9ec0e34

Internal identifier: Strategic Communication 2026

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79416000 Public relations services, 79416100 Public relations management services

2.1.2. Place of performance

Postal address: Nesa Allé 1

Town: Gentofte

Postcode: 2820

Country subdivision (NUTS): Københavns omegn (DK012)

Country: Denmark

2.1.3. Value

Estimated value excluding VAT: 52 000 000,00 DKK

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document Request

5. Lot

5.1. Lot: LOT-0001

Title: Strategic Communication

Description: Tender for a single supplier framework agreement. Ørsted is seeking an advisor to enter into a partnership regarding Ørsted's demand for Strategic Communication advisory services.

Internal identifier: Strategic Communication 2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79416100 Public relations management services, 79416000 Public relations services

5.1.2. Place of performance

Postal address: Nesa Allé 1

Town: Gentofte

Postcode: 2820

Country subdivision (NUTS): Københavns omegn (DK012)

Country: Denmark

5.1.3. Estimated duration

Duration: 8 Years

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 52 000 000,00 DKK

Maximum value of the framework agreement: 65 000 000,00 DKK

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): 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: 1

Maximum number of candidates to be invited for the second stage of the procedure: 3

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.10. Award criteria

Criterion:

Type: Price

Description: Price

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

Award criterion number: 35

Criterion:

Type: Quality
Description: Price
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 65

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English
Address of the procurement documents: www.orstedprocurement.com

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 04/08/2026

Terms of submission:

Electronic submission: Required

Address for submission: www.orstedprocurement.com

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 01/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Full terms of performance are set out in the Framework Agreement.

Electronic invoicing: Allowed

Legal form that must be taken by a group of tenderers that is awarded a contract: Groups of tenderers making a bid as one entity, must apply as a consortium.

Financial arrangement: Terms of financial arrangement are described in the Framework Agreement.

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: Klagenævnet for Udbud

Information about review deadlines: In accordance with law no. 593, dated 02/06/2016, complaints about the award of a framework agreement must be filed with the Danish Complaints Board for Public Procurement (Klagenævnet for Udbud) within 6 (six) months from the day after the Contracting Entity has notified the affected applicant and tenderers of the award, cf. § 7, subs. 2 in the law mentioned above.

Organisation providing additional information about the procurement procedure: Ørsted Services A/S

Organisation providing offline access to the procurement documents: Ørsted Services A/S

Organisation providing more information on the review procedures: Klagenævnet for Udbud

Organisation receiving requests to participate: Ørsted Services A/S

Organisation processing tenders: Ørsted Services A/S

8. Organisations

8.1. ORG-0001

Official name: Ørsted Services A/S
Registration number: 27446485
Postal address: Kraftværksvej 53, Skærbæk
Town: Fredericia
Postcode: 7000
Country subdivision (NUTS): Sydjylland (DK032)
Country: Denmark
Email: info@orsted.com
Telephone: +45 99 55 11 11
Fax: +45 99 55 00 11
Internet address: www.orsted.com

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

8.1. ORG-0002

Official name: Klagenævnet for Udbud
Registration number: 37795526
Postal address: Toldboden 2
Town: Viborg
Postcode: 8800
Country subdivision (NUTS): Vestjylland (DK041)
Country: Denmark
Email: nh@naevneshus.dk
Telephone: +45 72 40 56 00
Internet address: <https://naevneshus.dk/naevnsoversigt/klagenaevnet-for-udbud/>

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: Publications Office of the European Union
Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

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