

396424-2026 - Competition

Ireland – Direct marketing services – TR4780 – Provision of Field Sales (Feet on the Street – FOTS) Services

OJ S 110/2026 10/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Electricity Supply Board (ESB)

Email: esprocurement@esb.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

Activity of the contracting entity: Electricity-related activities

2. Procedure

2.1. Procedure

Title: TR4780 – Provision of Field Sales (Feet on the Street – FOTS) Services

Description: ESB intends to establish a multi-party framework for Field Sales (Feet on the Street – FOTS) services to support Residential Sales in the Republic of Ireland, including field sales, campaign delivery, telesales and related sales support activities.

Procedure identifier: 9545000e-f971-476f-860b-7586bdc77112

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): 79342100 Direct marketing services

Additional classification (cpv): 79340000 Advertising and marketing services, 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 15 000 000,00 EUR

Maximum value of the framework agreement: 15 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: TR4780 – Provision of Field Sales (Feet on the Street – FOTS) Services

Description: ESB intends to establish a multi-party framework for Field Sales (Feet on the Street – FOTS) services to support Residential Sales in the Republic of Ireland, including field sales, campaign delivery, telesales and related sales support activities.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79340000 Advertising and marketing services, 79342000

Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 4 Years

5.1.4. Renewal

Maximum renewals: 1

5.1.5. Value

Estimated value excluding VAT: 15 000 000,00 EUR

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available:
English

Deadline for requesting additional information: 25/06/2026 11:45:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8311539>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8311539>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 13/07/2026 11:45:00 (UTC+01:00) Central European Time, Western European Summer Time

Information that can be supplemented after the submission deadline:

No documents can be submitted later.

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: Information will be provided to applicants at RFT stage

Financial arrangement: Information will be provided to applicants at RFT stage

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing additional information about the procurement procedure: Electricity Supply Board (ESB)

Organisation providing offline access to the procurement documents: Electricity Supply Board (ESB)

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Electricity Supply Board (ESB)

Organisation processing tenders: Electricity Supply Board (ESB)

8. Organisations

8.1. ORG-0001

Official name: Electricity Supply Board (ESB)

Registration number: 465172

Postal address: 27 Fitzwilliam Street Lower, Dublin

Town: Dublin

Postcode: D02 KT92

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: esprocurement@esb.ie

Telephone: 016765831

Internet address: <https://www.esb.ie>

Buyer profile: <https://www.esb.ie>

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: The High Court of Ireland
Registration number: The High Court of Ireland
Department: The High Court of Ireland
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Postcode: D07 WDX8
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Postcode: 15125
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: e356255a-73f7-489c-98c1-24022ba92474 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 17
Notice dispatch date: 09/06/2026 14:07:13 (UTC+01:00) Central European Time, Western European Summer Time
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