

473127-2026 - Competition

Netherlands – Advertising and marketing services – Merkenstrategie voor Warmtebedrijven
OJ S 130/2026 09/07/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: EBN B.V.

Email: wim.hogendoorn@ebn.nl

Activity of the contracting entity: Production, transport or distribution of gas or heat

2. Procedure

2.1. Procedure

Title: Merkenstrategie voor Warmtebedrijven

Description: EBN zoekt een bureau om de merkenstrategie voor warmtebedrijven vorm te geven, inclusief marktbenadering en merkbeleving.

Procedure identifier: c645e0cf-f5b6-4799-bf8a-d73694ec279e

Internal identifier: eb62c9d3-29a6-4062-a9f3-a28ef706dac1

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): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Zie documentatie

2.1.3. Value

Estimated value excluding VAT: 1 500 000,00 EUR

2.1.4. General information

Additional information: inkoop@ebn.nl

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-0000

Title: Merkenstrategie voor Warmtebedrijven

Description: EBN zoekt een bureau om de merkenstrategie voor warmtebedrijven vorm te geven, inclusief marktbenadering en merkbeleving.

Internal identifier: ec65cbef-dd9e-4c1c-95f1-7e7f243c23d2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Netherlands

Anywhere in the given country

Additional information: Zie documentatie

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2030

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: 24 maanden

5.1.5. Value

Estimated value excluding VAT: 1 500 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Additional information: inkoop@ebn.nl

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

5.1.11. Procurement documents

Address of the procurement documents: <https://s2c.mercell.com/today/215009>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://s2c.mercell.com/today/215009>

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

Electronic catalogue: Not allowed

Description of the financial guarantee: Zie de Aanbestedingstukken

Deadline for receipt of requests to participate: 20/08/2026 13:00:00 (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

Conditions relating to the performance of the contract: Zie de Aanbestedingsstukken

Financial arrangement: Zie de Aanbestedingsstukken

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: Rechtbank Midden-Nederland

Information about review deadlines: een week voor de selectie en 3 weken voor gunning

Organisation providing additional information about the procurement procedure: EBN B.V.

Organisation providing more information on the review procedures: EBN B.V.

8. Organisations

8.1. ORG-0001

Official name: EBN B.V.

Registration number: 14026250

Postal address: Daalsesingel 1

Town: Utrecht

Postcode: 3511SV

Country subdivision (NUTS): Utrecht (NL350)

Country: Netherlands

Contact point: Wim Hogendoorn

Email: wim.hogendoorn@ebn.nl

Telephone: (+31)614278645

Internet address: <https://www.ebn.nl/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Rechtbank Midden-Nederland

Registration number: 82940444

Town: Utrecht

Postcode: 3511EX

Country subdivision (NUTS): Utrecht (NL350)

Country: Netherlands

Email: inkoop@ebn.nl

Telephone: +31640872560

Roles of this organisation:

Review organisation

Notice information

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