

**Norway-Trondheim: Advertising and marketing services**

OJ S 215/2021 05/11/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Enova SF

National registration number: 983 609 155

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.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://eu.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=314985&B=KGVLIGHT](http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=314985&B=KGVLIGHT)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [http://eu.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=314985&B=KGVLIGHT](http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=314985&B=KGVLIGHT)

Tenders or requests to participate must be submitted to the abovementioned address

**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

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Framework agreement for media placement

Reference number: SID 21/10330

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3.**

## **Type of contract**

Services

### **II.1.4. Short description**

The purpose of the procurement is that Enova will enter into a framework agreement with one media agency to cover Enova' need within strategic and tactical media planning and media purchase.

### **II.1.5. Estimated total value**

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

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

79340000 Advertising and marketing services

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

NUTS code: NO Norge

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

The surrounding world and the media world are undergoing great change and development. Trends such as digitisation, automation and personalisation provide changing conditions and new opportunities for efficient and accurate communication. Enova is increasing digitisation of its communication, and marketing and marketing work are becoming more data-driven. The manner in which we work is influenced to a large degree as inbound and outbound marketing and digital data-driven systems. Enova wants to be well equipped now and in the future, and seeks a flexible and solution-oriented interaction partner with the will and ability to solve future communication challenges. The service provider will contribute to increase knowledge and optimisation concerning digital and data-driven communication. There is a need for both strategic competence for development of the best marketing and media-strategic solutions, as well as for smart, practical and system-oriented planning and implementation of the media strategy with correct use of innovation and insight. Holistic thinking, proactivity and optimisation of selected strategies over time will be crucial. Furthermore, smart and efficient purchases are of value, as well as analysis and reporting to adjust and optimise campaigns, and to have an overview of the totality of media purchases throughout the entire year. The scope of media purchases is estimated to be approximately NOK 6 million - NOK 8 million including VAT per year. This is only an estimate and it is not to be seen as the expected media procurements each year in the contract period.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The duration of the framework agreement will be two (2) years from the date the contract is signed. The contracting authority will have the option to extend the framework agreement for a further one year + one year, altogether a maximum of four (4) years.

#### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3 Maximum number: 5 Objective criteria for choosing the limited number of candidates:

From among the tenderers who meet the qualification requirements, the contracting authority will select a limited number of tenderers who will be invited to submit a tender. If more than five (5) tenderers who fulfil the minimum qualification requirements register, the contracting authority will rank the tenderers according to the response to tender documentation point 9.7 'Krav til tekniske og faglige kvalifikasjoner' ('Requirement for technical and professional qualifications'). Answers to the tenderer's technical and professional qualification must be sent in together with the request in addition to the European self-declaration form (ESPD).

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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 III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

The qualification requirements are described in the tender documentation.

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

The qualification requirements are described in the tender documentation.

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

The qualification requirements are described in the tender documentation.

### **Section IV: Procedure**

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#### **IV.1. Description**

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

Competitive procedure with negotiation

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

**IV.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

**IV.1.5. Information about negotiation**

**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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 07/12/2021 Local time: 13:00

**IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 17/12/2021

**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Norwegian

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 30/04/2022

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**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**

01/11/2021