

Ireland: Direct marketing services

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

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Electricity Supply Board (ESB)

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

Additional classification (cpv): 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 Euro

Maximum value of the framework agreement: 15 000 000 Euro

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

Additional classification (cpv): 79342000 Marketing services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 4 Year

5.1.4 Renewal

Maximum renewals: 1

5.1.5 Value

Estimated value excluding VAT: 15 000 000 Euro

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 +01:00

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 +01:00

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 dispatch date: 09/06/2026 14:07 +01:00

Languages in which this notice is officially available: English