

SUMMARY OF TECHNICAL SPECIFICATIONS OR THE TECHNICAL PART OF THE PUBLIC PROCUREMENT DOCUMENTATION RELATING TO THE AWARD OF THE CONTRACT

»Communication campaign of Slovenia's green transition«

lot 1: »Communication campaign in support of green transition projects in the Sa-Ša region«

lot 2: »Communication campaign in support of HSE group's green transition projects«

The public procurement is divided into two (2) lots, namely:

LOT 1	Communication campaign in support of green transition projects in the Sa-Ša region
LOT 2	Communication campaign in support of HSE group's green transition projects

Contracting Authority for lot 1 is Holding Slovenske elektrarne d.o.o.

Contracting Authorities for lot 2 are:

- Holding Slovenske elektrarne d.o.o.
- Dravske elektrarne Maribor d.o.o.
- Soške elektrarne Nova Gorica d.o.o.

For lot 2, the term "Contracting Authority" shall be used hereafter to refer to all three (3) companies - Contracting Authorities, including HSE as coordinator for lot 2, and the term "individual Contracting Authority" shall be used to refer to each company - individual Contracting Authority, unless otherwise expressly defined in the text.

Brief description of the subject of the public procurement:

lot 1: Communication campaign in support of green transition projects in the Sa-Ša region (Contracting Authority HSE)

Lot 1 is expected to cover the following services:

- a) Preparation and realisation of a communication campaign in support of the green transition projects in the Sa-Ša region, in relation with the HSE group as their carrier:
 - developing and implementing a comprehensive communication strategy and an operational communication plan,
 - Conception and design and production of communication materials,
 - preparation of a media buying strategy and management and media buying for the purposes of the communication campaign, especially in the media of the Sa-Ša region,
 - strategic communication consultancy in the field of reputation management and public relations, stakeholder management in support of the realization of projects in the Sa-Ša region and building the trust of key publics.
- b) Other services or activities as ordered each time by the Contracting Authority, which do not alter the general nature of the public procurement contract: the tenderer undertakes to carry out other services or activities which subsequently prove to be needed in connection with the performance of the subject-matter of the contract, as agreed with the Contracting Authority.

lot 2: Communication campaign in support of the HSE group's green transition projects (Contracting Authorities HSE, DEM, SENG)

Lot 2 is expected to cover the following services (Sa-Ša region is not part of lot 2):

- a) developing and implementing a comprehensive communication strategy and an operational communication plan to achieve corporate goals,
- b) preparation and implementation of local communication strategies and operational communication plans in support of the HSE group's green transition projects, in order to achieve the project goals (linked to intended HSE group projects in the local environments: the Kozjak pumped storage plant, the reconstruction and upgrading of the Formin hydroelectric power plant, the hydroelectric power plant on the middle Sava, the construction of wind turbine farms in Styria, solar power plants on the canals of the existing hydroelectric power plants on the Drava and at the storage lake of the Avče pumped

storage plant, at landfills and dumpsites in Styria and Primorska and in Prapretno, hydrogen technologies with focus on the NAHV project etc. and possibly and other projects which subsequently prove to be needed during the implementation phase of the public procurement; consequently the Contracting Authority may modify the above projects during the implementation phase of the public procurement in accordance with its needs – they may be added or they are not implemented or partially implemented, etc.),

- c) conceptual, creative, and design development, as well as production of communication materials to achieve corporate and project goals; this also includes the preparation of written presentations of individual projects of the HSE group from point b), suitable for publication on the website www.hse.si within the special tab "Accelerated to green" planned by the Contracting Authority HSE, and for publication on the websites of Contracting Authorities DEM and SENG,
- d) preparation of a media buying strategy and management and media buying to achieve corporate goals (mainly national media),
- e) preparation of a media buying strategy and management and media buying to achieve project goals (especially local media in relation to planned projects),
- f) strategic communication consultancy in the field of reputation management and public relations, stakeholder management in support of the realisation of corporate and project goals and building the trust of key publics,
- g) other services or activities as ordered each time by the Contracting Authority, which do not alter the general nature of the public procurement contract: the tenderer undertakes to carry out other services or activities which subsequently prove to be needed in connection with the performance of the subject-matter of the contract, as agreed with the Contracting Authority.

For lot 1 and 2, each Contracting Authority will conclude a contract with the selected tenderer for a period of 24 months with the possibility of extension.

A more detailed specification of the public procurement can be found in the technical specifications - technical part of the public procurement documentation.

In case of potential differences between Slovenian text in the public procurement documentation relating to the award of the contract and this summary in English translation, the Slovenian version takes precedence.