

263418-2026 - Konkurrencevilkår

Norge – Servicevirksomhed i forbindelse med reklame og marketing – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: Entur AS

E-mail: Martin.Skaarer@entur.org

Den ordregivende enheds aktiviteter: Jernbanetjenester

2. Procedure

2.1. Procedure

Titel: Framework agreement for media consultancy services and media procurements for Entur.

Beskrivelse: Entur AS would like to enter into a framework agreement with 1 tenderer for a period of potentially 3+1+1+1 years, with the value of all the obligations amounting to NOK 90 million, given a 6 year contract length. The Agency shall, as needed and after further agreement, provide assistance with the execution of the current strategy and market plan and in accordance with Entur's marketing processes. This involves media consultancy/strategy, media procurements, media communication, insight and reporting.

Identifikator for proceduren: 255302bb-84ab-4363-8098-d4e784fc5d5e

Intern ID: 20260006

Udbudsprocedure: Udbud med forhandling/indkaldelse af tilbud med forudgående offentliggørelse

Proceduren er en hasteprocedure: nej

Hovedpunkterne i proceduren: See the tender documentation.

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79340000 Servicevirksomhed i forbindelse med reklame og marketing

Supplerende klassifikation (cpv): 79341000 Reklamevirksomhed, 79342000 Marketing

2.1.2. Udførelsessted

Postadresse: Rådhusgata 5

By: Oslo

Postnummer: 0151

Landsdel (NUTS): Oslo (NO081)

Land: Norge

2.1.3. Værdi

Anslået værdi eksklusiv moms: 90 000 000,00 NOK

Rammeaftalens maksimumværdi: 90 000 000,00 NOK

2.1.4. Generelle oplysninger

Retsgrundlag:

Direktiv 2014/25/EU

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Fælles europæisk udbudsdokument (ESPD), Bekendtgørelse, Udbudsdokument

Korruption: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a enforceable verdict has been convicted of corruption by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Corruption as defined in Article 3 of the Convention on Combating Corruption, Involving European Communities or European Union Member States (EUT C 195 of 25.6.1997, s. 1), and in Article 2, point 1, in the Council's framework decision 2003/568/RIA of 22 July 2003 on combating corruption in the private sector (EUT L 192 of 31.7.2003, p. 54). This rejection reason also includes corruption as defined in national law for the contracting authority or supplier.

Svig: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted of fraud has been convicted of fraud by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies?

Hvidvaskning af penge eller finansiering af terrorisme: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of money laundering or financing terrorism by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies?

Deltagelse i en kriminel organisation: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted verdict of participation in a criminal organisation by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Participation in a criminal organisation as defined in Article 2 of the Council's framework decision 2008/841/RIA of 24 October 2008 on control of organised crime (EUT L 300 of 11.11.2008, p. 42)

Terrorhåndlinger eller strafbare handlinger med forbindelse til terroraktivitet: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body, or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of acts of terrorism or criminal acts related to terrorist activity by a verdict handed down no more than five years ago, or a rejection period set directly in the judgement that still applies? Acts of terrorism or criminal acts relating to terrorist activity as defined in Article 1 and 3 of the Council's framework decision 2002/475/RIA of 13 June 2002 on combating terrorism (EFT L 164, af 22.6.2002, p. 3). This rejection reason also includes incitement to, participation or attempts to commit such actions as included in Article 4 in the mentioned framework decision.

Børnearbejde og andre former for menneskehandel: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of child labour and other forms of human trafficking by a verdict handed down no more than five years ago, or a rejection period determined directly in the

judgement that still applies? Child labour and other forms of human trafficking as defined in Article 2 of the European Parliament and council directive 2011/36/EU of 5. 1 April 2011 on the prevention and control of human trafficking and the protection of its victims and for compensation of the Council's framework decision 2002/629/RIA (EUT L 101 of 15.4.2011, p. 1).

Tilsidesættelse af forpligtelser på miljølovgivningsområdet: Is the tenderer aware of breaches of environmental provisions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Tilsidesættelse af forpligtelser på det arbejdsretlige område: Is the tenderer aware of breaches of provisions on working conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Tilsidesættelse af forpligtelser på sociallovgivningsområdet: Is the tenderer aware of breaches of provisions on social conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Aftaler med andre økonomiske aktører med henblik på konkurrencefordrejning: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Alvorlige forsømmelser i forbindelse med udøvelsen af erhvervet: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Afgivelse af urigtige oplysninger, tilbageholdelse af oplysninger, ude af stand til at fremlægge de dokumenter, der anmodes om, eller indhentede fortrolige oplysninger i forbindelse med denne procedure: Has the tenderer: a) given grossly incorrect information with the notification of the information required to verify that there is no basis for rejection, or of the qualification requirements being fulfilled, b) failed to provide such information, c) made reservations immediately to present the supporting documents requested by the contracting authority, or d) improperly affected the contracting authority's decision process to acquire confidential information that could give this an unlawful advantage in connection with competition, or negligently has given misleading information that can have a significant influence on decisions on rejection, selection or award?

Interessekonflikt som følge af deltagelse i udbudsproceduren: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Direkte eller indirekte involvering i forberedelsen af denne udbudsprocedure: Has the tenderer or an entity associated with the supplier advised the contracting authority or in another way been involved in the planning of the competition?

Ophævelse eller en lignende sanktion: Has the tenderer committed significant breaches of contract in connection with the fulfilment of a previous public contract, a previous contract with a public contracting authority or a previous concession contract, where the breach has led to the cancellation of the contract, compensation or other similar sanctions?

Tilsidesættelse af forpligtelser i henhold til rent nationale udelukkelsesgrunde: In accordance with ESPD part III: Rejection Reasons, Section D: "Other rejection reasons stipulated in the national legislation of the Contracting Authority's Member State": The Norwegian procurement rules go further than what follows the rejection reasons stated in the EU Directive on Public Procurements and in the standard form for ESPD. Emphasis is put on the fact that all the rejection reasons in the supply regulations § 20-2, including the purely national rejection reasons, apply in this competition. The following rejection reasons in the supply regulations § 20-2 are purely national rejection reasons: • § 20-2 (2). This provision states that the contracting authority shall reject a tenderer when he is aware that the tenderer has been legally convicted or has accepted a wrought for the stated punishable conditions. The requirement that the contracting authority shall reject tenderers who have accepted a wreat

for the stated punishable conditions is a distinctively Norwegian requirement. • § 20-2 (3) letter in. The rejection reason in the EU directive on public procurements only concerns serious errors in professional practice, while the Norwegian rejection reason also includes other serious errors that can lead to doubts about the tenderer's professional integrity.

Tilsidesættelse af forpligtelser vedrørende betaling af bidrag til sociale sikringsordninger: Have tenderers failed to fulfil all their social security obligations in the country where they are established and in their member state, if this is a different country than what he is established in?

Tilsidesættelse af forpligtelser vedrørende betaling af skatter og afgifter: Has the tenderer not fulfilled all of his tax and duty obligations in both the country where he is established and in the contracting authority's member state, if this is a different country than what he is established in?

Erhvervsvirksomheden er indstillet: Has the tenderer's business conduct been stopped?

Konkurs: Is the tenderer in a bankruptcy situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Tvangsakkord uden for konkurs: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Insolvens: Is the tenderer in an insolvency situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Aktiver, der administreres af en kurator: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

En situation, der svarer til konkurs i henhold til national ret: Is the tenderer in a similar situation in accordance with an equivalent procedure set in the national law? See the national law, the relevant notice or procurement documents.

5. Delkontrakt

5.1. Delkontrakt: LOT-0000

Titel: Framework agreement for media consultancy services and media procurements for Entur.

Beskrivelse: Entur AS would like to enter into a framework agreement with 1 tenderer for a period of potentially 3+1+1+1 years, with the value of all the obligations amounting to NOK 90 million, given a 6 year contract length. The Agency shall, as needed and after further agreement, provide assistance with the execution of the current strategy and market plan and in accordance with Entur's marketing processes. This involves media consultancy/strategy, media procurements, media communication, insight and reporting.

Intern ID: 20260006

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79340000 Servicevirksomhed i forbindelse med reklame og marketing

Supplerende klassifikation (cpv): 79341000 Reklamevirksomhed, 79342000 Marketing

5.1.2. Udførelsessted

Postadresse: Rådhusgata 5

By: Oslo

Postnummer: 0151

Landsdel (NUTS): Oslo (NO081)

Land: Norge

5.1.3. Anslået varighed

Startdato: 06/07/2026

Varigheds slutdato: 05/07/2029

5.1.4. Fornyelse

Højeste antal fornyelser: 3

Yderligere oplysninger om fornyelser: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Værdi

Anslået værdi eksklusiv moms: 90 000 000,00 NOK

Rammeaftalens maksimumværdi: 90 000 000,00 NOK

5.1.6. Generelle oplysninger

Reserveret deltagelse:

Deltagelse uden forbehold.

Indkøbsprojekt, der ikke finansieres med EU-midler

Udbuddet er omfattet af aftalen om offentlige udbud (GPA): nej

Dette udbud er også egnet for små og mellemstore virksomheder (SMV'er): ja

5.1.9. Udvælgelseskriterier

Kilder til udvælgelseskriterier: Fælles europæisk udbudsdokument (ESPD), Bekendtgørelse, Udbudsdokument

Kriterium: Andre økonomiske eller finansielle krav

Beskrivelse af udvælgelseskriterium: Requirement: The tenderer, and any supporting companies, shall have their tax and duty payments in order in the country where they are established. • Tax and VAT certificate. The certificate can be obtained from the Altinn.no. The certificate shall not be older than six months, from expiry of the tender deadline. • Norwegian tenderers who are not VAT obliged must provide confirmation of this from the Norwegian tax authorities. • Foreign tenderers must provide certificates from authorities equivalent to the Norwegian authorities.

Kriterium: Andre økonomiske eller finansielle krav

Beskrivelse af udvælgelseskriterium: Requirement 1. The tenderer, and any supporting companies, shall together have sufficient economic and financial capacity to provide the services throughout the entire contract period. Documentation requirement: • Extended credit appraisal/report, not older than three months, from a publicly certified credit rating company, with score A (credit worthy) or an equivalent or better rating. The report shall be based on the

last known accounting figures. The date must be clearly stated. Recently established companies with an credit rating, some foreign companies or companies without reporting obligation to the Brønnøysund Register Centre will not always be able to document that the requirement is fulfilled. In such cases, the tenderer can prove his economic and financial position with any other document that the Contracting Authority deems suitable. • The last available Annual Financial Statement with notes and auditor's report. Requirement 2: The tenderer, and any supporting companies, shall have a combined minimum turnover from the last general available financial year of NOK 19,000,000 excluding VAT. Documentation requirement: To document minimum turnover, the tenderer delivers this through the last available annual accounts showing the turnover in question, possibly through an extended credit rating/report. If a tenderer uses different currencies than Norwegian kroner, the currency differences will be based on Norges Bank's mid-course on the day of the tender deadline. If a tenderer has a justifiable reason for not submitting the documentation required by the contracting authority, he can document his economic and financial capacity by presenting any other document that the Contracting Authority deems appropriate.

Kriterium: Andre økonomiske eller finansielle krav

Beskrivelse af udvælgelseskriterium: Requirement: The tenderer, and any supporting companies, shall together have good experience with relevant deliveries. Documentation requirement: The tenderer will present up to 6 assignments/contracts that have been carried out (possibly by supporting companies) in the tender. the last 3 years (from the tender deadline). As a minimum the references contain information on: Value (value for the media agency) and length, and date for each work assignment, excluding VAT. Name of the contracting authority and e-mail to the gender neutral preferred. Statement of the type of work and what was carried out (relevance) in the assignment. Entur reserves the right to contact the reference customers. The submitted assignments may have been started before the last 3 years and they must also be valid/ongoing. There is a limit of up to 1600 words combined with the documentation for the response. A description beyond the allowed number of words will not be weighted. (The documentation is requested to be submitted in word or pdf without limitation). This requirement is also used as a limitation requirement for the tenderers connected to the qualification applications. Please see the tender documentation for more information. Between three and seven tenderers will be separated for submitting tenders to the competition.

Kriteriet vil blive anvendt til at udvælge de ansøgere, som skal opfordres til at deltage i anden fase af proceduren

Kriterium: Teknikere eller tekniske organer til kvalitetskontrol

Beskrivelse af udvælgelseskriterium: This requirement is used as a qualification requirement for the tenderers connected to the qualification applications. Please see the tender documentation for more information. Between three and seven tenderers will be separated in order to submit tenders in the competition, in accordance with who scores best on this qualification requirement/the separation requirement. Requirement: The tenderer, and any supporting companies, shall together have good experience with relevant deliveries. Documentation requirement: The tenderer will present up to 6 assignments/contracts that have been carried out (possibly by supporting companies) in the tender. the last 3 years (from the tender deadline). As a minimum the references contain information on: Value (value for the media agency) and length, and date for each work assignment, excluding VAT. Name of the contracting authority and e-mail to the gender neutral preferred. Statement of the type of work and what was carried out (relevance) in the assignment. Entur reserves the right to contact the reference customers. The submitted assignments may have been started before the last 3

years and they must also be valid/ongoing. There is a limit of up to 1600 words combined with the documentation for the response. A description beyond the allowed number of words will not be weighted. (The documentation is requested to be submitted in word or pdf without limitation).

Oplysninger om den anden fase i en procedure, der afvikles i to faser:

Mindsteantallet af ansøgere, som skal opfordres til at deltage i anden fase af proceduren: 3

Det højeste antal ansøgere, som skal opfordres til at deltage i anden fase af proceduren: 7

Proceduren afvikles i successive faser. I hver fase kan nogle ansøgere blive udelukket

5.1.10. Tildelingskriterier

Kriterium:

Type: Pris

Navn: Price

Beskrivelse: Price weighted with 40%.

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 40

Kriterium:

Type: Kvalitet

Navn: Quality

Beskrivelse: The quality is weighted by 60%.

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 60

5.1.11. Tilbudsdokumenter

Sprog, som udbudsdokumenterne er officielt tilgængelige på: norsk

Frist for anmodning om yderligere oplysninger: 10/05/2026 22:00:00 (UTC+00:00)

vesteuropæisk tid, GMT

Adresse på udbudsdokumenterne: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363>

5.1.12. Tilbudsvilkår

Vilkår for proceduren:

Den påtænkte dato for afsendelse af opfordringerne til at afgive tilbud: 22/05/2026

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363&GoTo=Tender>

Sprog, som tilbud og ansøgninger om deltagelse kan indgives på: norsk

Elektronisk katalog: Tilladt

Alternative tilbud: Ikke tilladt

Tilbudsgivere kan indgive mere end ét tilbud: Ikke tilladt

Frist for modtagelse af anmodninger om deltagelse: 19/05/2026 10:00:58 (UTC+00:00)

vesteuropæisk tid, GMT

Oplysninger, der kan suppleres efter indgivelsesfristen er udløbet:

Manglende dokumenter vedrørende tilbudsgiver kan ikke indgives senere.

Betingelser for kontraktens udførelse:

Udførelsen af kontrakten skal ske inden for rammerne af programmer for beskyttet beskæftigelse: Nej

Vilkår relateret til kontraktens udførelse: See the tender documentation.

Der kræves en fortrolighedsaftale: ja

Elektronisk fakturering: Påkrævet

Der vil blive anvendt elektronisk bestilling: nej

Der vil blive anvendt elektronisk betaling: ja

Oplysninger om finansiering og betaling: No special. See the tender documentation.

5.1.15. Teknikker

Rammeaftale:

Rammeaftale uden fornyet iværksættelse af konkurrence

Det maksimale antal deltagere: 1

Yderligere omfattede købere: A contract will be signed with one tenderer.

Oplysninger om det dynamiske indkøbssystem:

Intet dynamisk indkøbssystem

5.1.16. Yderligere oplysninger, mægling og gennemgang

Organisation med ansvar for mægling: Oslo tingrett

Organisation med ansvar for klager: Oslo tingrett

Oplysninger om klagefrister: The petition for a provisional injunction based on rejection in accordance with the utilities regulations §§ 20-1 and 20-2 or selection in accordance with § 12-7 must be submitted within 16 days after the rejection or selection has been issued.

Organisation, der leverer oplysninger om den generelle lovgivningsramme angående skatter på det sted, hvor kontrakten skal udføres: Oslo tingrett

Organisation, der leverer oplysninger om den generelle lovgivningsramme angående miljøbeskyttelse på det sted, hvor kontrakten skal udføres: Oslo tingrett

Organisation, der leverer oplysninger om den generelle lovgivningsramme angående sikkerhed på arbejdspladsen og arbejdsvilkår på det sted, hvor kontrakten skal udføres: Oslo tingrett

Organisation, der leverer supplerende oplysninger om udbudsproceduren: Entur AS

Organisation, der sikrer adgang til udbudsdokumenterne offline: Entur AS

Organisation, der leverer yderligere oplysninger om klageprocedurerne: Entur AS

Organisation, der modtager ansøgninger om deltagelse: Entur AS

Organisation, der behandler tilbud: Entur AS

8. Organisationer

8.1. ORG-0001

Officielt navn: Entur AS

Registreringsnummer: 917422575

Afdeling: Økonomi - Innkjøp

Postadresse: Rådhusgata 5

By: Oslo

Postnummer: 0151

Landsdel (NUTS): Oslo (NO081)

Land: Norge

Enhed: Martin Skaarer

E-mail: Martin.Skaarer@entur.org

Telefon: +47 92260400

Denne organisations roller:

Køber

Organisation, der leverer supplerende oplysninger om udbudsproceduren

Organisation, der sikrer adgang til udbudsdokumenterne offline

Organisation, der modtager ansøgninger om deltagelse

Organisation, der behandler tilbud

Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. ORG-0002

Officielt navn: Oslo tingrett

Registreringsnummer: 926 725 939

Postadresse: Postboks 2106 Vika

By: Oslo

Postnummer: 0125

Landsdel (NUTS): Oslo (NO081)

Land: Norge

E-mail: oslo.tingrett@domstol.no

Telefon: 22 03 52 00

Internetadresse: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

Denne organisations roller:

Organisation med ansvar for klager

Organisation med ansvar for mægling

Organisation, der leverer oplysninger om den generelle lovgivningsramme angående skatter på det sted, hvor kontrakten skal udføres

Organisation, der leverer oplysninger om den generelle lovgivningsramme angående miljøbeskyttelse på det sted, hvor kontrakten skal udføres

Organisation, der leverer oplysninger om den generelle lovgivningsramme angående sikkerhed på arbejdspladsen og arbejdsvilkår på det sted, hvor kontrakten skal udføres

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Formulartype: Konkurrencevilkår

Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen

Bekendtgørelsesundertype: 17

Afsendelsesdato for bekendtgørelsen: 16/04/2026 11:48:10 (UTC+00:00) vesteuropæisk tid, GMT

Dato for afsendelse af bekendtgørelsen (eSender): 16/04/2026 12:00:55 (UTC+00:00) vesteuropæisk tid, GMT

Bekendtgørelsens officielle sprog: engelsk

Bekendtgørelsesnummer: 263418-2026

EUT-S-nummer: 75/2026

Offentliggørelsesdato: 17/04/2026