

360269-2026 - Konkurrencevilkår

Norge – Rådgivning inden for markedsføring – K26-11 Framework agreement full service agency services

OJ S 100/2026 27/05/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: Kolumbus AS

E-mail: mia.valoe@kolumbus.no

Den ordregivende enheds aktiviteter: Bytransport med jernbane, sporvogn, trolleybus eller bus

2. Procedure

2.1. Procedure

Titel: K26-11 Framework agreement full service agency services

Beskrivelse: The aim of the procurement is to enter into a framework agreement with one tenderer (full service agency) who can deliver comprehensive communication and media agency services in support of Kolumbus's business goals. The delivery shall contribute to measurable effect, high implementation ability and quick response as needed. The contracting authority particularly needs assistance in the following main areas: • Campaigns and communication connected to the opening and operation of Bussveien - large and small (launches, changes, hubs and customer management) • Communication about Sykkeltamveien and the new mobility picture in the region (combination journeys, bicycles + collective, new habits) • Reputation building and positive brand development for Kolumbus • Strategy and measures for changing travel habits - get more people to choose collectively and bicycles • Ongoing content production, publication and administration in social media. • Quick response and capacity when needed (events, deviations and political/public attention) The framework agreement includes strategic consultancy, planning, production and execution, as well as media procurements, optimisation and reporting. The contracting authority will use close and integrated cooperation, where the full service agency works together with Kolumbus's team and actively contributes to planning and execution. See the tender documentation part 2 for further information on the contract's extent and content.

Identifikator for proceduren: 49ec87ca-f6f1-40b2-812e-fb7ef9f3a29f

Intern ID: K26-11

Udbudsprocedure: Offentligt udbud

Proceduren er en hasteprocedure: nej

Hovedpunkterne i proceduren: This procurement will be carried out in accordance with the Act from 17 June 2016 no. 73 on public procurements (LOA) and the regulations 12 August 2016 no. 975 on procurement rules in the supply sector (The Supply Regulations (FYF)). The procurement will be carried out as an open tender contest in accordance with FYF parts I and II. This procedure gives all interested tenderers the possibility to submit tender offers.

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79413000 Rådgivning inden for markedsføring

Supplerende klassifikation (cpv): 79000000 Forretningstjenesteydelser: forskrifter, markedsføring, rådgivning, rekruttering, trykning og sikkerhed, 79300000 Markedsundersøgelser og økonomiske konsekvensanalyser, rundspørger og statistikker, 79340000 Servicevirksomhed i forbindelse med reklame og marketing, 79341000 Reklamevirksomhed, 79341100 Konsulentvirksomhed i forbindelse med reklame, 79341200 Forvaltning af reklamevirksomhed, 79341400 Tjenester i forbindelse med reklamekampagner, 79341500 Tjenester i forbindelse med luftreklamer, 79342000 Marketing, 79342100 Direkte marketing, 79342200 Servicevirksomhed i forbindelse med salgsfremme, 79342300 Kundetjenester, 79400000 Virksomhedsrådgivning og administrativ rådgivning samt beslægtede tjenesteydelser, 79415200 Konsulentvirksomhed i forbindelse med design, 79800000 Trykning og hermed beslægtede tjenesteydelser

2.1.2. Udførelsessted

Land: Norge

Hvor som helst i det pågældende land

2.1.3. Værdi

Anslået værdi eksklusiv moms: 50 000 000,00 NOK

Rammeaftalens maksimumværdi: 50 000 000,00 NOK

2.1.4. Generelle oplysninger

Retsgrundlag:

Direktiv 2014/25/EU

2.1.6. Udelukkelsesgrunde

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

5. Delkontrakt

5.1. Delkontrakt: LOT-0000

Titel: K26-11 Framework agreement full service agency services

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Intern ID: K26-11

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser
Primær klassifikation (cpv): 79413000 Rådgivning inden for markedsføring
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Valgmuligheder:

Beskrivelse af optioner: A framework agreement shall be signed with one tenderer for the assignment. The framework agreement period is 2 years. The contracting authority shall have the option to extend the framework agreement for a further 1+1+1+1+1+1 year, so that the maximum length of the framework agreement including the option years is 8 years. For information on triggering options and termination, see SSA-R Annex 4 Contract point 1.3 Length and termination - option for an extension.

5.1.2. Udførelsessted

Land: Norge
Hvor som helst i det pågældende land

5.1.3. Anslået varighed

Varighed: 8 År

5.1.4. Fornyelse

Højeste antal fornyelser: 6
Yderligere oplysninger om fornyelser: Renewal length is 12 months

5.1.5. Værdi

Anslået værdi eksklusiv moms: 50 000 000,00 NOK
Rammeaftalens maksimumværdi: 50 000 000,00 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): ja
Dette udbud er også egnet for små og mellemstore virksomheder (SMV'er): ja

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Bekendtgørelse, Udbudsdokument
Kriterium: Andre økonomiske eller finansielle krav
Beskrivelse af udvalgelseskriterium: 6.4.1 Requirement for tax certificate Tenderers shall have their tax, payroll tax and VAT payments in order. Documentation requirement: Tax certificates not older than six months calculated from the tender deadline. Tax certificate means: Norwegian tenderers: > Tax and VAT certificate issued by the tax office via Altinn. Foreign tenderers: > Foreign tenderers must submit equivalent certificates from their own country that show that they have their tax and duty payments in order. If the authorities in the

relevant country do not issue such certificates, the tenderer shall submit a statement which states that all taxes and duties have been paid. The declaration shall be approved and signed by the tenderer's Financial Director/ person responsible for Finance.

Kriterium: Tilmelding i et handelsregister

Beskrivelse af udvælgelseskriterium: 6.4.2 Requirement for the tenderer's registration, authorisation etc. The tenderer shall be a legally established company. Documentation requirement: Norwegian tenderers: › Company Registration Certificate Foreign tenderers: › Confirmation and documentation that the tenderer is registered in a trade register or company register in accordance with the law in the country where the tenderer is established.

Kriterium: Andre økonomiske eller finansielle krav

Beskrivelse af udvælgelseskriterium: 6.4.3 Economic and financial position requirements The tenderer shall have sufficient financial strength to be able to fulfil the contract. The financial strength will be assessed on the tenderer's turnover, liquidity, solidity and debt ratio. Documentation requirement: The tenderer's Annual Financial Statements including notes with the Board's and auditor's reports from 2022, 2023 and 2024. In addition the tenderer is requested to present a credit rating, not older than three months from the tender deadline, from a certified credit rating company. If the tenderer does not have the possibility to deliver the above mentioned documentation, or does not fulfil qualification requirement through the above mentioned documentation, other documentation can be the contracting authority will find suitable for substantiate economic and financial capacity, such as a parent company guarantee or other guarantee/security. The tenderer will be responsible for providing sufficient documentation. The Contracting Authority reserves the right to carry out a credit assessment itself.

Kriterium: Referencer på specificerede leverancer

Beskrivelse af udvælgelseskriterium: 6.4.4 Technical and professional qualification requirements (references) Tenderers shall have experience from relevant and comparable deliveries. Documentation requirement: Description of up to 3 of the tenderer's most relevant and comparable deliveries from the last three years. Tenderers shall document fulfilment by filling in the attached template for reference descriptions; See Annex 3: Reference Descriptions.

Kriterium: Foranstaltninger til sikring af kvalitet

Beskrivelse af udvælgelseskriterium: 6.4.5 Quality assurance/management system requirements Tenderers shall have a documented and implemented quality assurance /management system. The quality assurance/management system shall cover all organisation units and processes included in the contracting authority's deliveries. Documentation requirement: A copy of an ISO 9001 certificate or equivalent recognised standard for quality management, issued by an accredited certification body. If the tenderer's quality assurance /management system is not certified, the tenderer shall provide: › A description of the quality assurance/management system as well as how the system is implemented and managed in the entity. The description must be so detailed that the contracting authority can undertake an independent assessment of the tenderer's quality assurance/management system.

5.1.10. Tildelingskriterier

Kriterium:

Type: Pris

Navn: Price

Beskrivelse: The price will be evaluated based on the evaluation sum stated in the completed price form. Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 5 Annex 1 - Price Form.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 40

Kriterium:

Type: Kvalitet

Navn: Assignment comprehension

Beskrivelse: The contracting authority will undertake a judgemental overall assessment of the tenderer's assignment comprehension, including: • Co-operation (annex 1 Annex 1, Requirement 18) • Response time and operative support (Annex 1 Annex 1 Requirement 19) • Local operative understanding (annex 1 Annex 1 Requirement 20) • Delivery model and methodology for strategic consultancy, campaign development, media procurements and effect measurement (Annex 1 Annex 1 Requirement 21). The contracting authority will emphasise whether the responses are realistic, binding and project adapted. Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 1 Annex 1 - The Contracting Authority's Requirement Specifications and the Tenderer's assignment comprehension.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 40

Kriterium:

Type: Kvalitet

Navn: Expertise

Beskrivelse: The contracting authority will evaluate the offered key personnel's competence and experience. The contracting authority will particularly emphasise documented experience from relevant reference projects. CVs shall be submitted for a maximum of 2 key resources. Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 1 Annex 2 - The tenderer's offered competence.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 20

5.1.11. Tilbudsdokumenter

Frist for anmodning om yderligere oplysninger: 11/06/2026 22:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Adresse på udbudsdokumenterne: <https://tendsign.com/doc.aspx?MeFormsNoticeId=92736>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://tendsign.com/doc.aspx?MeFormsNoticeId=92736&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 tilbud: 22/06/2026 10:00:58 (UTC+00:00) vesteuropæisk tid, GMT

Varighed, hvor tilbuddet skal forblive gyldigt: 91 Døgn

Oplysninger om offentlig iværksættelse:

Åbningsdato: 22/06/2026 10:01:00 (UTC+00:00) vesteuropæisk tid, GMT

Sted: Kolumbus' office premises

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 part 2.

Elektronisk fakturering: Påkrævet

Der vil blive anvendt elektronisk bestilling: ja

Der vil blive anvendt elektronisk betaling: ja

Oplysninger om finansiering og betaling: See the tender documentation part 2.

5.1.15. Teknikker

Rammeaftale:

Rammeaftale uden fornyet iværksættelse af konkurrence

Det maksimale antal deltagere: 1

Oplysninger om det dynamiske indkøbssystem:

Intet dynamisk indkøbssystem

5.1.16. Yderligere oplysninger, mægling og gennemgang

Organisation med ansvar for klager: Sør-Rogaland tingrett

Oplysninger om klagefrister: In accordance with the tender documentation and regulations for public procurements.

Organisation, der leverer supplerende oplysninger om udbudsproceduren: Kolumbus AS

Organisation, der sikrer adgang til udbudsdokumenterne offline: Kolumbus AS

Organisation, der leverer yderligere oplysninger om klageprocedurerne: Sør-Rogaland tingrett

Organisation, der modtager ansøgninger om deltagelse: Kolumbus AS

Organisation, der behandler tilbud: Kolumbus AS

8. Organisationer

8.1. ORG-0001

Officielt navn: Kolumbus AS

Registreringsnummer: 914749360

Afdeling: Inventura AS

Postadresse: Jernbaneveien 9

By: Stavanger

Postnummer: 4005

Landsdel (NUTS): Rogaland (NO0A1)

Land: Norge

Enhed: Mia Valø

E-mail: mia.valoe@kolumbus.no

Telefon: +4751925200

Internetadresse: <https://kolumbus.no>

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

8.1. ORG-0002

Officielt navn: Sør-Rogaland tingrett

Registreringsnummer: 926 723 448

Postadresse: Postboks 159

By: Stavanger
Postnummer: 4001
Landsdel (NUTS): Rogaland (NO0A1)
Land: Norge
E-mail: sor-rogaland.tingrett@domstol.no
Telefon: 52 00 46 00
Internetadresse: <https://www.domstol.no/no/domstoler/tingrett/sor-rogaland-tingrett/>

Denne organisations roller:

Organisation med ansvar for klager
Organisation, der leverer yderligere oplysninger om klageprocedurerne

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: 4ee05788-49f3-49c9-a849-538461eda5c0 - 01
Formulartype: Konkurrencevilkår
Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen
Bekendtgørelsesundertype: 17
Afsendelsesdato for bekendtgørelsen: 22/05/2026 15:29:34 (UTC+00:00) vesteuropæisk tid, GMT
Dato for afsendelse af bekendtgørelsen (eSender): 22/05/2026 15:29:34 (UTC+00:00) vesteuropæisk tid, GMT
Bekendtgørelsens officielle sprog: engelsk
Bekendtgørelsesnummer: 360269-2026
EUT-S-nummer: 100/2026
Offentliggørelsesdato: 27/05/2026