

425083-2026 - Konkurrencevilkår

Norge – Marketing – Advertising services for Harstad municipality and collaborating municipalities.

OJ S 118/2026 22/06/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: Harstad Kommune

E-mail: innkjop@harstad.kommune.no

Køberens retlige status: Offentlig virksomhed

Den ordregivende myndigheds aktivitet: Generelle offentlige tjenesteydelser

1.1. Køber

Officielt navn: Kvæfjord Kommune

E-mail: innkjop@harstad.kommune.no

Køberens retlige status: Offentlig virksomhed

Den ordregivende myndigheds aktivitet: Generelle offentlige tjenesteydelser

1.1. Køber

Officielt navn: Dielddanuori suohkan - Tjeldsund kommune

E-mail: innkjop@harstad.kommune.no

Køberens retlige status: Offentlig virksomhed

Den ordregivende myndigheds aktivitet: Generelle offentlige tjenesteydelser

2. Procedure

2.1. Procedure

Titel: Advertising services for Harstad municipality and collaborating municipalities.

Beskrivelse: Background: Harstad municipality shall, on behalf of the participating collaboration municipalities, enter into a new framework agreement for advertising services. The need is a more general, efficient and predictable ad process. The municipalities need a system that combines a high degree of self-service with access to professional consultancy as needed. This particularly applies to recruitment advertisements, but the municipalities can also use the system for more complex or statutory announcements, where correct channel choices, targeting and documentation are important. Harstad municipality is the contracting authority for the procurement on behalf of the municipalities included in the contract. Each participating municipality will be responsible for its own obligations under the framework agreement. Other municipal entities, including public law bodies and organisations established by Harstad municipality, shall have the right, but are not obliged, to join the contract. Description of the assignment: Framework agreement for the procurement, production and publication of job advertisements, announcements and equivalent announcements on relevant channels. The contract's system shall facilitate simple and effective orders, follow-up and documentation of announcements. A service with self-service functionality is requested, combined with access to consultancy and assistance in the cases required by the municipalities. The contract shall contribute to better traceability and internal control throughout the entire process, from ordering and production to publication, reporting and archivable documentation. It is also a

central objective that the system shall support the municipality's work flow and interact with the recruitment and HR systems that are used. The delivery shall cover publication in relevant digital and printed channels, including, among other things, newspapers, trade and trade media, job portals, social media and public registers where publication is required. Furthermore, the tenderer's system shall allow advertisements prepared in the municipalities' own recruitment and HR systems to be imported or uploaded to the tenderer's platform in an easy and appropriate manner. System integrations or automated data exchange are not required. The assignment also includes the necessary reporting and documentation for each advertisement or campaign.

Identifikator for proceduren: 8e857b72-8f18-4054-85ec-f1aaf6bd720d

Intern ID: cmpz9l6kf000004jrhdksi6f8

Udbudsprocedure: Offentligt udbud

Proceduren er en hasteprocedure: nej

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79342000 Marketing

Supplerende klassifikation (cpv): 79341400 Tjenester i forbindelse med reklamekampagner, 79341100 Konsulentvirksomhed i forbindelse med reklame, 79341500 Tjenester i forbindelse med luftreklamer, 79000000 Forretningstjenesteydelser: forskrifter, markedsføring, rådgivning, rekruttering, trykning og sikkerhed, 79341200 Forvaltning af reklamevirksomhed, 79413000 Rådgivning inden for markedsføring, 79341000 Reklamevirksomhed

2.1.2. Udførelsessted

Postadresse: Postmottak, Postboks 1000, Harstad kommune

By: Harstad

Postnummer: 9479

Landsdel (NUTS): Troms/Romsa/Tromssa (NO072)

Land: Norge

Yderligere oplysninger: Norway

2.1.3. Værdi

Anslået værdi eksklusiv moms: 4 500 000,00 NOK

2.1.4. Generelle oplysninger

Retsgrundlag:

Direktiv 2014/24/EU

Anskaffelsesforskriften -

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Udbudsdokument, Udbudsdokument

5. Delkontrakt

5.1. Delkontrakt: LOT-0001

Titel: Harstad municipality with collaboration municipalities shall enter into a new contract with one tenderer

Beskrivelse: Background: Harstad municipality shall, on behalf of the participating collaboration municipalities, enter into a new framework agreement for advertising services.

The need is a more general, efficient and predictable ad process. The municipalities need a system that combines a high degree of self-service with access to professional consultancy as needed. This particularly applies to recruitment advertisements, but the municipalities can also

use the system for more complex or statutory announcements, where correct channel choices, targeting and documentation are important. Harstad municipality is the contracting authority for the procurement on behalf of the municipalities included in the contract. Each participating municipality will be responsible for its own obligations under the framework agreement. Other municipal entities, including public law bodies and organisations established by Harstad municipality, shall have the right, but are not obliged, to join the contract. Description of the assignment: Framework agreement for the procurement, production and publication of job advertisements, announcements and equivalent announcements on relevant channels. The contract's system shall facilitate simple and effective orders, follow-up and documentation of announcements. A service with self-service functionality is requested, combined with access to consultancy and assistance in the cases required by the municipalities. The contract shall contribute to better traceability and internal control throughout the entire process, from ordering and production to publication, reporting and archivable documentation. It is also a central objective that the system shall support the municipality's work flow and interact with the recruitment and HR systems that are used. The delivery shall cover publication in relevant digital and printed channels, including, among other things, newspapers, trade and trade media, job portals, social media and public registers where publication is required. Furthermore, the tenderer's system shall allow advertisements prepared in the municipalities' own recruitment and HR systems to be imported or uploaded to the tenderer's platform in an easy and appropriate manner. System integrations or automated data exchange are not required. The assignment also includes the necessary reporting and documentation for each advertisement or campaign.

Intern ID: cmpz9l6mn000304jrz97ktewf

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79342000 Marketing

Supplerende klassifikation (cpv): 79341400 Tjenester i forbindelse med reklamekampagner, 79341100 Konsulentvirksomhed i forbindelse med reklame, 79341500 Tjenester i forbindelse med luftreklamer, 79000000 Forretningstjenesteydelser: forskrifter, markedsføring, rådgivning, rekruttering, trykning og sikkerhed, 79341200 Forvaltning af reklamevirksomhed, 79413000 Rådgivning inden for markedsføring, 79341000 Reklamevirksomhed

5.1.2. Udførelsessted

Postadresse: Postmottak, Postboks 1000, Harstad kommune

By: Harstad

Postnummer: 9479

Landsdel (NUTS): Troms/Romsa/Tromssa (NO072)

Land: Norge

Yderligere oplysninger: Norway

5.1.3. Anslået varighed

Varighed: 48 Måneder

5.1.4. Fornyelse

Højeste antal fornyelser: 2

Yderligere oplysninger om fornyelser: The contract can be extended for 1 year at a time, up to 2 times (2+1+1).

5.1.5. Værdi

Anslået værdi eksklusiv moms: 4 500 000,00 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

5.1.7. Strategiske udbud

Offentlige indkøb af innovationsløsninger: De indkøbte bygge- og anlægsarbejder, varer eller tjenesteydelser indebærer procesinnovation.

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Udbudsdokument

5.1.10. Tildelingskriterier

Kriterium:

Type: Kvalitet

Navn: Quality

Beskrivelse: Assessment of the functionality of the digital platform system for self-service, simple ordering, follow-up, traceability, documentation and support of the municipalities' work flow.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 60

Kriterium:

Type: Pris

Navn: Price

Beskrivelse: Evaluation of the tenderer's price form for advertising services, including relevant prices for publication, any mark-up/fees and price sustainability for the announcement volume and channel needs covered by the framework agreement.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 40

5.1.11. Tilbudsdokumenter

Adresse på udbudsdokumenterne: <https://hyr.no/procurement/cmpz9l6kf000004jrhdksi6f8>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://hyr.no/procurement/cmpz9l6kf000004jrhdksi6f8>

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

Elektronisk katalog: Ikke tilladt

Frist for modtagelse af tilbud: 06/08/2026 12:00:00 (UTC+02:00) østeuropæisk tid, centraleuropæisk sommertid

Varighed, hvor tilbuddet skal forblive gyldigt: 60 Døgn

Betingelser for kontraktens udførelse:

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

Vilkår relateret til kontraktens udførelse: See Tender Documents

Elektronisk fakturering: Påkrævet

Der vil blive anvendt elektronisk bestilling: nej

Der vil blive anvendt elektronisk betaling: nej

Oplysninger om finansiering og betaling: See tender documents

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: MIDTRE HÅLOGALAND TINGRETT

Organisation, der leverer supplerende oplysninger om udbudsproceduren: Harstad Kommune

Organisation, der leverer yderligere oplysninger om klageprocedurerne: MIDTRE

HÅLOGALAND TINGRETT

Organisation, der modtager ansøgninger om deltagelse: Hyyr AS

8. Organisationer

8.1. ORG-0001

Officielt navn: MIDTRE HÅLOGALAND TINGRETT

Registreringsnummer: 926723073

Postadresse: Postboks 343

By: NARVIK

Postnummer: 8505

Landsdel (NUTS): Nordland/Nordlännda (NO071)

Land: Norge

Enhed: MIDTRE HÅLOGALAND TINGRETT

Denne organisations roller:

Organisation med ansvar for klager

Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. ORG-0002

Officielt navn: Hyyr AS

Registreringsnummer: 924998687

Postadresse: Gaustadalléen 21

By: Oslo

Postnummer: 0349

Landsdel (NUTS): Oslo (NO081)

Land: Norge

Enhed: Hyyr Support

E-mail: admin@hyyr.no

Telefon: +47 90 63 65 38

Denne organisations roller:

Organisation, der modtager ansøgninger om deltagelse

8.1. ORG-0003

Officielt navn: Harstad Kommune

Registreringsnummer: 972417971

Postadresse: Postmottak, Postboks 1000, Harstad kommune

By: Harstad

Postnummer: 9479

Landsdel (NUTS): Troms/Romsa/Tromssa (NO072)

Land: Norge

Enhed: Harstad Kommune
E-mail: innkjop@harstad.kommune.no
Telefon: +4791645479

Denne organisations roller:

Køber

Organisation, der leverer supplerende oplysninger om udbudsproceduren

8.1. ORG-0004

Officielt navn: Kvæfjord Kommune
Registreringsnummer: 972417998
Postadresse: Bygdevegen 26
By: Borkenes
Postnummer: 9475
Landsdel (NUTS): Troms/Romsa/Tromssa (NO072)
Land: Norge
Enhed: Kvæfjord Kommune
E-mail: innkjop@harstad.kommune.no
Telefon: 90526349

Denne organisations roller:

Køber

8.1. ORG-0005

Officielt navn: Dielddanuori suohkan - Tjeldsund kommune
Registreringsnummer: 959469326
Postadresse: Evenskjer
By: Evenskjer
Postnummer: 9440
Landsdel (NUTS): Troms/Romsa/Tromssa (NO072)
Land: Norge
Enhed: Dielddanuori suohkan - Tjeldsund kommune
E-mail: innkjop@harstad.kommune.no
Telefon: +4790526349

Denne organisations roller:

Køber

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: 7fa347b6-d9e9-45c2-9c98-2178b566c68e - 01
Formulartype: Konkurrencevilkår
Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen
Bekendtgørelsesundertype: 16
Afsendelsesdato for bekendtgørelsen: 19/06/2026 12:36:34 (UTC+02:00) østeuropæisk tid, centraleuropæisk sommertid
Bekendtgørelsens officielle sprog: engelsk
Bekendtgørelsesnummer: 425083-2026
EUT-S-nummer: 118/2026
Offentliggørelsesdato: 22/06/2026