

524448-2026 - Konkurrencevilkår

Norge – Servicevirksomhed i forbindelse med reklame og marketing – Framework agreement, Communication and Marketing Services.

OJ S 144/2026 29/07/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: Sandnes kommune

E-mail: sandra.pedersen2@sandnes.kommune.no

Køberens retlige status: Offentlig virksomhed

Den ordregivende myndigheds aktivitet: Generelle offentlige tjenesteydelser

2. Procedure

2.1. Procedure

Titel: Framework agreement, Communication and Marketing Services.

Beskrivelse: The contracting authority needs to enter into a framework agreement with a tenderer for the procurement of communication and marketing services. Please note that job advertisements and film production will not be included in this framework agreement. See chapter 4 for further details on the procurement's purpose and requirements. The contracting authority is uncertain about the extent of the procurement, but based on average calculations based on statistics information for 2023-2025, an annual contract value of approx. NOK 1,200,000 is estimated excluding VAT. The total estimated contract value, including options, is approx. NOK 4,800,000 excluding VAT. Emphasis is put on the fact that the estimated contract value is only of an informative character and does not represent any obligations for the contracting authority or rights for the tenderer. The contracting authority draws attention to the fact that the actual contract value can vary, partly as a result of a decision that municipal sub-plans and other types of plans are likely to be prepared internally in the municipality, as well as changed financial framework terms, organisational changes and municipal activity. Tenderers cannot demand compensation if the expected procurement is lower than expected. Based on the estimated value of the contract, the contracting authority has stated the maximum contract value, c.f. the Court of Justice's case C-23/20. The maximum contract value is + 15% above the estimated value, calculated to NOK 5,520,000 excluding VAT.

Identifikator for proceduren: c7b3364f-81c4-47c4-ab3c-6139524c40d9

Intern ID: 26/09315

Udbudsprocedure: Offentligt udbud

Proceduren er en hasteprocedure: nej

Hovedpunkterne i proceduren: The procurement will be made in accordance with the Public Procurement Act (LOA) dated 17 June 2016 no. 73 and the Public Procurement Regulations (FOA) dated 19 February 2020 no. 974 parts I and part III. The contract will be awarded in accordance with the open tender contest procedure, cf. the Public Procurement Regulations § 13-1 (1). Negotiations are not allowed in this competition. Tenders cannot, therefore, be changed after the tender deadline has expired. Furthermore, attention is agreed that tenders that include significant deviations from the procurement documents shall be rejected in accordance with PPR § 24-8 (1) b. The contracting authority can reject tenders that include

deviations from the procurement documents, uncertainties or similar that must not be considered insignificant, cf. the Public Procurement Regulations § 24-8 (2) a. Tenderers are therefore strongly encouraged to follow the instructions given in this tender documentation with annexes and possibly to question uncertainties through EU Supply to the contracting authority's gender neutral preferred.

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

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

Supplerende klassifikation (cpv): 79341000 Reklamevirksomhed, 79341100

Konsulentvirksomhed i forbindelse med reklame, 79342000 Marketing, 79413000 Rådgivning inden for markedsføring, 79822500 Grafisk design

2.1.2. Udførelsessted

Landsdel (NUTS): Rogaland (NO0A1)

Land: Norge

2.1.3. Værdi

Anslået værdi eksklusiv moms: 4 800 000,00 NOK

2.1.4. Generelle oplysninger

Retsgrundlag:

Direktiv 2014/24/EU

2.1.6. Udelukkelsesgrunde

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

5. Delkontrakt

5.1. Delkontrakt: LOT-0000

Titel: Framework agreement, Communication and Marketing Services.

Beskrivelse: The contracting authority needs to enter into a framework agreement with a tenderer for the procurement of communication and marketing services. Please note that job advertisements and film production will not be included in this framework agreement. See chapter 4 for further details on the procurement's purpose and requirements. The contracting authority is uncertain about the extent of the procurement, but based on average calculations based on statistics information for 2023-2025, an annual contract value of approx. NOK 1,200,000 is estimated excluding VAT. The total estimated contract value, including options, is approx. NOK 4,800,000 excluding VAT. Emphasis is put on the fact that the estimated contract value is only of an informative character and does not represent any obligations for the contracting authority or rights for the tenderer. The contracting authority draws attention to the fact that the actual contract value can vary, partly as a result of a decision that municipal sub-plans and other types of plans are likely to be prepared internally in the municipality, as well as changed financial framework terms, organisational changes and municipal activity. Tenderers cannot demand compensation if the expected procurement is lower than expected. Based on the estimated value of the contract, the contracting authority has stated the maximum contract value, c.f. the Court of Justice's case C-23/20. The maximum contract value is + 15% above the estimated value, calculated to NOK 5,520,000 excluding VAT.

Intern ID: 26/09315

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

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

Supplerende klassifikation (cpv): 79341000 Reklamevirksomhed, 79341100

Konsulentvirksomhed i forbindelse med reklame, 79342000 Marketing, 79413000 Rådgivning inden for markedsføring, 79822500 Grafisk design

5.1.2. Udførelsessted

Landsdel (NUTS): Rogaland (NO0A1)

Land: Norge

5.1.3. Anslået varighed

Varighed: 4 År

5.1.4. Fornyelse

Højeste antal fornyelser: 2

5.1.5. Værdi

Anslået værdi eksklusiv moms: 4 800 000,00 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

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Udbudsdokument

5.1.10. Tildelingskriterier

Kriterium:

Type: Kvalitet

Navn: Experience and reference assignments

Beskrivelse: See the tender documentation point 7.2.1.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 40

Kriterium:

Type: Kvalitet

Navn: Solution proposal

Beskrivelse: See the tender documentation point 7.2.2.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 30

Kriterium:

Type: Pris

Navn: Price

Beskrivelse: See the tender documentation point 7.2.3.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 30

5.1.11. Tilbudsdokumenter

Frist for anmodning om yderligere oplysninger: 04/09/2026 10:00:00 (UTC+00:00)
vesteuropæisk tid, GMT

Adresse på udbudsdokumenterne: https://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=459152&TID=200419648&B=

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: https://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=459152&TID=200419648&B=

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

Elektronisk katalog: Ikke tilladt

Frist for modtagelse af tilbud: 11/09/2026 10:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Varighed, hvor tilbuddet skal forblive gyldigt: 3 Måneder

Oplysninger om offentlig iværksættelse:

Åbningsdato: 11/09/2026 10:05:00 (UTC+00:00) vesteuropæisk tid, GMT

Betingelser for kontraktens udførelse:

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

Elektronisk fakturering: Påkrævet

Der vil blive anvendt elektronisk bestilling: nej

Der vil blive anvendt elektronisk betaling: ja

5.1.15. Teknikker

Rammeaftale:

Rammeaftale uden fornyet iværksættelse af konkurrence

Det maksimale antal deltagere: 50

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: 10 day waiting period.

Organisation, der leverer yderligere oplysninger om klageprocedurerne: Sandnes kommune

8. Organisationer

8.1. ORG-0001

Officielt navn: Sandnes kommune

Registreringsnummer: 964965137

Postadresse: Rådhusgata 1

By: Sandnes

Postnummer: 4306

Landsdel (NUTS): Rogaland (NO0A1)

Land: Norge

Enhed: Sandra Pedersen

E-mail: sandra.pedersen2@sandnes.kommune.no

Telefon: +47 48206011

Køberprofil: <https://eu.eu-supply.com/ctm/company/companyinformation/index/306369>

Denne organisations roller:

Køber

Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. ORG-0002

Officielt navn: Sør-Rogaland Tingrett

Registreringsnummer: 926723448

Afdeling: Sandnes

Postadresse: Olav Vs plass 1

By: Sandnes

Postnummer: 4306

Landsdel (NUTS): Rogaland (NO0A1)

Land: Norge

E-mail: sor-rogaland.tingrett@domstol.no

Telefon: 52004600

Denne organisations roller:

Organisation med ansvar for klager

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: 12e7ab2b-1f2a-4534-9542-d11d3bd4cc54 - 01

Formulartype: Konkurrencevilkår

Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen

Bekendtgørelsesundertype: 16

Afsendelsesdato for bekendtgørelsen: 28/07/2026 10:33:27 (UTC+00:00) vesteuropæisk tid, GMT

Dato for afsendelse af bekendtgørelsen (eSender): 28/07/2026 11:02:29 (UTC+00:00) vesteuropæisk tid, GMT

Bekendtgørelsens officielle sprog: engelsk

Bekendtgørelsesnummer: 524448-2026

EUT-S-nummer: 144/2026

Offentliggørelsesdato: 29/07/2026