

# 135051-2026 - Competition

Sweden – Advertising and marketing services – PR-tjänster

OJ S 40/2026 26/02/2026

Contract or concession notice – standard regime

Services

## 1. Buyer

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### 1.1. Buyer

Official name: Vatten och Miljöresurs Mitt AB

Email: [hanna.boholm@sinfra.se](mailto:hanna.boholm@sinfra.se)

Activity of the contracting entity: Water-related activities

## 2. Procedure

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### 2.1. Procedure

Title: PR-tjänster

Description: Ramavtalet omfattar strategisk och operativ kommunikationsstödjande tjänster till Vatten och miljöresurs (nedan kallat Beställaren). Leverantören ska fungera som en extern partner som kompletterar Beställarens interna kommunikatörer och tillhandahåller resurser, kompetens och kapacitet vid såväl planerade insatser som vid händelsestyrda behov.

Uppdraget avser ett fullserviceåtagande inom kommunikation.

Procedure identifier: f7fb9799-ba1b-473c-8a43-c4d1ee55aa81

Internal identifier: VMR 2026/26

Type of procedure: Open

The procedure is accelerated: no

#### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

#### 2.1.2. Place of performance

Country: Sweden

Anywhere in the given country

Additional information: Se uhd

#### 2.1.3. Value

Estimated value excluding VAT: 20 000 000,00 SEK

#### 2.1.4. General information

Legal basis:

Directive 2014/25/EU

#### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

## 5. Lot

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## **5.1. Lot: LOT-0000**

Title: PR-tjänster

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Internal identifier: VMR 2026/26

### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

### **5.1.2. Place of performance**

Country: Sweden

Anywhere in the given country

Additional information: Se uhd

### **5.1.3. Estimated duration**

Start date: 11/05/2026

Duration end date: 10/05/2028

### **5.1.4. Renewal**

Maximum renewals: 3

Other information about renewals: Förlängning är 24 månader

### **5.1.5. Value**

Estimated value excluding VAT: 20 000 000,00 SEK

### **5.1.6. General information**

#### **Reserved participation:**

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

### **5.1.7. Strategic procurement**

Aim of strategic procurement: Fulfilment of social objectives

Description: SE uhd

Social objective promoted: Other

### **5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

### **5.1.11. Procurement documents**

Deadline for requesting additional information: 19/03/2026 23:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=84712>

### **5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=84712&GoTo=Tender>

Languages in which tenders or requests to participate may be submitted: Swedish

Electronic catalogue: Allowed

Deadline for receipt of tenders: 30/03/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 91 Days

**Information about public opening:**

Opening date: 30/03/2026 22:00:00 (UTC+00:00) Western European Time, GMT

**Terms of contract:**

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Se uhd

A non-disclosure agreement is required: no

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: se uhd

**5.1.15. Techniques****Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 3

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Review organisation: Förvaltningsrätten

Information about review deadlines: Se UHD

Organisation providing additional information about the procurement procedure: Vatten och Miljöresurs Mitt AB

## 8. Organisations

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**8.1. ORG-0001**

Official name: Vatten och Miljöresurs Mitt AB

Registration number: 5591699573

Department: Vatten och miljöresurs Mitt AB

Postal address: Medborgarhuset

Town: SVEG

Postcode: 84280

Country subdivision (NUTS): Jämtlands län (SE322)

Country: Sweden

Contact point: Hanna Boholm

Email: [hanna.boholm@sinfra.se](mailto:hanna.boholm@sinfra.se)

Telephone: 010-2515300

Internet address: <http://www.vattenmiljoresurs.se>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

#### 8.1. **ORG-0002**

Official name: Förvaltningsrätten

Registration number: 202100-2742

Postal address: Box 314

Town: Härnösand

Postcode: 871 27

Country subdivision (NUTS): Västernorrlands län (SE321)

Country: Sweden

Email: [forvaltningsratteniharnosand@dom.se](mailto:forvaltningsratteniharnosand@dom.se)

Telephone: 0611-46 06 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-harnosand/>

#### **Roles of this organisation:**

Review organisation

### **Notice information**

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Notice identifier/version: ea1dafc9-38b9-48d0-98cf-28b0e3941eeb - 01

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