

150571-2026 - Competition

Sweden – Advertising and marketing services – Kommunikationsbyråtjänster

OJ S 44/2026 04/03/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Karlstads kommun

Email: karlstadskommun@karlstad.se

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Kommunikationsbyråtjänster

Description: Upphandling avser Kommunikationsbyråtjänster för successiva beställningar och leveranser under avtalsperioden. Upphandlingen är uppdelad i två anbudsområden: Område A: Reklam och kommunikation Område B: Rörlig media Anbudsgivare kan välja att lämna på ett eller två anbudsområden.

Procedure identifier: 32c2f2dd-b7a3-4359-85cc-0ba743b6cd08

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Värmlands län (SE311)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 18 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Kommunikationsbyråtjänster

Description: Upphandling avser Kommunikationsbyråtjänster för successiva beställningar och leveranser under avtalsperioden. Upphandlingen är uppdelad i två anbudsområden: Område

A: Reklam och kommunikation Område B: Rörlig media Anbudsgivare kan välja att lämna på ett eller två anbudsområden.

Internal identifier: urn:eavrop:mdn:ProcurementProject:114867:Lot:1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 92110000 Motion picture and video tape production and related services

5.1.2. Place of performance

Country subdivision (NUTS): Värmlands län (SE311)

Country: Sweden

5.1.3. Estimated duration

Other duration: Unknown

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Reserved participation:

Participation is not reserved.

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: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-avrop.com/karstadkommun/e-Upphandling/NoticeLink.aspx?id=113858>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/karstadkommun/e-Upphandling/NoticeLink.aspx?id=113858>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 09/03/2026 00:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Karlstad

Organisation providing additional information about the procurement procedure: Karlstads kommun

Organisation providing more information on the review procedures: Förvaltningsrätten i Karlstad

8. Organisations

8.1. ORG-0001

Official name: Karlstads kommun

Registration number: 212000-1850

Postal address: Västra Torggatan 26

Town: Karlstad

Postcode: 65184

Country subdivision (NUTS): Värmlands län (SE311)

Country: Sweden

Email: karlstadskommun@karlstad.se

Telephone: 0545400000

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Antirio AB

Registration number: 556533-8133

Postal address: GÅRDSVÄGEN 18

Town: Solna

Postcode: 169 70

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: support@e-avrop.com

Telephone: 08-501 190 00

Internet address: <https://www.e-avrop.com>

Roles of this organisation:

TED eSender

8.1. ORG-0003

Official name: Förvaltningsrätten i Karlstad

Registration number: 202100-2742

Postal address: Box 568

Town: Karlstad
Postcode: 651 12
Country subdivision (NUTS): Värmlands län (SE311)
Country: Sweden
Email: forvaltningsrattenikarlstad@dom.se
Telephone: +46 54-14 85 00
Internet address: <https://www.domstol.se/forvaltningsratten-i-karlstad/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

10. Change

Version of the previous notice to be changed

:

4f59cc3a-2fb9-40a4-bde1-26cfa871b0ad-01

Main reason for change

:

Information updated

Description

:

ESPD-formulär finns nu upplagt.

10.1. Change

Section identifier: LOT-0001

Description of changes: Tidsfrist för mottagande av anbudsansökningar har ändrats

Notice information

Notice identifier/version: 4f59cc3a-2fb9-40a4-bde1-26cfa871b0ad - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 03/03/2026 06:33:45 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: Swedish

Notice publication number: 150571-2026

OJ S issue number: 44/2026

Publication date: 04/03/2026