

218635-2026 - Competition

Sweden – Marketing management consultancy services – Fullservice byrå inom kommunikation
Ramavtal
OJ S 62/2026 30/03/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Centrala studiestödsnämnden
Email: Malin.Oskarsson@csn.se
Legal type of the buyer: Central government authority
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Fullservice byrå inom kommunikation Ramavtal
Description: Centrala studiestödsnämnden (CSN) genomför upphandling av Fullservicebyrå inom kommunikation i form av strategisk kommunikation, grafisk produktion, foto, digital kommunikation och marknadsföring
Procedure identifier: e10cff31-960b-41a4-83c7-4b1ffcb7547a
Internal identifier: 2025-5103-146
Type of procedure: Open
The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79413000 Marketing management consultancy services
Additional classification (cpv): 79342000 Marketing services, 79416000 Public relations services, 79416200 Public relations consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Västernorrlands län (SE321)
Country: Sweden
Additional information: -

2.1.3. Value

Estimated value excluding VAT: 9 600 000,00 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: Fullservice byrå inom kommunikation Ramavtal

Description: Centrala studiestödsnämnden (CSN) genomför upphandling av Fullservicebyrå inom kommunikation i form av strategisk kommunikation, grafisk produktion, foto, digital kommunikation och marknadsföring

Internal identifier: Fullservice byrå inom kommunikation Ramavtal

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services, 79416000 Public relations services, 79416200 Public relations consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Västernorrlands län (SE321)

Country: Sweden

Additional information: -

5.1.3. Estimated duration

Start date: 01/07/2026

Duration end date: 30/06/2028

5.1.5. Value

Estimated value excluding VAT: 9 600 000,00 SEK

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): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

5.1.11. Procurement documents

Address of the procurement documents: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=91652>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=91652>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 03/05/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 184 Days

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Härnösand

Information about review deadlines: Se upphandlingsdokumenten

Organisation providing additional information about the procurement procedure: Centrala studiestödsnämnden

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

8. Organisations

8.1. ORG-0001

Official name: Centrala studiestödsnämnden

Registration number: 202100-1819

Postal address: Norra Tjärngatan 2

Town: Sundsvall

Postcode: 852 37

Country subdivision (NUTS): Västernorrlands län (SE321)

Country: Sweden

Contact point: Malin Oskarsson

Email: Malin.Oskarsson@csn.se

Telephone: 070-2922884

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

Buyer profile: <http://www.csn.se>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Förvaltningsrätten i Härnösand

Registration number: 202100-2742

Postal address: Backgränd 9

Town: Härnösand

Postcode: 87132

Country subdivision (NUTS): Västernorrlands län (SE321)

Country: Sweden

Email: forvaltningsratteniharnosand@dom.se

Telephone: +46 611460600

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: b02bc99f-00c5-4a99-8fc1-b58c1b6ac7c4 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 26/03/2026 10:24:00 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: Swedish

Notice publication number: 218635-2026

OJ S issue number: 62/2026

Publication date: 30/03/2026