

247480-2026 - Competition

Sweden – Advertising and marketing services – Strategisk Design 2026 SLL1932

OJ S 71/2026 13/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Region Stockholm - Fastighets- och servicenämnden/Inköpscentralen

Email: info@regionstockholm.se

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Locum AB

Email: upphandling.locum@regionstockholm.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Hälso- och sjukvårdsnämnden

Email: registrator.hsf@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Regionernas ömsesidiga försäkringsbolag (LÖF)

Email: Info@lof.se

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Karolinska Universitetssjukhuset

Email: inkopsavdelningen.karolinska@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Patientnämnden

Email: rr@jj.dd

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Primärvårdsnämnden

Email: kontakt@regionstockholm.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Regionstyrelsen
Email: kontakt@regionstockholm.se
Legal type of the buyer: Regional authority
Activity of the contracting authority: General public services

1.1. Buyer

Official name: Stockholms läns sjukvårdsområde
Email: upphandling.sls@regionstockholm.se
Legal type of the buyer: Regional authority
Activity of the contracting authority: Health

1.1. Buyer

Official name: Trafiknämnden
Email: info@regionstockholm.se
Legal type of the buyer: Body governed by public law, controlled by a regional authority
Activity of the contracting authority: General public services

1.1. Buyer

Official name: MediCarrier AB
Email: info.medicarrier@regionstockholm.se
Legal type of the buyer: Body governed by public law, controlled by a regional authority
Activity of the contracting authority: Health

1.1. Buyer

Official name: Tobiasregistret AB
Email: info@tobiasregistret.se
Legal type of the buyer: Body governed by public law, controlled by a regional authority
Activity of the contracting authority: Health

1.1. Buyer

Official name: Tiohundra AB
Email: registrator@tiohundra.se
Legal type of the buyer: Body governed by public law, controlled by a regional authority
Activity of the contracting authority: Health

1.1. Buyer

Official name: Ambulanssjukvårdsnämnden
Email: info.aisab@regionstockholm.se
Legal type of the buyer: Body governed by public law, controlled by a regional authority
Activity of the contracting authority: Health

1.1. Buyer

Official name: Kulturnämnden
Email: registrator.kultur@regionstockholm.se
Legal type of the buyer: Regional authority
Activity of the contracting authority: Recreation, culture and religion

1.1. Buyer

Official name: SL Nya Tunnelbanan AB
Email: info@Nyatunnelbanan.se
Legal type of the buyer: Body governed by public law, controlled by a regional authority
Activity of the contracting authority: General public services

1.1. Buyer

Official name: Klimat- och regionutvecklingsnämnden

Email: strategisktinkop.rlk@regionstockholm.se

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Film Stockholm AB

Email: info@filmstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Folk tandvården Stockholms län AB

Email: registrator.ftv@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: KSON-Kommunalförbundet Sjukvård och omsorg i Norrtälje

Email: avtal.kson@norrtaelje.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Förvaltning för utbyggd tunnelbana

Email: info@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Strategisk Design 2026 SLL1932

Description: Region Stockholm har för avsikt att upphandla Strategisk design.

Procedure identifier: 4d6769bf-97d2-4983-935f-6f4838f8e355

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): Stockholms län (SE110)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 9 000 000,00 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: Strategisk Design 2026 SLL1932

Description: Region Stockholm har för avsikt att upphandla Strategisk design.

Internal identifier: urn:eavrop:mdn:ProcurementProject:125906:Lot:1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79415200 Design consultancy services, 79822500 Graphic design services, 79416100 Public relations management services, 79416000 Public relations services, 79416200 Public relations consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

5.1.3. Estimated duration

Start date: 19/12/2026

Duration end date: 18/12/2030

5.1.4. Renewal

Maximum renewals: 1

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

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: 7

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/SF/e-Upphandling/NoticeLink.aspx?id=124897>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/SF/e-Upphandling/NoticeLink.aspx?id=124897>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 12/05/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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: no

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 Stockholm

Organisation providing additional information about the procurement procedure: Region Stockholm - Fastighets- och servicenämnden/Inköpscentralen

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

8. Organisations

8.1. ORG-0001

Official name: Region Stockholm - Fastighets- och servicenämnden/Inköpscentralen

Registration number: 232100-0016

Postal address: Lindhagensgatan 98

Town: Stockholm

Postcode: 112 18

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: info@regionstockholm.se

Telephone: 08-12340000

Roles of this organisation:

Buyer

Group leader

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: Locum AB

Registration number: 556438-7909

Postal address: Östgötagatan 12

Town: Stockholm

Postcode: 116 25

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: upphandling.locum@regionstockholm.se

Telephone: 08-12317000

Roles of this organisation:

Buyer

8.1. ORG-0004

Official name: Hälso- och sjukvårdsnämnden

Registration number: 232100-0016

Postal address: Lindhagensgatan 98

Town: Stockholm

Postcode: 104 25

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: registrator.hsf@regionstockholm.se

Telephone: 08-123 130 20

Roles of this organisation:

Buyer

8.1. ORG-0005

Official name: Regionernas ömsesidiga försäkringsbolag (LÖF)

Registration number: 516401-8557

Postal address: Box 38069

Town: Stockholm

Postcode: 100 64

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: Info@lof.se

Telephone: 08 551 010 00

Roles of this organisation:

Buyer

8.1. ORG-0006

Official name: Karolinska Universitetssjukhuset

Registration number: 232100-0016

Postal address: Inköpsavdelningen

Town: Stockholm

Postcode: 17176

Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: inkopsavdelningen.karolinska@regionstockholm.se
Telephone: 0812370000

Roles of this organisation:

Buyer

8.1. ORG-0007

Official name: Patientnämnden
Registration number: 232100-0016
Postal address: Lindhagensgatan 98
Town: Stockholm
Postcode: 112 18
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: rr@jj.dd
Telephone: 08 6906700

Roles of this organisation:

Buyer

8.1. ORG-0008

Official name: Primärvårdsnämnden
Registration number: 232100-0016
Postal address: Lindhagensgatan 98
Town: Stockholm
Postcode: 11243
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: kontakt@regionstockholm.se
Telephone: 08-123 132 00

Roles of this organisation:

Buyer

8.1. ORG-0009

Official name: Regionstyrelsen
Registration number: 232100-0016
Postal address: Box 30215
Town: Stockholm
Postcode: 104 25
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: kontakt@regionstockholm.se
Telephone: 0812310000

Roles of this organisation:

Buyer

8.1. ORG-0010

Official name: Stockholms läns sjukvårdsområde
Registration number: 232100-0016
Postal address: Solnavägen 1E
Town: Stockholm

Postcode: 11365
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: upphandling.sls@regionstockholm.se
Telephone: 0812340000

Roles of this organisation:

Buyer

8.1. ORG-0011

Official name: Trafiknämnden
Registration number: 232100-0016
Postal address: Lindhagensgatan 100
Town: Stockholm
Postcode: 11251
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info@regionstockholm.se
Telephone: 08-123 177 77

Roles of this organisation:

Buyer

8.1. ORG-0012

Official name: MediCarrier AB
Registration number: 556543-6168
Postal address: Finspångsgatan 44
Town: Spånga
Postcode: 16353
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info.medicarrier@regionstockholm.se
Telephone: 0812312800

Roles of this organisation:

Buyer

8.1. ORG-0013

Official name: Tobiasregistret AB
Registration number: 556253-1896
Postal address: Olivecronas väg 7
Town: Stockholm
Postcode: 113 61
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info@tobiasregistret.se
Telephone: 087468020

Roles of this organisation:

Buyer

8.1. ORG-0014

Official name: Tiohundra AB
Registration number: 556253-1896
Postal address: Box 905

Town: Norrtälje
Postcode: 761 29
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: registrator@tiohundra.se
Telephone: 0176-10 100

Roles of this organisation:

Buyer

8.1. ORG-0015

Official name: Ambulanssjukvårdsnämnden
Registration number: 556461-6695
Postal address: Byängsgränd 14
Town: Årsta
Postcode: 120 40
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info.aisab@regionstockholm.se
Telephone: 08 12312000

Roles of this organisation:

Buyer

8.1. ORG-0016

Official name: Kulturnämnden
Registration number: 232100-0016
Postal address: Södermalmsallén 36
Town: Stockholm
Postcode: 11827
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: registrator.kultur@regionstockholm.se
Telephone: 0812310000

Roles of this organisation:

Buyer

8.1. ORG-0017

Official name: SL Nya Tunnelbanan AB
Registration number: 559318-0770
Postal address: Box 45436
Town: Stockholm
Postcode: 10431
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info@Nyatunnelbanan.se
Telephone: 08 600 10 00

Roles of this organisation:

Buyer

8.1. ORG-0018

Official name: Klimat- och regionutvecklingsnämnden
Registration number: 232100-0016

Postal address: Lindhagensgatan 98, Box 30215
Town: Stockholm
Postcode: 104 25
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: strategisktinkop.rlk@regionstockholm.se
Telephone: 08-12310000

Roles of this organisation:

Buyer

8.1. ORG-0019

Official name: Film Stockholm AB
Registration number: 559313-1468
Postal address: Kulturförvaltningen Box 38205
Town: Stockholm
Postcode: 100 64
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info@filmstockholm.se
Telephone: 08-123 100 00

Roles of this organisation:

Buyer

8.1. ORG-0020

Official name: Folk tandvården Stockholms län AB
Registration number: 556574-3597
Postal address: Magnus Ladulåsgatan 65
Town: Stockholm
Postcode: 118 27
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: registrator.ftv@regionstockholm.se
Telephone: 0812316600

Roles of this organisation:

Buyer

8.1. ORG-0021

Official name: KSON-Kommunalförbundet Sjukvård och omsorg i Norrtälje
Registration number: 222000-1891
Postal address: Rubingatan 2
Town: Norrtälje
Postcode: 761 28
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: avtal.kson@norrtaelje.se
Telephone: 0176-710 00

Roles of this organisation:

Buyer

8.1. ORG-0022

Official name: Förvaltning för utbyggd tunnelbana

Registration number: 232100-0016
Postal address: Veddestavägen 12
Town: Järfälla
Postcode: 17562
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info@regionstockholm.se
Telephone: 08-12340000

Roles of this organisation:

Buyer

8.1. ORG-0023

Official name: Förvaltningsrätten i Stockholm
Registration number: 202100-2742
Town: Stockholm
Postcode: 115 76
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: forvaltningsrattenistockholm@dom.se
Telephone: +46 8-561 680 00
Internet address: <https://www.domstol.se/forvaltningsratten-i-stockholm/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 1998ee77-1b81-40e7-add7-f953125da37a - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
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OJ S issue number: 71/2026
Publication date: 13/04/2026