

248090-2026 - Result

Sweden – Marketing management consultancy services – Kommunikationschef Spårväg

OJ S 71/2026 13/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Region Uppsala

Email: emma.gurnell@region uppsala.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Kommunikationschef Spårväg

Description: Region Uppsala (UM) tillsammans med Uppsala kommun har för avsikt att upphandla en kommunikationschef till Spårvägsprojektet.

Procedure identifier: 5b05d678-15c3-490e-adc9-8c71c6cf141c

Previous notice: b5b1fb43-fd67-43f8-9a38-ea0924bd99cf-01

Internal identifier: UPPH2025-00229

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): 79416000 Public relations services, 79421000 Project-management services other than for construction work

2.1.2. Place of performance

Country subdivision (NUTS): Uppsala län (SE121)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 6 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: Kommunikationschef Spårväg

Description: Region Uppsala (UM) tillsammans med Uppsala kommun har för avsikt att upphandla en kommunikationschef till Spårvägsprojektet.

Internal identifier: UPPH2025-00229

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79416000 Public relations services, 79421000 Project-management services other than for construction work

5.1.2. Place of performance

Country subdivision (NUTS): Uppsala län (SE121)

Country: Sweden

5.1.3. Estimated duration

Start date: 01/05/2026

Duration end date: 30/04/2027

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Förlängning är 12 månader

5.1.5. Value

Estimated value excluding VAT: 6 000 000,00 SEK

5.1.6. General information

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

5.1.10. Award criteria

Criterion:

Type: Price

Description: Enligt UD

Category of award weight criterion: Weight (decimal, exact)

Award criterion number: 1

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 Uppsala

Information about review deadlines: UD

Organisation signing the contract: Region Uppsala

6. Results

Value of all contracts awarded in this notice: 6 000 000,00 SEK

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Arose Partner AB

Tender:

Tender identifier: aRose Kommunikationschef Spårväg

Identifier of lot or group of lots: LOT-0000

Value of the tender: 6 000 000,00 SEK

Subcontracting: No

Contract information:

Identifier of the contract: -

Title: Kommunikationschef-Arose Partner AB

Date on which the winner was chosen: 18/03/2026

Date of the conclusion of the contract: 09/04/2026

Organisation signing the contract: Region Uppsala

6.1.3. Non-winning tenderers

Non-winning tenderers

:

Official name: Topoi kommunikation AB

Subcontracting: No

Non-winning tenderers

:

Official name: Thomas Lange Marknadslänk AB

Subcontracting: No

Non-winning tenderers

:

Official name: CareOnDemand Sociala Tjänster AB

Subcontracting: No

Non-winning tenderers

:

Official name: Mason Executive Interim AB

Subcontracting: No

6.1.4. Statistical information

Summary of the review requests the buyer received:

Number of complainants: 0

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: Region Uppsala

Registration number: 2321000024

Department: Inköps- och logistikavdelningen

Postal address: Storgatan 27

Town: Uppsala

Postcode: 751 85

Country subdivision (NUTS): Uppsala län (SE121)

Country: Sweden
Contact point: Emma Gurnell
Email: emma.gurnell@regionuppsala.se
Telephone: +46 1 861 10 00 0
Internet address: <http://www.regionuppsala.se>

Roles of this organisation:

Buyer
Organisation signing the contract

8.1. ORG-0002

Official name: Förvaltningsrätten i Uppsala
Registration number: 202100-2742
Postal address: Box 1853
Town: Uppsala
Postcode: 751 48
Country subdivision (NUTS): Uppsala län (SE121)
Country: Sweden
Email: forvaltningsratteniuppsala@dom.se
Telephone: 018-431 63 00
Internet address: <https://www.domstol.se/forvaltningsratten-i-uppsala/>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Topoi kommunikation AB
Size of the economic operator: Small
Registration number: 5569812877
Department: Försäljning
Postal address: Dalvägen 8
Town: SOLNA
Postcode: 16956
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Maria Sterner
Email: maria.sterner@topoi.se

Roles of this organisation:

Tenderer

8.1. ORG-0004

Official name: Thomas Lange Marknadslänk AB
Size of the economic operator: Small
Registration number: 5591205033
Department: Marknad
Postal address: Väpnarstigen 10
Town: LIDINGÖ
Postcode: 18165
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Thomas Lange
Email: thomas.lange@marknadslank.se
Telephone: 070-2099145

Roles of this organisation:

Tenderer

8.1. ORG-0005

Official name: CareOnDemand Sociala Tjänster AB

Size of the economic operator: Small

Registration number: 5569930075

Department: Försäljning

Postal address: Drottninggatan 97, 2tr

Town: STOCKHOLM

Postcode: 11360

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Avrop CareOnAvrop

Email: avrop@careon.se

Telephone: 072-5029116

Roles of this organisation:

Tenderer

8.1. ORG-0006

Official name: Arose Partner AB

Size of the economic operator: Small

Registration number: 5595620161

Department: Försäljning

Postal address: Rydbo Tornväg 28

Town: ÅKERSBERGA

Postcode: 18494

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Eva Rosman

Email: eva.rosman67@gmail.com

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0000

8.1. ORG-0007

Official name: Mason Executive Interim AB

Size of the economic operator: Small

Registration number: 5592385065

Department: Försäljning

Postal address: c/o FÖX AB, Kornettgatan 11

Town: SKANÖR

Postcode: 23936

Country subdivision (NUTS): Skåne län (SE224)

Country: Sweden

Contact point: Håkan Ossmyr

Email: hakan.ossmyr@mason.se

Roles of this organisation:

Tenderer

Notice information

Notice identifier/version: 9abdceec-4983-4eb6-adee-6298f544e16b - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 10/04/2026 06:25:39 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 10/04/2026 06:25:40 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Swedish

Notice publication number: 248090-2026

OJ S issue number: 71/2026

Publication date: 13/04/2026