

259201-2026 - Competition

Sweden – Marketing services – Mediebyråttjänster - Annonseringsverktyg

OJ S 74/2026 16/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Statens inköpscentral vid Kammarkollegiet

Email: Fredrik.Bjornstrom@kammarkollegiet.se

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mediebyråttjänster - Annonseringsverktyg

Description: Upphandlingen avser ramavtal för statliga myndigheter och omfattar webbaserat annonseringsverktyg (self service). Annonseringsverktyget ska möjliggöra annonsering av exempelvis rekryteringsannonser och varningsannonser i valbara medier. Annonsering genom annonseringsverktyg får avropas upp till en sammanlagd omsättning om 70 000 000 SEK exklusive mervärdesskatt under Ramavtalets löptid. Om den sammanlagda omsättningen uppnås kan Avrop inte längre ske från Ramavtalet under resterande del av Ramavtalets löptid.

Procedure identifier: 083f52fe-c66e-46d3-a7a9-bab6a65df8c4

Internal identifier: 23.3-18307-2025

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 72222300 Information technology services

2.1.2. Place of performance

Country: Sweden

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 35 000 000,00 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-0000

Title: Mediebyråttjänster - Annonseringsverktyg

Description: Upphandlingen avser ramavtal för statliga myndigheter och omfattar webbaserat annonseringsverktyg (self service). Annonseringsverktyget ska möjliggöra annonsering av exempelvis rekryteringsannonser och varningsannonser i valbara medier. Annonsering genom annonseringsverktyg får avropas upp till en sammanlagd omsättning om 70 000 000 SEK exklusive mervärdesskatt under Ramavtalets löptid. Om den sammanlagda omsättningen uppnås kan Avrop inte längre ske från Ramavtalet under resterande del av Ramavtalets löptid.
Internal identifier: 23.3-18307-2025

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 72222300 Information technology services

5.1.2. Place of performance

Country: Sweden

Anywhere in the given country

5.1.3. Estimated duration

Start date: 17/02/2027

Duration end date: 16/02/2031

5.1.5. Value

Estimated value excluding VAT: 35 000 000,00 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): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Green Procurement Criteria: National Green Public Procurement criteria

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are included

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 10/05/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticelId=86840>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticelId=86840&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 21/05/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 270 Days

Information about public opening:

Opening date: 21/05/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Place: Statens inköpscentral vid Kammarkollegiet

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 Stockholm

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

8. Organisations

8.1. ORG-0001

Official name: Statens inköpscentral vid Kammarkollegiet

Registration number: 2021000829

Department: Enheten för upphandling av varor och tjänster

Postal address: Box 2218

Town: STOCKHOLM

Postcode: 10315

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Fredrik Björnström

Email: Fredrik.Bjornstrom@kammarkollegiet.se

Telephone: +4687000800

Internet address: <https://www.kammarkollegiet.se>

Roles of this organisation:

Buyer

8.1. ORG-0002

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: 08-561 680 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: 3d72ff0b-f8b8-44ba-baca-3046a73a5fad - 01

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