

260914-2026 - Competition

Norway – Advertising and marketing services – Framework agreement for media consultancy services and media procurements for Entur

OJ S 74/2026 16/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Entur AS

Email: Martin.Skaarer@entur.org

Activity of the contracting entity: Railway services

2. Procedure

2.1. Procedure

Title: Framework agreement for media consultancy services and media procurements for Entur

Description: Entur AS would like to enter into a framework agreement with 1 tenderer for a period of potentially 3+1+1+1 years, with the value of all the obligations amounting to NOK 90 million, given a 6 year contract length. The Agency shall, as needed and after further agreement, provide assistance with the execution of the current strategy and market plan and in accordance with Entur's marketing processes. This involves media consultancy/strategy, media procurements, media communication, insight and reporting.

Procedure identifier: e93e11cf-0280-41ec-9e1b-7c2802ccab7a

Internal identifier: 20260006

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

Main features of the procedure: See the tender documentation.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services

2.1.2. Place of performance

Postal address: Rådhusgata 5

Town: Oslo

Postcode: 0151

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

2.1.3. Value

Estimated value excluding VAT: 90 000 000,00 NOK

Maximum value of the framework agreement: 90 000 000,00 NOK

2.1.4. General information

Legal basis:

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD), Notice, Procurement Document

Corruption: See the tender documentation for information on the terms this applies to.

Fraud: See the tender documentation for information on the terms this applies to.

Money laundering or terrorist financing: See the tender documentation for information on the terms this applies to.

Participation in a criminal organisation: See the tender documentation for information on the terms this applies to.

Terrorist offences or offences linked to terrorist activities: See the tender documentation for information on the terms this applies to.

Child labour and including other forms of trafficking in human beings: See the tender documentation for information on the terms this applies to.

Breaching of obligations in the fields of environmental law: See the tender documentation for information on the terms this applies to.

Breaching of obligations in the fields of labour law: See the tender documentation for information on the terms this applies to.

Breaching of obligations in the fields of social law: See the tender documentation for information on the terms this applies to.

Agreements with other economic operators aimed at distorting competition: See the tender documentation for information on the terms this applies to.

Grave professional misconduct: See the tender documentation for information on the terms this applies to.

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: See the tender documentation for information on the terms this applies to.

Offence concerning its professional conduct in the domain of defence procurement: See the tender documentation for information on the terms this applies to.

Conflict of interest due to its participation in the procurement procedure: See the tender documentation for information on the terms this applies to.

Direct or indirect involvement in the preparation of this procurement procedure: See the tender documentation for information on the terms this applies to.

Early termination, damages, or other comparable sanctions: See the tender documentation for information on the terms this applies to.

Lack of reliability to exclude risks to the security of the country: See the tender documentation for information on the terms this applies to.

Breaching of obligations set under purely national exclusion grounds: See the tender documentation for information on the terms this applies to.

Breaching obligation relating to payment of social security contributions: See the tender documentation for information on the terms this applies to.

Breaching obligation relating to payment of taxes: See the tender documentation for information on the terms this applies to.

Business activities are suspended: See the tender documentation for information on the terms this applies to.

Bankruptcy: See the tender documentation for information on the terms this applies to.

Arrangement with creditors: See the tender documentation for information on the terms this applies to.

Insolvency: See the tender documentation for information on the terms this applies to.

Assets being administered by liquidator: See the tender documentation for information on the terms this applies to.

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: See the tender documentation for information on the terms this applies to.

5. Lot

5.1. Lot: LOT-0000

Title: Framework agreement for media consultancy services and media procurements for Entur

Description: Entur AS would like to enter into a framework agreement with 1 tenderer for a period of potentially 3+1+1+1 years, with the value of all the obligations amounting to NOK 90 million, given a 6 year contract length. The Agency shall, as needed and after further agreement, provide assistance with the execution of the current strategy and market plan and in accordance with Entur's marketing processes. This involves media consultancy/strategy, media procurements, media communication, insight and reporting.

Internal identifier: 20260006

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services

5.1.2. Place of performance

Postal address: Rådhusgata 5

Town: Oslo

Postcode: 0151

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

5.1.3. Estimated duration

Start date: 06/07/2026

Duration end date: 05/07/2029

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: The contracting authority can extend the framework agreement 3 times for 1 year (1+1+1).

5.1.5. Value

Estimated value excluding VAT: 90 000 000,00 NOK

Maximum value of the framework agreement: 90 000 000,00 NOK

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Notice, Procurement Document, European Single Procurement Document (ESPD)

Criterion: Other economic or financial requirements

Description of selection criterion: Requirement: Tenderers, and any supporting companies, shall have their tax and duty payments in order in the country where they are established. • Tax and VAT certificate. The certificate can be obtained from the Altinn.no. The certificate shall not be older than six months, from expiry of the tender deadline. • Norwegian tenderers who are not VAT obliged must provide confirmation of this from the Norwegian tax authorities. • Foreign tenderers must provide certificates from authorities equivalent to the Norwegian authorities.

Criterion: Other economic or financial requirements

Description of selection criterion: Requirements: 1. The tenderer, and any supporting companies, shall together have sufficient economic and financial capacity to provide the services throughout the entire contract period. Documentation requirement: • Extended credit appraisal/report, not older than three months, from a publicly certified credit rating company, with score A (credit worthy) or an equivalent or better rating. The report shall be based on the last known accounting figures. The date must be clearly stated. Recently established companies with an credit rating, some foreign companies or companies without reporting obligation to the Brønnøysund Register Centre will not always be able to document that the requirement is fulfilled. In such cases, the tenderer can prove his economic and financial position with any other document that the Contracting Authority deems suitable. • The last available Annual Financial Statement with notes and auditor's report. Requirements: 2. The tenderer, and any supporting companies, shall have a combined minimum turnover from the last general available financial year of NOK 19,000,000 excluding VAT. Documentation requirement: • To document minimum turnover, the tenderer shall submit this through the last available annual accounts showing the turnover in question, possibly through an expanded credit rating/report. If a tenderer uses different currencies than Norwegian kroner, the currency differences will be based on Norges Bank's mid-course on the day of the tender deadline. If a tenderer has a justifiable reason for not submitting the documentation required by the contracting authority, he can document his economic and financial capacity by presenting any other document that the Contracting Authority deems appropriate.

Criterion: Other economic or financial requirements

Description of selection criterion: Requirements: The tenderer, and any supporting companies, shall together have good experience with relevant deliveries. Documentation requirement: The tenderer will present up to 6 assignments/contracts that have been carried out (possibly by supporting companies) in the tender. the last 3 years (from the tender deadline). As a minimum the references contain information on: Value (value for the media agency) and length, and date for each work assignment, excluding VAT. Name of the contracting authority and e-mail to the gender neutral preferred. Statement of the type of work and what was carried out (relevance) in the assignment. Entur reserves the right to contact the reference customers. The submitted assignments may have been started before the last 3 years and they must also be valid/ongoing. There is a limit of up to 1600 words combined with the documentation for the response. A description beyond the allowed number of words will not be weighted. (The documentation is requested to be submitted in word or pdf without limitation).

The criteria will be used to select the candidates to be invited for the second stage of the procedure

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

Minimum number of candidates to be invited for the second stage of the procedure: 3

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Price

Description: Weight 40 %: Completion of Annex 5a Price Form.

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

Award criterion number: 40

Criterion:

Type: Quality

Name: Quality

Description: Weight 60%: The tenderer's response to Annex 1.

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

Award criterion number: 60

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Norwegian

Deadline for requesting additional information: 08/05/2026 21:55:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89206>

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 22/05/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89206&GoTo=Tender>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 19/05/2026 10:00:58 (UTC+00:00) Western European Time, GMT

Information that can be supplemented after the submission deadline:

At the discretion of the buyer, some missing tenderer-related documents may be submitted later.

Additional information: In accordance with the legal rules for public procurements.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Yes

Conditions relating to the performance of the contract: There is no requirement for legal form for the association to be awarded the contract.

A non-disclosure agreement is required: yes

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: SSA-R with annexes and call-off contracts SSA-B and SSA-O (attached). See the tender documentation.

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

Mediation organisation: Oslo tingrett

Review organisation: Oslo tingrett

Information about review deadlines: The petition for a provisional injunction based on rejection in accordance with the utilities regulations §§ 20-1 and 20-2 or selection in accordance with § 12-7 must be submitted within 16 days after the rejection or selection has been issued.

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed: Oslo tingrett

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed: Oslo tingrett

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: Oslo tingrett

Organisation providing additional information about the procurement procedure: Entur AS

Organisation providing offline access to the procurement documents: Entur AS

Organisation providing more information on the review procedures: Oslo tingrett

Organisation receiving requests to participate: Entur AS

Organisation processing tenders: Entur AS

8. Organisations

8.1. ORG-0001

Official name: Entur AS

Registration number: 917422575

Department: Økonomi - Innkjøp

Postal address: Rådhusgata 5

Town: Oslo

Postcode: 0151

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Contact point: Martin Skaarer

Email: Martin.Skaarer@entur.org

Telephone: +47 92260400

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1. ORG-0002

Official name: Oslo tingrett

Registration number: 926 725 939

Postal address: Postboks 2106 Vika

Town: Oslo

Postcode: 0125

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Email: oslo.tingrett@domstol.no

Telephone: 22 03 52 00

Internet address: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed

Notice information

Notice identifier/version: 0622eb79-4919-4cbd-8f24-f2863d2e0d76 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 17

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