

263418-2026 - Competition

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

OJ S 75/2026 17/04/2026

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: 255302bb-84ab-4363-8098-d4e784fc5d5e

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:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

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

Corruption: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a enforceable verdict has been convicted of corruption by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Corruption as defined in Article 3 of the Convention on Combating Corruption, Involving European Communities or European Union Member States (EUT C 195 of 25.6.1997, s. 1), and in Article 2, point 1, in the Council's framework decision 2003/568/RIA of 22 July 2003 on combating corruption in the private sector (EUT L 192 of 31.7.2003, p. 54). This rejection reason also includes corruption as defined in national law for the contracting authority or supplier.

Fraud: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted of fraud has been convicted of fraud by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies?

Money laundering or terrorist financing: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of money laundering or financing terrorism by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies?

Participation in a criminal organisation: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted verdict of participation in a criminal organisation by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Participation in a criminal organisation as defined in Article 2 of the Council's framework decision 2008/841/RIA of 24 October 2008 on control of organised crime (EUT L 300 of 11.11.2008, p. 42)

Terrorist offences or offences linked to terrorist activities: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body, or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of acts of terrorism or criminal acts related to terrorist activity by a verdict handed down no more than five years ago, or a rejection period set directly in the judgement that still applies? Acts of terrorism or criminal acts relating to terrorist activity as defined in Article 1 and 3 of the Council's framework decision 2002/475/RIA of 13 June 2002 on combating terrorism (EFT L 164, af 22.6.2002, p. 3). This rejection reason also includes incitement to, participation or attempts to commit such actions as included in Article 4 in the mentioned framework decision.

Child labour and including other forms of trafficking in human beings: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of child labour and other forms of human trafficking by a verdict handed down no more than five years ago, or a rejection period determined directly in the judgement that still applies? Child labour and other forms of human trafficking as defined in Article 2 of the European Parliament and council directive 2011/36/EU of 5. 1 April 2011 on the

prevention and control of human trafficking and the protection of its victims and for compensation of the Council's framework decision 2002/629/RIA (EUT L 101 of 15.4.2011, p. 1).

Breaching of obligations in the fields of environmental law: Is the tenderer aware of breaches of environmental provisions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Breaching of obligations in the fields of labour law: Is the tenderer aware of breaches of provisions on working conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Breaching of obligations in the fields of social law: Is the tenderer aware of breaches of provisions on social conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Agreements with other economic operators aimed at distorting competition: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Grave professional misconduct: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Has the tenderer: a) given grossly incorrect information with the notification of the information required to verify that there is no basis for rejection, or of the qualification requirements being fulfilled, b) failed to provide such information, c) made reservations immediately to present the supporting documents requested by the contracting authority, or d) improperly affected the contracting authority's decision process to acquire confidential information that could give this an unlawful advantage in connection with competition, or negligently has given misleading information that can have a significant influence on decisions on rejection, selection or award?

Conflict of interest due to its participation in the procurement procedure: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Direct or indirect involvement in the preparation of this procurement procedure: Has the tenderer or an entity associated with the supplier advised the contracting authority or in another way been involved in the planning of the competition?

Early termination, damages, or other comparable sanctions: Has the tenderer committed significant breaches of contract in connection with the fulfilment of a previous public contract, a previous contract with a public contracting authority or a previous concession contract, where the breach has led to the cancellation of the contract, compensation or other similar sanctions?

Breaching of obligations set under purely national exclusion grounds: In accordance with ESPD part III: Rejection Reasons, Section D: "Other rejection reasons stipulated in the national legislation of the Contracting Authority's Member State": The Norwegian procurement rules go further than what follows the rejection reasons stated in the EU Directive on Public Procurements and in the standard form for ESPD. Emphasis is put on the fact that all the rejection reasons in the supply regulations § 20-2, including the purely national rejection reasons, apply in this competition. The following rejection reasons in the supply regulations § 20-2 are purely national rejection reasons: • § 20-2 (2). This provision states that the contracting authority shall reject a tenderer when he is aware that the tenderer has been legally convicted or has accepted a wraep for the stated punishable conditions. The requirement that the contracting authority shall reject tenderers who have accepted a wraep for the stated punishable conditions is a distinctively Norwegian requirement. • § 20-2 (3) letter

in. The rejection reason in the EU directive on public procurements only concerns serious errors in professional practice, while the Norwegian rejection reason also includes other serious errors that can lead to doubts about the tenderer's professional integrity.

Breaching obligation relating to payment of social security contributions: Have tenderers failed to fulfil all their social security obligations in the country where they are established and in their member state, if this is a different country than what he is established in?

Breaching obligation relating to payment of taxes: Has the tenderer not fulfilled all of his tax and duty obligations in both the country where he is established and in the contracting authority's member state, if this is a different country than what he is established in?

Business activities are suspended: Has the tenderer's business conduct been stopped?

Bankruptcy: Is the tenderer in a bankruptcy situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Arrangement with creditors: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Insolvency: Is the tenderer in an insolvency situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Assets being administered by liquidator: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: Is the tenderer in a similar situation in accordance with an equivalent procedure set in the national law? See the national law, the relevant notice or procurement documents.

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 framework agreement can be extended for 1+1+1 year.
See the attached contract, SSA-R and annexes.

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): no

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

5.1.9. Selection criteria

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

Criterion: Other economic or financial requirements

Description of selection criterion: Requirement: The tenderer, 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: Requirement 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. Requirement 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 delivers this through the last available annual accounts showing the turnover in question, possibly through an extended 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: Requirement: 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). This requirement is also used as a limitation requirement for the tenderers connected to the qualification applications. Please see the tender documentation for more information. Between three and seven tenderers will be separated for submitting tenders to the competition. The criteria will be used to select the candidates to be invited for the second stage of the procedure

Criterion: Technicians or technical bodies for quality control

Description of selection criterion: This requirement is used as a qualification requirement for the tenderers connected to the qualification applications. Please see the tender documentation for more information. Between three and seven tenderers will be separated in order to submit tenders in the competition, in accordance with who scores best on this qualification requirement/the separation requirement. Requirement: 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).

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: Price weighted with 40%.

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

Award criterion number: 40

Criterion:

Type: Quality

Name: Quality

Description: The quality is weighted by 60%.

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: 10/05/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticelId=89363>

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?MeFormsNoticelId=89363&GoTo=Tender>

[MeFormsNoticelId=89363&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticelId=89363&GoTo=Tender)

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

Electronic catalogue: 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:

No documents can be submitted later.

Terms of contract:

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

Conditions relating to the performance of the contract: See the tender documentation.

A non-disclosure agreement is required: yes

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: No special. See the tender documentation.

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Additional buyer coverage: A contract will be signed with one tenderer.

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: Entur AS

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

Organisation providing more information on the review procedures

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

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: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 17

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