

## 303941-2026 - Competition

Sweden – Public relations services – Upphandling av kommunikationstjänster

OJ S 85/2026 04/05/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Norrenergi Aktiebolag

Email: [andreas.soderqvist@norrenergi.se](mailto:andreas.soderqvist@norrenergi.se)

Legal type of the buyer: Regional authority

Activity of the contracting authority: Housing and community amenities

Activity of the contracting entity: Production, transport or distribution of gas or heat

### 2. Procedure

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#### 2.1. Procedure

Title: Upphandling av kommunikationstjänster

Description: Norrenergi bjuder in leverantörer att lämna anbud avseende ramavtal för kommunikationstjänster. Upphandlingen omfattar extern kommunikation med tyngdpunkt på operativ produktion av kommunikationsmaterial samt kompletterande strategiskt stöd. Leverantören ska kunna stödja beställaren inom exempelvis innehållsproduktion, digital kommunikation, kampanjarbete, PR och medierelationer samt analys och uppföljning.

Procedure identifier: e89051d2-ceb8-4984-b11c-767211678564

Internal identifier: NE2026-63

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79340000 Advertising and marketing services, 79416200 Public relations consultancy services, 79822500 Graphic design services, 92111250 Information film production, 92312211 Writing agency services

##### 2.1.2. Place of performance

Country: Sweden

Anywhere in the given country

##### 2.1.3. Value

Estimated value excluding VAT: 6 000 000,00 SEK

##### 2.1.4. General information

**Legal basis:**

Directive 2014/25/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

## 5. Lot

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### 5.1. Lot: LOT-0000

Title: Upphandling av kommunikationstjänster

Description: Norrenergi bjuder in leverantörer att lämna anbud avseende ramavtal för kommunikationstjänster. Upphandlingen omfattar extern kommunikation med tyngdpunkt på operativ produktion av kommunikationsmaterial samt kompletterande strategiskt stöd.

Leverantören ska kunna stödja beställaren inom exempelvis innehållsproduktion, digital kommunikation, kampanjarbete, PR och medierelationer samt analys och uppföljning.

Internal identifier: NE2026-63

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79340000 Advertising and marketing services, 79416200 Public relations consultancy services, 79822500 Graphic design services, 92111250 Information film production, 92312211 Writing agency services

#### 5.1.2. Place of performance

Country: Sweden

Anywhere in the given country

#### 5.1.3. Estimated duration

Start date: 01/09/2026

Duration end date: 31/08/2028

#### 5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: 2+2+1 år.

#### 5.1.5. Value

Estimated value excluding VAT: 6 000 000,00 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: Reduction of environmental impacts

Description: Resurseffektiva uppdrag som främjar information och kunskap i relation till fjärrvärme där beställaren har en hållbar produktion med hela 99,7 procent förnybar värmeproduktion samt strävan att bli helt fossilfri.

Approach to reducing environmental impacts: Climate change mitigation, Pollution prevention and control, The transition to a circular economy

#### 5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

#### 5.1.11. Procurement documents

Deadline for requesting additional information: 21/05/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=90730>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=90730&GoTo=Tender>

[MeFormsNoticeld=90730&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticeld=90730&GoTo=Tender)

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 01/06/2026 21:59:58 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 128 Days

##### Information about public opening:

Opening date: 02/06/2026 07:00:00 (UTC+00:00) Western European Time, GMT

Place: Solna

##### 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: Enligt upphandlingsdokument och avtalsvillkor.

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Enligt upphandlingsdokument och avtalsvillkor.

#### 5.1.15. Techniques

##### Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

##### Information about the dynamic purchasing system:

No dynamic purchase system

#### 5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten

Information about review deadlines: felkod i tendsign, ej läsbart vid validering.

Organisation providing additional information about the procurement procedure: Norrenergi Aktiebolag

Organisation providing more information on the review procedures: Norrenergi Aktiebolag

## 8. Organisations

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### 8.1. ORG-0001

Official name: Norrenergi Aktiebolag

Registration number: 5564299500

Department: Upphandlingsenheten

Postal address: Box 1177

Town: SOLNA

Postcode: 17123

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: UPPH Andreas Söderqvist

Email: [andreas.soderqvist@norrenergi.se](mailto:andreas.soderqvist@norrenergi.se)

Telephone: 08-4750400

Internet address: <http://www.norrenergi.se/>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing more information on the review procedures

**8.1. ORG-0002**

Official name: Förvaltningsrätten

Registration number: 202100-2742

Town: Stockholm

Postcode: 115 76

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: [forvaltningsrattenistockholm@dom.se](mailto:forvaltningsrattenistockholm@dom.se)

Telephone: 08-561 680 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-stockholm/>

**Roles of this organisation:**

Review organisation

## Notice information

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Notice subtype: 17

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