

307171-2026 - Competition

Sweden – Marketing management consultancy services – Kommunikations- och mediebyrå
OJ S 86/2026 05/05/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Högskolan Väst
Email: lena.larsson@hv.se
Legal type of the buyer: Central government authority
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Kommunikations- och mediebyrå
Description: Högskolan Väst avser att teckna ett ramavtal med en byrå/partner som kontinuerligt kan stödja högskolans kommunikations- och marknadsföringsarbete. Ramavtalet ska möjliggöra löpande avrop av tjänster som täcker hela kedjan av kommunikations- och marknadsföringstjänster från analys och strategi till återkommande kampanjer och projekt samt mediaköp, anpassning av media och uppföljning till olika kanaler och målgrupper på en lokal, nationell och internationell marknad.
Procedure identifier: b4e0c901-e468-4678-81b3-7d6776a2f94f
Internal identifier: HV 2026/192
Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation
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): 79340000 Advertising and marketing services, 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Västra Götalands län (SE232)
Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 20 000 000,00 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: Kommunikations- och mediebyrå

Description: Högskolan Väst avser att teckna ett ramavtal med en byrå/partner som kontinuerligt kan stödja högskolans kommunikations- och marknadsföringsarbete. Ramavtalet ska möjliggöra löpande avrop av tjänster som täcker hela kedjan av kommunikations- och marknadsföringstjänster från analys och strategi till återkommande kampanjer och projekt samt mediaköp, anpassning av media och uppföljning till olika kanaler och målgrupper på en lokal, nationell och internationell marknad.

Internal identifier: HV 2026/192

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

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5.1.2. Place of performance

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2028

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Förlängning är 12 månader

5.1.5. Value

Estimated value excluding VAT: 20 000 000,00 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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

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: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.11. Procurement documents

Deadline for requesting additional information: 25/05/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=90862>

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 30/09/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=90862&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of requests to participate: 04/06/2026 21:59:59 (UTC+00:00) Western European Time, GMT

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 Göteborg

Information about review deadlines: Enligt förfrågningsunderlaget.

8. Organisations

8.1. ORG-0001

Official name: Högskolan Väst

Registration number: 2021004052

Department: Akademi- och Ledningsstöd

Town: TROLLHÄTTAN

Postcode: 46186

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Contact point: Lena Larsson

Email: lena.larsson@hv.se

Telephone: +46 0520-22 30 00

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

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Förvaltningsrätten i Göteborg

Registration number: 202100-2742

Postal address: Box 53197

Town: Göteborg

Postcode: 400 15

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Email: forvaltningsrattenigoteborg@dom.se

Telephone: 031-732 70 00

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

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 4f08d47b-2222-44fa-b0d4-d180dc4cb4d6 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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