

330302-2026 - Competition

Sweden – Advertising and marketing services – Arbetsgivarvarumärke

OJ S 92/2026 13/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Sveriges Radio AB

Email: upphandling@sr.se

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Arbetsgivarvarumärke

Description: Sveriges Radio avser att upphandla "Arbetsgivarvarumärke" (diarienummer SR2609). Upphandlingen avser ett ramavtal för projektbaserade Employer Branding-tjänster, där Sveriges Radio avser att teckna ramavtal med en (1) leverantör. Leverantören ska kunna leverera helheten i uppdragen, från idé och kreativt koncept till planering och genomförande, färdig produktion samt uppföljning.

Procedure identifier: bb5e7076-7e7c-461d-91e7-e5aecb91fb89

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 10 000 000,00 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-0001

Title: Arbetsgivarvarumärke

Description: Sveriges Radio avser att upphandla "Arbetsgivarvarumärke" (diarienummer SR2609). Upphandlingen avser ett ramavtal för projektbaserade Employer Branding-tjänster, där Sveriges Radio avser att teckna ramavtal med en (1) leverantör. Leverantören ska kunna leverera helheten i uppdragen, från idé och kreativt koncept till planering och genomförande, färdig produktion samt uppföljning.

Internal identifier: urn:eavrop:mdn:ProcurementProject:130225:Lot:1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79416000 Public relations services, 79413000 Marketing management consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

5.1.3. Estimated duration

Start date: 22/09/2026

Duration end date: 22/09/2030

5.1.4. Renewal

Maximum renewals: 2

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Green Procurement Criteria: Other Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-avrop.com/sr/e-Upphandling/NoticeLink.aspx?id=129215>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/sr/e-Upphandling/NoticeLink.aspx?id=129215>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 13/06/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 5 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known
Electronic invoicing: Required
Electronic ordering will be used: no
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 additional information about the procurement procedure: Sveriges Radio AB

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

8. Organisations

8.1. ORG-0001

Official name: Sveriges Radio AB

Registration number: 556419-3232

Postal address: Oxenstiernsgatan 20

Town: Stockholm

Postcode: 11527

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: upphandling@sr.se

Telephone: 08-784 50 00

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Antirio AB

Registration number: 556533-8133

Postal address: GÅRDSVÄGEN 18

Town: Solna

Postcode: 169 70

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: support@e-avrop.com

Telephone: 08-501 190 00

Internet address: <https://www.e-avrop.com>

Roles of this organisation:

TED eSender

8.1. ORG-0003

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: +46 8-561 680 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: 3ad44998-0dd3-4843-9172-ae69bbf2c4bc - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
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