

## 333641-2026 - Competition

Sweden – Advertising and marketing services – Kommunikationsbyrå

OJ S 93/2026 15/05/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: BROTTSFÖREBYGGANDE RÅDET

Email: [robert.galant@bra.se](mailto:robert.galant@bra.se)

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Kommunikationsbyrå

Description: Brottsförebyggande rådet (Brå)\* bjuder in leverantörer till att lämna anbud till upphandling av Kommunikationsbyrå. Brå avser att teckna Avtal med en (1) leverantör.

Procedure identifier: 7a88ca07-9e44-4146-a9c3-1f374ff7d1cb

Internal identifier: 0157/26

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

Additional classification (cpv): 79341200 Advertising management services, 79342000

Marketing services, 79415000 Production management consultancy services, 79416000

Public relations services, 79416100 Public relations management services, 79416200 Public

relations consultancy services, 79822500 Graphic design services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

##### 2.1.3. Value

Estimated value excluding VAT: 7 000 000,00 SEK

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.5. Terms of procurement

**Terms of submission:**

Maximum number of lots for which one tenderer can submit tenders: 1

**Terms of contract:**

Maximum number of lots for which contracts can be awarded to one tenderer: 1

## 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Generell del

Description: Brottsförebyggande rådet (Brå) bjuder in leverantörer till att lämna anbud till upphandling av Kommunikationsbyrå. Brå avser att teckna Avtal med en (1) leverantör.

Internal identifier: 1881588-0

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341200 Advertising management services, 79342000

Marketing services, 79415000 Production management consultancy services, 79416000

Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79822500 Graphic design services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

#### 5.1.3. Estimated duration

Start date: 02/11/2026

Duration end date: 01/11/2028

#### 5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Förlängning är 12 månader

#### 5.1.5. Value

Estimated value excluding VAT: 7 000 000,00 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

#### 5.1.11. Procurement documents

Deadline for requesting additional information: 08/06/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticelId=91814>

#### 5.1.12. Terms of procurement

**Terms of submission:**

Electronic submission: Required

Address for submission: [https://tendsign.com/doc.aspx?](https://tendsign.com/doc.aspx?MeFormsNoticeld=91814&GoTo=Tender)

[MeFormsNoticeld=91814&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticeld=91814&GoTo=Tender)

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 16/06/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 197 Days

**Information about public opening:**

Opening date: 16/06/2026 22:00:00 (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 Stockholm

Information about review deadlines: Se upphandlingsdokument

**5.1. Lot: LOT-0002**

Title: Alternativ 1 (Kapitel 4) - KRAV PÅ LEVERANTÖREN

Description: Alternativ 1 (Kapitel 4) - Denna del väljer anbudsgivare när denne vill inkomma med samtliga efterfrågade uppgifter och bevis direkt i upphandlingen. Se information om val i kapitel 3.

Internal identifier: 1881590-1

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341200 Advertising management services, 79342000

Marketing services, 79415000 Production management consultancy services, 79416000

Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79822500 Graphic design services

**5.1.2. Place of performance**

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

**5.1.3. Estimated duration**

Start date: 02/11/2026

Duration end date: 01/11/2028

#### 5.1.4. **Renewal**

Maximum renewals: 2

Other information about renewals: Förlängning är 12 månader

#### 5.1.5. **Value**

Estimated value excluding VAT: 7 000 000,00 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

#### 5.1.11. **Procurement documents**

Deadline for requesting additional information: 08/06/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=91814>

#### 5.1.12. **Terms of procurement**

##### **Terms of submission:**

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=91814&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 16/06/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 197 Days

##### **Information about public opening:**

Opening date: 16/06/2026 22:00:00 (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 Stockholm

## 8. Organisations

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### 8.1. ORG-0001

Official name: BROTTSFÖREBYGGANDE RÅDET  
Registration number: 2021000068  
Department: BROTTSFÖREBYGGANDE RÅDET  
Postal address: BOX 1386  
Town: STOCKHOLM  
Postcode: 11193  
Country subdivision (NUTS): Stockholms län (SE110)  
Country: Sweden  
Contact point: Robert Galant  
Email: [robert.galant@bra.se](mailto:robert.galant@bra.se)  
Telephone: 08-52758400  
Internet address: <https://www.bra.se>

**Roles of this organisation:**

Buyer

### 8.1. ORG-0002

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](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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Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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