

## 343738-2026 - Competition

Sweden – Advertising and marketing services – Kommunikationsbyråttjänster

OJ S 96/2026 20/05/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

---

#### 1.1. Buyer

Official name: Kustbevakningen

Email: [upphandling@kustbevakningen.se](mailto:upphandling@kustbevakningen.se)

Legal type of the buyer: Central government authority

Activity of the contracting authority: Public order and safety

### 2. Procedure

---

#### 2.1. Procedure

Title: Kommunikationsbyråttjänster

Description: Kommunikationsbyråttjänster åt Kustbevakningen.

Procedure identifier: 5699c118-708e-41c4-a72b-ebe5b0f5310d

Internal identifier: 2026-643

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): 22000000 Printed matter and related products, 79000000

Business services: law, marketing, consulting, recruitment, printing and security, 92111210

Advertising film production, 92112000 Services in connection with motion-picture and video-tape production

#### 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 2014/24/EU

#### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

### 5. Lot

---

#### 5.1. Lot: LOT-0000

Title: Kommunikationsbyråttjänster

Description: Kommunikationsbyråtjänster åt Kustbevakningen.

Internal identifier: 2026-643

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 22000000 Printed matter and related products, 79000000

Business services: law, marketing, consulting, recruitment, printing and security, 92111210

Advertising film production, 92112000 Services in connection with motion-picture and video-tape production

#### 5.1.2. Place of performance

Country: Sweden

Anywhere in the given country

#### 5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 30/09/2028

#### 5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Förlängning är 12 månader

#### 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: No strategic procurement

Green Procurement Criteria: No 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://tendsign.com/doc.aspx?MeFormsNoticeld=92223>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92223&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 02/07/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 214 Days

##### Information about public opening:

Opening date: 06/07/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Place: Karlskrona

**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 Växjö

Information about review deadlines: .

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

## 8. Organisations

---

**8.1. ORG-0001**

Official name: Kustbevakningen

Registration number: 2021003997

Department: Kustbevakningen

Postal address: BOX 536

Town: KARLSKRONA

Postcode: 37123

Country subdivision (NUTS): Blekinge län (SE221)

Country: Sweden

Contact point: Anna Hansson

Email: [upphandling@kustbevakningen.se](mailto:upphandling@kustbevakningen.se)

Telephone: +46 (0)776 707000

**Roles of this organisation:**

Buyer

**8.1. ORG-0002**

Official name: Förvaltningsrätten i Växjö

Registration number: 202100-2742

Postal address: Box 42

Town: Växjö

Postcode: 351 03

Country subdivision (NUTS): Kronobergs län (SE212)

Country: Sweden

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

Telephone: 0470-56 02 00

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

**Roles of this organisation:**

Review organisation

## Notice information

---

Notice identifier/version: f6727c51-07e0-4346-a233-e2f0a097834b - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 19/05/2026 06:30:55 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 19/05/2026 06:30:56 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Swedish

Notice publication number: 343738-2026

OJ S issue number: 96/2026

Publication date: 20/05/2026