

354312-2026 - Competition

Sweden – Business services: law, marketing, consulting, recruitment, printing and security –
Fullservicebyrå Kommunikationstjänster 2026
OJ S 99/2026 26/05/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Västtrafik AB

Email: maria.gunnas@vasttrafik.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

2. Procedure

2.1. Procedure

Title: Fullservicebyrå Kommunikationstjänster 2026

Description: Upphandling av Fullservicebyrå Kommunikationstjänster för Västtrafiks räkning.

Procedure identifier: 9a3e4832-4e8d-4252-951f-98767700014d

Internal identifier: 1-505-25

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000

Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising

management services, 79341400 Advertising campaign services, 79342000 Marketing

services, 92111200 Advertising, propaganda and information film and video-tape production,

92111210 Advertising film production, 92111220 Advertising video-tape production

2.1.2. Place of performance

Anywhere in the European Economic Area

2.1.3. Value

Estimated value excluding VAT: 70 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD), Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Generell del

Description: Upphandlingsföreskrifter Öppet förfarande

Internal identifier: 1857746-0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111220 Advertising video-tape production

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 30/09/2029

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Förlängning är 12 månader

5.1.5. Value

Estimated value excluding VAT: 70 000 000,00 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: European Single Procurement Document (ESPD), Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 11/06/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92453>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92453&GoTo=Tender>

[MeFormsNoticeld=92453&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticeld=92453&GoTo=Tender)

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 22/06/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 191 Days

Information about public opening:

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

Place: Göteborg

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

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Enligt upphandlingsdokument

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Jönköping

Information about review deadlines: Enligt upphandlingsdokument

Organisation providing additional information about the procurement procedure: Västtrafik AB

5.1. Lot: LOT-0002

Title: Åberopande av annans kapacitet

Description: För Anbudsgivare som åberopar annans kapacitet (se avsnitt 1.3.4)

Internal identifier: 1857747-1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000

Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising

management services, 79341400 Advertising campaign services, 79342000 Marketing

services, 92111200 Advertising, propaganda and information film and video-tape production,

92111210 Advertising film production, 92111220 Advertising video-tape production

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 30/09/2029

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Förlängning är 12 månader

5.1.5. Value

Estimated value excluding VAT: 70 000 000,00 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: European Single Procurement Document (ESPD), Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 11/06/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92453>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92453&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 22/06/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 191 Days

Information about public opening:

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

Place: Göteborg

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

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Enligt upphandlingsdokument

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Jönköping

Information about review deadlines: Enligt upphandlingsdokument

Organisation providing additional information about the procurement procedure: Västtrafik AB

5.1. Lot: LOT-0003

Title: Alternativ 2 - inlämnande av bevis i Anbudet

Description: Välj alternativ 2 om du inkommer med bevis direkt i anbudet. OBS Välj antingen alternativ 1 eller alternativ 2!

Internal identifier: 1857748-2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000

Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising

management services, 79341400 Advertising campaign services, 79342000 Marketing

services, 92111200 Advertising, propaganda and information film and video-tape production,

92111210 Advertising film production, 92111220 Advertising video-tape production

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 30/09/2029

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Förlängning är 12 månader

5.1.5. Value

Estimated value excluding VAT: 70 000 000,00 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: European Single Procurement Document (ESPD), Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 11/06/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92453>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92453&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 22/06/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 191 Days

Information about public opening:

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

Place: Göteborg

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

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Enligt upphandlingsdokument

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Jönköping

Information about review deadlines: Enligt upphandlingsdokument

Organisation providing additional information about the procurement procedure: Västtrafik AB

5.1. Lot: LOT-0004

Title: Alternativ 1 - lämna in egenförsäkran

Description: Välj alternativ 1 om du inkommer med egenförsäkran, ESPD. OBS Välj antingen alternativ 1 eller alternativ 2!

Internal identifier: 1857749-3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000

Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising

management services, 79341400 Advertising campaign services, 79342000 Marketing services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111220 Advertising video-tape production

5.1.2. Place of performance

Anywhere in the European Economic Area

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 30/09/2029

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Förlängning är 12 månader

5.1.5. Value

Estimated value excluding VAT: 70 000 000,00 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: European Single Procurement Document (ESPD), Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 11/06/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92453>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=92453&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 22/06/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 191 Days

Information about public opening:

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

Place: Göteborg

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
Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes
Financial arrangement: Enligt upphandlingsdokument

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Jönköping

Information about review deadlines: Enligt upphandlingsdokument

Organisation providing additional information about the procurement procedure: Västtrafik AB

8. Organisations

8.1. ORG-0001

Official name: Västtrafik AB

Registration number: 5565585873

Department: Upphandlingsenheten

Postal address: Box 123

Town: SKÖVDE

Postcode: 54123

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

Country: Sweden

Contact point: Maria Gunnäs

Email: maria.gunnas@vasttrafik.se

Telephone: 010-43 45 200

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

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Förvaltningsrätten i Jönköping

Registration number: 202100-2742

Postal address: Box 2201

Town: Jönköping

Postcode: 550 02

Country subdivision (NUTS): Jönköpings län (SE211)

Country: Sweden

Email: forvaltningsrattenijonkoping@dom.se

Telephone: 036-15 66 00

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

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: bd2aa436-b9fc-4e4c-b568-b94b3dfd9a29 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 17

Notice dispatch date: 21/05/2026 14:08:04 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 21/05/2026 14:08:06 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Swedish

Notice publication number: 354312-2026

OJ S issue number: 99/2026

Publication date: 26/05/2026