

360269-2026 - Competition

Norway – Marketing management consultancy services – K26-11 Framework agreement full service agency services

OJ S 100/2026 27/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Kolumbus AS

Email: mia.valoe@kolumbus.no

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

2. Procedure

2.1. Procedure

Title: K26-11 Framework agreement full service agency services

Description: The aim of the procurement is to enter into a framework agreement with one tenderer (full service agency) who can deliver comprehensive communication and media agency services in support of Kolumbus's business goals. The delivery shall contribute to measurable effect, high implementation ability and quick response as needed. The contracting authority particularly needs assistance in the following main areas: • Campaigns and communication connected to the opening and operation of Bussveien - large and small (launches, changes, hubs and customer management) • Communication about Sykkkelstamveien and the new mobility picture in the region (combination journeys, bicycles + collective, new habits) • Reputation building and positive brand development for Kolumbus • Strategy and measures for changing travel habits - get more people to choose collectively and bicycles • Ongoing content production, publication and administration in social media. • Quick response and capacity when needed (events, deviations and political/public attention) The framework agreement includes strategic consultancy, planning, production and execution, as well as media procurements, optimisation and reporting. The contracting authority will use close and integrated cooperation, where the full service agency works together with Kolumbus's team and actively contributes to planning and execution. See the tender documentation part 2 for further information on the contract's extent and content.

Procedure identifier: 49ec87ca-f6f1-40b2-812e-fb7ef9f3a29f

Internal identifier: K26-11

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: This procurement will be carried out in accordance with the Act from 17 June 2016 no. 73 on public procurements (LOA) and the regulations 12 August 2016 no. 975 on procurement rules in the supply sector (The Supply Regulations (FYF)). The procurement will be carried out as an open tender contest in accordance with FYF parts I and II. This procedure gives all interested tenderers the possibility to submit tender offers.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79341500 Aerial advertising services, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services, 79342300 Customer services, 79400000 Business and management consultancy and related services, 79415200 Design consultancy services, 79800000 Printing and related services

2.1.2. Place of performance

Country: Norway

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 50 000 000,00 NOK

Maximum value of the framework agreement: 50 000 000,00 NOK

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

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

5. Lot

5.1. Lot: LOT-0000

Title: K26-11 Framework agreement full service agency services

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Internal identifier: K26-11

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Options:

Description of the options: A framework agreement shall be signed with one tenderer for the assignment. The framework agreement period is 2 years. The contracting authority shall have the option to extend the framework agreement for a further 1+1+1+1+1+1 year, so that the maximum length of the framework agreement including the option years is 8 years. For information on triggering options and termination, see SSA-R Annex 4 Contract point 1.3 Length and termination - option for an extension.

5.1.2. Place of performance

Country: Norway

Anywhere in the given country

5.1.3. Estimated duration

Duration: 8 Years

5.1.4. Renewal

Maximum renewals: 6

Other information about renewals: Renewal length is 12 months

5.1.5. Value

Estimated value excluding VAT: 50 000 000,00 NOK

Maximum value of the framework agreement: 50 000 000,00 NOK

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Notice, Procurement Document

Criterion: Other economic or financial requirements

Description of selection criterion: 6.4.1 Requirement for tax certificate Tenderers shall have their tax, payroll tax and VAT payments in order. Documentation requirement: Tax certificates not older than six months calculated from the tender deadline. Tax certificate means:

Norwegian tenderers: > Tax and VAT certificate issued by the tax office via Altinn. Foreign

tenderers: > Foreign tenderers must submit equivalent certificates from their own country that show that they have their tax and duty payments in order. If the authorities in the relevant country do not issue such certificates, the tenderer shall submit a statement which states that all taxes and duties have been paid. The declaration shall be approved and signed by the tenderer's Financial Director/ person responsible for Finance.

Criterion: Enrolment in a trade register

Description of selection criterion: 6.4.2 Requirement for the tenderer's registration, authorisation etc. The tenderer shall be a legally established company. Documentation requirement: Norwegian tenderers: › Company Registration Certificate Foreign tenderers: › Confirmation and documentation that the tenderer is registered in a trade register or company register in accordance with the law in the country where the tenderer is established.

Criterion: Other economic or financial requirements

Description of selection criterion: 6.4.3 Economic and financial position requirements The tenderer shall have sufficient financial strength to be able to fulfil the contract. The financial strength will be assessed on the tenderer's turnover, liquidity, solidity and debt ratio. Documentation requirement: The tenderer's Annual Financial Statements including notes with the Board's and auditor's reports from 2022, 2023 and 2024. In addition the tenderer is requested to present a credit rating, not older than three months from the tender deadline, from a certified credit rating company. If the tenderer does not have the possibility to deliver the above mentioned documentation, or does not fulfil qualification requirement through the above mentioned documentation, other documentation can be the contracting authority will find suitable for substantiate economic and financial capacity, such as a parent company guarantee or other guarantee/security. The tenderer will be responsible for providing sufficient documentation. The Contracting Authority reserves the right to carry out a credit assessment itself.

Criterion: References on specified deliveries

Description of selection criterion: 6.4.4 Technical and professional qualification requirements (references) Tenderers shall have experience from relevant and comparable deliveries. Documentation requirement: Description of up to 3 of the tenderer's most relevant and comparable deliveries from the last three years. Tenderers shall document fulfilment by filling in the attached template for reference descriptions; See Annex 3: Reference Descriptions.

Criterion: Measures for ensuring quality

Description of selection criterion: 6.4.5 Quality assurance/management system requirements Tenderers shall have a documented and implemented quality assurance/management system. The quality assurance/management system shall cover all organisation units and processes included in the contracting authority's deliveries. Documentation requirement: A copy of an ISO 9001 certificate or equivalent recognised standard for quality management, issued by an accredited certification body. If the tenderer's quality assurance/management system is not certified, the tenderer shall provide: › A description of the quality assurance/management system as well as how the system is implemented and managed in the entity. The description must be so detailed that the contracting authority can undertake an independent assessment of the tenderer's quality assurance/management system.

5.1.10. Award criteria

Criterion:

Type: Price

Name: Price

Description: The price will be evaluated based on the evaluation sum stated in the completed price form. Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 5 Annex 1 - Price Form.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

Criterion:

Type: Quality

Name: Assignment comprehension

Description: The contracting authority will undertake a judgemental overall assessment of the tenderer's assignment comprehension, including: • Co-operation (annex 1 Annex 1, Requirement 18) • Response time and operative support (Annex 1 Annex 1 Requirement 19) • Local operative understanding (annex 1 Annex 1 Requirement 20) • Delivery model and methodology for strategic consultancy, campaign development, media procurements and effect measurement (Annex 1 Annex 1 Requirement 21). The contracting authority will emphasise whether the responses are realistic, binding and project adapted. Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 1 Annex 1 - The Contracting Authority's Requirement Specifications and the Tenderer's assignment comprehension.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

Criterion:

Type: Quality

Name: Expertise

Description: The contracting authority will evaluate the offered key personnel's competence and experience. The contracting authority will particularly emphasise documented experience from relevant reference projects. CVs shall be submitted for a maximum of 2 key resources. Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 1 Annex 2 - The tenderer's offered competence.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

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?MeFormsNoticId=92736>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticId=92736&GoTo=Tender>

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

Electronic catalogue: Allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 22/06/2026 10:00:58 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 91 Days

Information about public opening:

Opening date: 22/06/2026 10:01:00 (UTC+00:00) Western European Time, GMT

Place: Kolumbus' office premises

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: See the tender documentation part 2.

Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes
Financial arrangement: See the tender documentation part 2.

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: Sør-Rogaland tingrett
Information about review deadlines: In accordance with the tender documentation and regulations for public procurements.
Organisation providing additional information about the procurement procedure: Kolumbus AS
Organisation providing offline access to the procurement documents: Kolumbus AS
Organisation providing more information on the review procedures: Sør-Rogaland tingrett
Organisation receiving requests to participate: Kolumbus AS
Organisation processing tenders: Kolumbus AS

8. Organisations

8.1. ORG-0001

Official name: Kolumbus AS
Registration number: 914749360
Department: Inventura AS
Postal address: Jernbaneveien 9
Town: Stavanger
Postcode: 4005
Country subdivision (NUTS): Rogaland (NO0A1)
Country: Norway
Contact point: Mia Valø
Email: mia.valoe@kolumbus.no
Telephone: +4751925200
Internet address: <https://kolumbus.no>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation receiving requests to participate
Organisation processing tenders

8.1. ORG-0002

Official name: Sør-Rogaland tingrett
Registration number: 926 723 448
Postal address: Postboks 159
Town: Stavanger
Postcode: 4001
Country subdivision (NUTS): Rogaland (NO0A1)

Country: Norway

Email: sor-rogaland.tingrett@domstol.no

Telephone: 52 00 46 00

Internet address: <https://www.domstol.no/no/domstoler/tingrett/sor-rogaland-tingrett/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 4ee05788-49f3-49c9-a849-538461eda5c0 - 01

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