

374544-2026 - Competition

Sweden – Business services: law, marketing, consulting, recruitment, printing and security – Strategisk kommunikationsbyrå
OJ S 103/2026 01/06/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Pensionsmyndigheten

Email: inkop@pensionsmyndigheten.se

Legal type of the buyer: Central government authority

Activity of the contracting authority: Social protection

2. Procedure

2.1. Procedure

Title: Strategisk kommunikationsbyrå

Description: Pensionsmyndigheten har tre uppdrag: vi betalar ut rätt pension i rätt tid till rätt person, vi gör pensioner enklare att förstå, förutse och påverka, och vi analyserar och tar fram fakta om pensionssystemet. Syftet med upphandlingen är att teckna ramavtal med en (1) leverantör inom strategisk kommunikationsrådgivning. Leverantören ska stödja Pensionsmyndigheten i hela uppdraget och bidra till en långsiktigt robust och hållbar verksamhet. Det kräver förmåga att hantera varierande och komplexa behov. Se upphandlingsdokumenten för mer information om upphandlingen.

Procedure identifier: 87bb4541-2e29-496f-9e32-c84834e2e3d9

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

2.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 4 500 000,00 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: Strategisk kommunikationsbyrå

Description: Pensionsmyndigheten har tre uppdrag: vi betalar ut rätt pension i rätt tid till rätt person, vi gör pensioner enklare att förstå, förutse och påverka, och vi analyserar och tar fram fakta om pensionssystemet. Syftet med upphandlingen är att teckna ramavtal med en (1) leverantör inom strategisk kommunikationsrådgivning. Leverantören ska stödja Pensionsmyndigheten i hela uppdraget och bidra till en långsiktigt robust och hållbar verksamhet. Det kräver förmåga att hantera varierande och komplexa behov. Se upphandlingsdokumenten för mer information om upphandlingen.

Internal identifier: urn:eavrop:mdn:ProcurementProject:119891:Lot: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, 79410000 Business and management consultancy 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: 28/09/2026

Duration end date: 27/09/2028

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: 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://www.e-avrop.com/Pensionsmyndigheten/e-Upphandling/NoticeLink.aspx?id=118882>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/Pensionsmyndigheten/e-Upphandling/NoticeLink.aspx?id=118882>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 01/07/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

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: 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: Pensionsmyndigheten

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

8. Organisations

8.1. ORG-0001

Official name: Pensionsmyndigheten

Registration number: 202100-6255

Postal address: Box 38190

Town: Stockholm

Postcode: 100 64

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: inkop@pensionsmyndigheten.se

Telephone: 0771-771771

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: 61f93f8a-6de3-48f5-b114-9b95b724a8f7 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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