

375405-2026 - Competition

Sweden – Advertising and marketing services – Ramavtal kommunikation- och streamingtjänster
OJ S 104/2026 02/06/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Sida

Email: francois.kaib@sida.se

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Ramavtal kommunikation- och streamingtjänster

Description: Inom ramen för kommunikationstjänster har Sida behov av ett ramavtal som omfattar tjänster såsom strategisk rådgivning, genomförande av kommunikationsinsatser samt innehållsproduktion till Sidas kommunikationskanaler. Vidare har myndigheten också behov av en leverantör som tar ett helhetsansvar för tillförlitlig avancerad streaming samt tillhörande teknik och support.

Procedure identifier: f0e05dc8-821b-4fee-9cb4-c379c0f14095

Internal identifier: 26/000409

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): 32000000 Radio, television, communication, telecommunication and related equipment, 32211000 Broadcast production equipment, 39294100 Information and promotion products, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79342000 Marketing services, 79410000 Business and management consultancy services, 79413000 Marketing management consultancy services, 79415000 Production management consultancy services, 79416000 Public relations services, 92110000 Motion picture and video tape production and related services, 92111000 Motion picture and video production services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92112000 Services in connection with motion-picture and video-tape production

2.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Additional information: -

2.1.3. Value

Estimated value excluding VAT: 22 000 000,00 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: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Kommunikationstjänster

Description: Inom ramen för kommunikationstjänster har Sida behov av ett ramavtal som omfattar tjänster såsom strategisk rådgivning, genomförande av kommunikationsinsatser samt innehållsproduktion till Sidas kommunikationskanaler.

Internal identifier: Kommunikationstjänster

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 32000000 Radio, television, communication, telecommunication and related equipment, 32211000 Broadcast production equipment, 39294100 Information and promotion products, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79342000 Marketing services, 79410000 Business and management consultancy services, 79413000 Marketing management consultancy services, 79415000 Production management consultancy services, 79416000 Public relations services, 92110000 Motion picture and video tape production and related services, 92111000 Motion picture and video production services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92112000 Services in connection with motion-picture and video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Additional information: -

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 30/09/2028

5.1.5. Value

Estimated value excluding VAT: 16 000 000,00 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): yes

5.1.7. Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: miljötransporter

Aim of strategic procurement: Fulfilment of social objectives

Description: Tillgänglighetsanpassning

Approach to reducing environmental impacts: Other

Social objective promoted: Accessibility for all

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

5.1.11. Procurement documents

Address of the procurement documents: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=94261>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=94261>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/06/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 214 Days

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, partly without reopening and partly with reopening of competition

Maximum number of participants: 2

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 upphandlingsdokumenten

Organisation providing additional information about the procurement procedure: Sida

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

5.1. Lot: LOT-0002

Title: Streamingtjänster

Description: Sida har även behov av en leverantör som på ett proaktivt sätt kan möta myndighetens behov av att nyttja digitala verktyg för streaming vid möten, event och produktioner samt tillhörande teknik och support.

Internal identifier: Streamingtjänster

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 32000000 Radio, television, communication, telecommunication and related equipment, 32211000 Broadcast production equipment, 39294100 Information and promotion products, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79342000 Marketing services, 79410000 Business and management consultancy services, 79413000 Marketing management consultancy services, 79415000 Production management consultancy services, 79416000 Public relations services, 92110000 Motion picture and video tape production and related services, 92111000 Motion picture and video production services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92112000 Services in connection with motion-picture and video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Additional information: -

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 30/09/2028

5.1.5. Value

Estimated value excluding VAT: 4 000 000,00 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): yes

5.1.7. Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: miljötransporter

Aim of strategic procurement: Fulfilment of social objectives

Description: Tillgänglighetsanpassning

Approach to reducing environmental impacts: Other

Social objective promoted: Accessibility for all

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

5.1.11. Procurement documents

Address of the procurement documents: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=94261>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=94261>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/06/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 214 Days

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, partly without reopening and partly with reopening of competition

Maximum number of participants: 2

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 upphandlingsdokumenten

Organisation providing additional information about the procurement procedure: Sida

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

8. Organisations

8.1. ORG-0001

Official name: Sida

Registration number: 202100-4789

Postal address: Box 2025

Town: Sundbyberg

Postcode: 174 02

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Francois Kaib

Email: francois.kaib@sida.se

Telephone: +4686985024

Internet address: <http://www.sida.se/Svenska/>

Buyer profile: <http://www.sida.se/Svenska/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Förvaltningsrätten i Stockholm

Registration number: 202100-2742

Postal address: Tegeluddsvägen 1

Town: Stockholm

Postcode: 11541

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: forvaltningsrattenistockholm@dom.se

Telephone: +46 856168000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 3afa8d39-d7c5-4306-bddc-e254cfc15854 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 29/05/2026 15:31:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Swedish

Notice publication number: 375405-2026

OJ S issue number: 104/2026

Publication date: 02/06/2026