

404396-2026 - Competition

Sweden – Advertising and marketing services – Kommunikationsbyrå

OJ S 112/2026 12/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Universitetskanslersämbetet

Email: victoria.backman@colligio.se

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Kommunikationsbyrå

Description: Upphandling av fullservicebyrå inom kommunikationstjänster.

Procedure identifier: 5061f09d-e56a-416f-a79d-fdc61b53c53b

Internal identifier: 214-00221-26

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): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

2.1.2. Place of performance

Anywhere

2.1.3. Value

Estimated value excluding VAT: 6 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 1

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 1

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0001

Title: Generell del

Description: Upphandlingen omfattar ramavtal med en (1) leverantör som ska tillgodose UKÄ:s samtliga behov av kommunikationsbyråttjänster. Syftet är att stödja UKÄ:s kommunikationsverksamhet genom att tillhandahålla tjänster som tillgodoser UKÄ:s kommunikationsbehov med fokus på att sprida myndighetens resultat och som därigenom stärker UKÄ:s varumärke och säkerställer en enhetlig och tillgänglig kommunikation i olika kanaler.

Internal identifier: 1919412-0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Duration: 2 Years

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: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Deadline for requesting additional information: 12/08/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=94368>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=94368&GoTo=Tender>

[MeFormsNoticeld=94368&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticeld=94368&GoTo=Tender)

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 23/08/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 129 Days

Information about public opening:

Opening date: 23/08/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Place: Löjtnantsgatan 21, Stockholm

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 Stockholm

Information about review deadlines: Enligt upphandlingsdokument

5.1. Lot: LOT-0002

Title: Del Krav på leverantören

Description: Denna del ska besvaras om anbudsgivaren önskar att lämna bevis för de krav som ställs i avsnitt 3 Krav på leverantören direkt i anbudet, istället för att lämna en egen försäkran (ESPD). Del Egen försäkran (ESPD) ska då INTE besvaras.

Internal identifier: 1919413-1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Duration: 2 Years

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

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Deadline for requesting additional information: 12/08/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=94368>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=94368&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 23/08/2026 21:59:59 (UTC+00:00) Western European Time, GMT

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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 Stockholm

Information about review deadlines: Enligt upphandlingsdokument

8. Organisations

8.1. ORG-0001

Official name: Universitetskanslersämbetet

Registration number: 2021006495

Department: Upphandlingskonsult Stockholm

Postal address: Box 6024

Town: JOHANNESHOV

Postcode: 12106

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Victoria Backman

Email: victoria.backman@colligio.se

Telephone: 08-56308500

Roles of this organisation:

Buyer

8.1. ORG-0002

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: 08-561 680 00

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

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 81e1ab9f-25b2-4bc6-9225-5b98e6b544b4 - 01

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