

425083-2026 - Competition

Norway – Marketing services – Advertising services for Harstad municipality and collaborating municipalities.

OJ S 118/2026 22/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Harstad Kommune

Email: innkjop@harstad.kommune.no

Legal type of the buyer: Public undertaking

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Kvæfjord Kommune

Email: innkjop@harstad.kommune.no

Legal type of the buyer: Public undertaking

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Dieiddanuori suohkan - Tjeldsund kommune

Email: innkjop@harstad.kommune.no

Legal type of the buyer: Public undertaking

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Advertising services for Harstad municipality and collaborating municipalities.

Description: Background: Harstad municipality shall, on behalf of the participating collaboration municipalities, enter into a new framework agreement for advertising services. The need is a more general, efficient and predictable ad process. The municipalities need a system that combines a high degree of self-service with access to professional consultancy as needed.

This particularly applies to recruitment advertisements, but the municipalities can also use the system for more complex or statutory announcements, where correct channel choices, targeting and documentation are important. Harstad municipality is the contracting authority for the procurement on behalf of the municipalities included in the contract. Each participating municipality will be responsible for its own obligations under the framework agreement. Other municipal entities, including public law bodies and organisations established by Harstad municipality, shall have the right, but are not obliged, to join the contract. Description of the assignment: Framework agreement for the procurement, production and publication of job advertisements, announcements and equivalent announcements on relevant channels. The contract's system shall facilitate simple and effective orders, follow-up and documentation of announcements. A service with self-service functionality is requested, combined with access to consultancy and assistance in the cases required by the municipalities. The contract shall contribute to better traceability and internal control throughout the entire process, from ordering and production to publication, reporting and archivable documentation. It is also a

central objective that the system shall support the municipality's work flow and interact with the recruitment and HR systems that are used. The delivery shall cover publication in relevant digital and printed channels, including, among other things, newspapers, trade and trade media, job portals, social media and public registers where publication is required. Furthermore, the tenderer's system shall allow advertisements prepared in the municipalities' own recruitment and HR systems to be imported or uploaded to the tenderer's platform in an easy and appropriate manner. System integrations or automated data exchange are not required. The assignment also includes the necessary reporting and documentation for each advertisement or campaign.

Procedure identifier: 8e857b72-8f18-4054-85ec-f1aaf6bd720d

Internal identifier: cmpz9l6kf000004jrhdhsi6f8

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79341500 Aerial advertising services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341200 Advertising management services, 79413000 Marketing management consultancy services, 79341000 Advertising services

2.1.2. Place of performance

Postal address: Postmottak, Postboks 1000, Harstad kommune

Town: Harstad

Postcode: 9479

Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)

Country: Norway

Additional information: Norway

2.1.3. Value

Estimated value excluding VAT: 4 500 000,00 NOK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Anskaffelsesforskriften -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Harstad municipality with collaboration municipalities shall enter into a new contract with one tenderer

Description: Background: Harstad municipality shall, on behalf of the participating collaboration municipalities, enter into a new framework agreement for advertising services. The need is a more general, efficient and predictable ad process. The municipalities need a system that combines a high degree of self-service with access to professional consultancy as needed.

This particularly applies to recruitment advertisements, but the municipalities can also use the

system for more complex or statutory announcements, where correct channel choices, targeting and documentation are important. Harstad municipality is the contracting authority for the procurement on behalf of the municipalities included in the contract. Each participating municipality will be responsible for its own obligations under the framework agreement. Other municipal entities, including public law bodies and organisations established by Harstad municipality, shall have the right, but are not obliged, to join the contract. Description of the assignment: Framework agreement for the procurement, production and publication of job advertisements, announcements and equivalent announcements on relevant channels. The contract's system shall facilitate simple and effective orders, follow-up and documentation of announcements. A service with self-service functionality is requested, combined with access to consultancy and assistance in the cases required by the municipalities. The contract shall contribute to better traceability and internal control throughout the entire process, from ordering and production to publication, reporting and archivable documentation. It is also a central objective that the system shall support the municipality's work flow and interact with the recruitment and HR systems that are used. The delivery shall cover publication in relevant digital and printed channels, including, among other things, newspapers, trade and trade media, job portals, social media and public registers where publication is required. Furthermore, the tenderer's system shall allow advertisements prepared in the municipalities' own recruitment and HR systems to be imported or uploaded to the tenderer's platform in an easy and appropriate manner. System integrations or automated data exchange are not required. The assignment also includes the necessary reporting and documentation for each advertisement or campaign.

Internal identifier: cmpz9l6mn000304jrz97ktewf

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79341500 Aerial advertising services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341200 Advertising management services, 79413000 Marketing management consultancy services, 79341000 Advertising services

5.1.2. Place of performance

Postal address: Postmottak, Postboks 1000, Harstad kommune

Town: Harstad

Postcode: 9479

Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)

Country: Norway

Additional information: Norway

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: The contract can be extended for 1 year at a time, up to 2 times (2+1+1).

5.1.5. Value

Estimated value excluding VAT: 4 500 000,00 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

5.1.7. Strategic procurement

Innovation procurement: The procured works, supplies, or services entail process innovation

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Quality

Description: Assessment of the functionality of the digital platform system for self-service, simple ordering, follow-up, traceability, documentation and support of the municipalities' work flow.

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

Award criterion number: 60

Criterion:

Type: Price

Name: Price

Description: Evaluation of the tenderer's price form for advertising services, including relevant prices for publication, any mark-up/fees and price sustainability for the announcement volume and channel needs covered by the framework agreement.

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

Award criterion number: 40

5.1.11. Procurement documents

Address of the procurement documents: <https://hyyr.no/procurement/cmpz9l6kf000004jrhdksi6f8>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://hyyr.no/procurement/cmpz9l6kf000004jrhdksi6f8>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 06/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 60 Days

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 Tender Documents

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

Financial arrangement: See tender documents

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: MIDTRE HÅLOGALAND TINGRETT

Organisation providing additional information about the procurement procedure: Harstad Kommune

Organisation providing more information on the review procedures: MIDTRE HÅLOGALAND TINGRETT

Organisation receiving requests to participate: Hyyr AS

8. Organisations

8.1. ORG-0001

Official name: MIDTRE HÅLOGALAND TINGRETT

Registration number: 926723073

Postal address: Postboks 343

Town: NARVIK

Postcode: 8505

Country subdivision (NUTS): Nordland/Nordlånnda (NO071)

Country: Norway

Contact point: MIDTRE HÅLOGALAND TINGRETT

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Hyyr AS

Registration number: 924998687

Postal address: Gaustadalléen 21

Town: Oslo

Postcode: 0349

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Contact point: Hyyr Support

Email: admin@hyyr.no

Telephone: +47 90 63 65 38

Roles of this organisation:

Organisation receiving requests to participate

8.1. ORG-0003

Official name: Harstad Kommune

Registration number: 972417971

Postal address: Postmottak, Postboks 1000, Harstad kommune

Town: Harstad

Postcode: 9479

Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)

Country: Norway
Contact point: Harstad Kommune
Email: innkjop@harstad.kommune.no
Telephone: +4791645479

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0004

Official name: Kvæfjord Kommune
Registration number: 972417998
Postal address: Bygdevegen 26
Town: Borkenes
Postcode: 9475
Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)
Country: Norway
Contact point: Kvæfjord Kommune
Email: innkjop@harstad.kommune.no
Telephone: 90526349

Roles of this organisation:

Buyer

8.1. ORG-0005

Official name: Dieiddanuori suohkan - Tjeldsund kommune
Registration number: 959469326
Postal address: Evenskjer
Town: Evenskjer
Postcode: 9440
Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)
Country: Norway
Contact point: Dieiddanuori suohkan - Tjeldsund kommune
Email: innkjop@harstad.kommune.no
Telephone: +4790526349

Roles of this organisation:

Buyer

Notice information

Notice identifier/version: 7fa347b6-d9e9-45c2-9c98-2178b566c68e - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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