

## 524448-2026 - Competition

### Norway – Advertising and marketing services – Framework agreement, Communication and Marketing Services.

OJ S 144/2026 29/07/2026

Contract or concession notice – standard regime  
Services

## 1. Buyer

---

### 1.1. Buyer

Official name: Sandnes kommune

Email: [sandra.pedersen2@sandnes.kommune.no](mailto:sandra.pedersen2@sandnes.kommune.no)

Legal type of the buyer: Public undertaking

Activity of the contracting authority: General public services

## 2. Procedure

---

### 2.1. Procedure

Title: Framework agreement, Communication and Marketing Services.

Description: The contracting authority needs to enter into a framework agreement with a tenderer for the procurement of communication and marketing services. Please note that job advertisements and film production will not be included in this framework agreement. See chapter 4 for further details on the procurement's purpose and requirements. The contracting authority is uncertain about the extent of the procurement, but based on average calculations based on statistics information for 2023-2025, an annual contract value of approx. NOK 1,200,000 is estimated excluding VAT. The total estimated contract value, including options, is approx. NOK 4,800,000 excluding VAT. Emphasis is put on the fact that the estimated contract value is only of an informative character and does not represent any obligations for the contracting authority or rights for the tenderer. The contracting authority draws attention to the fact that the actual contract value can vary, partly as a result of a decision that municipal sub-plans and other types of plans are likely to be prepared internally in the municipality, as well as changed financial framework terms, organisational changes and municipal activity. Tenderers cannot demand compensation if the expected procurement is lower than expected. Based on the estimated value of the contract, the contracting authority has stated the maximum contract value, c.f. the Court of Justice's case C-23/20. The maximum contract value is + 15% above the estimated value, calculated to NOK 5,520,000 excluding VAT.

Procedure identifier: c7b3364f-81c4-47c4-ab3c-6139524c40d9

Internal identifier: 26/09315

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: The procurement will be made in accordance with the Public Procurement Act (LOA) dated 17 June 2016 no. 73 and the Public Procurement Regulations (FOA) dated 19 February 2020 no. 974 parts I and part III. The contract will be awarded in accordance with the open tender contest procedure, cf. the Public Procurement Regulations § 13-1 (1). Negotiations are not allowed in this competition. Tenders cannot, therefore, be changed after the tender deadline has expired. Furthermore, attention is agreed that tenders that include significant deviations from the procurement documents shall be rejected in accordance with PPR § 24-8 (1) b. The contracting authority can reject tenders that include

deviations from the procurement documents, uncertainties or similar that must not be considered insignificant, cf. the Public Procurement Regulations § 24-8 (2) a. Tenderers are therefore strongly encouraged to follow the instructions given in this tender documentation with annexes and possibly to question uncertainties through EU Supply to the contracting authority's gender neutral preferred.

#### **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, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79822500 Graphic design services

#### **2.1.2. Place of performance**

Country subdivision (NUTS): Rogaland (NO0A1)

Country: Norway

#### **2.1.3. Value**

Estimated value excluding VAT: 4 800 000,00 NOK

#### **2.1.4. General information**

**Legal basis:**

Directive 2014/24/EU

#### **2.1.6. Grounds for exclusion**

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

## **5. Lot**

---

### **5.1. Lot: LOT-0000**

Title: Framework agreement, Communication and Marketing Services.

Description: The contracting authority needs to enter into a framework agreement with a tenderer for the procurement of communication and marketing services. Please note that job advertisements and film production will not be included in this framework agreement. See chapter 4 for further details on the procurement's purpose and requirements. The contracting authority is uncertain about the extent of the procurement, but based on average calculations based on statistics information for 2023-2025, an annual contract value of approx. NOK 1,200,000 is estimated excluding VAT. The total estimated contract value, including options, is approx. NOK 4,800,000 excluding VAT. Emphasis is put on the fact that the estimated contract value is only of an informative character and does not represent any obligations for the contracting authority or rights for the tenderer. The contracting authority draws attention to the fact that the actual contract value can vary, partly as a result of a decision that municipal sub-plans and other types of plans are likely to be prepared internally in the municipality, as well as changed financial framework terms, organisational changes and municipal activity. Tenderers cannot demand compensation if the expected procurement is lower than expected. Based on the estimated value of the contract, the contracting authority has stated the maximum contract value, c.f. the Court of Justice's case C-23/20. The maximum contract value is + 15% above the estimated value, calculated to NOK 5,520,000 excluding VAT.

Internal identifier: 26/09315

#### **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, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79822500 Graphic design services

**5.1.2. Place of performance**

Country subdivision (NUTS): Rogaland (NO0A1)

Country: Norway

**5.1.3. Estimated duration**

Duration: 4 Years

**5.1.4. Renewal**

Maximum renewals: 2

**5.1.5. Value**

Estimated value excluding VAT: 4 800 000,00 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): no

**5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

**5.1.10. Award criteria**

**Criterion:**

Type: Quality

Name: Experience and reference assignments

Description: See the tender documentation point 7.2.1.

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

Award criterion number: 40

**Criterion:**

Type: Quality

Name: Solution proposal

Description: See the tender documentation point 7.2.2.

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

Award criterion number: 30

**Criterion:**

Type: Price

Name: Price

Description: See the tender documentation point 7.2.3.

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

Award criterion number: 30

**5.1.11. Procurement documents**

Deadline for requesting additional information: 04/09/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: [https://eu.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=459152&TID=200419648&B=](https://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=459152&TID=200419648&B=)

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: [https://eu.eu-supply.com/app/rfq/rw/entrance\\_s.asp?PID=459152&TID=200419648&B=](https://eu.eu-supply.com/app/rfq/rw/entrance_s.asp?PID=459152&TID=200419648&B=)

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/09/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 3 Months

##### Information about public opening:

Opening date: 11/09/2026 10:05:00 (UTC+00:00) Western European Time, GMT

##### 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: 50

##### 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: 10 day waiting period.

Organisation providing more information on the review procedures: Sandnes kommune

## 8. Organisations

---

### 8.1. ORG-0001

Official name: Sandnes kommune

Registration number: 964965137

Postal address: Rådhusgata 1

Town: Sandnes

Postcode: 4306

Country subdivision (NUTS): Rogaland (NO0A1)

Country: Norway

Contact point: Sandra Pedersen

Email: [sandra.pedersen2@sandnes.kommune.no](mailto:sandra.pedersen2@sandnes.kommune.no)

Telephone: +47 48206011

Buyer profile: <https://eu.eu-supply.com/ctm/company/companyinformation/index/306369>

##### Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

### 8.1. ORG-0002

Official name: Sør-Rogaland Tingrett

Registration number: 926723448  
Department: Sandnes  
Postal address: Olav Vs plass 1  
Town: Sandnes  
Postcode: 4306  
Country subdivision (NUTS): Rogaland (NO0A1)  
Country: Norway  
Email: [sor-rogaland.tingrett@domstol.no](mailto:sor-rogaland.tingrett@domstol.no)  
Telephone: 52004600  
**Roles of this organisation:**  
Review organisation

## Notice information

---

Notice identifier/version: 12e7ab2b-1f2a-4534-9542-d11d3bd4cc54 - 01  
Form type: Competition  
Notice type: Contract or concession notice – standard regime  
Notice subtype: 16  
Notice dispatch date: 28/07/2026 10:33:27 (UTC+00:00) Western European Time, GMT  
Notice dispatch date (eSender): 28/07/2026 11:02:29 (UTC+00:00) Western European Time, GMT  
Languages in which this notice is officially available: English  
Notice publication number: 524448-2026  
OJ S issue number: 144/2026  
Publication date: 29/07/2026