

584342-2026 - Competition

Sweden – Business services: law, marketing, consulting, recruitment, printing and security – Kommunikations- och varumärkesbyrå
OJ S 163/2026 25/08/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Västerviks kommun
Email: yvonne.gustavsson@vastervik.se
Legal type of the buyer: Regional authority
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Kommunikations- och varumärkesbyrå
Description: Västerviks kommun upphandlar en kommunikations- och varumärkesbyrå. Bolagen Västervik Resort AB, Västervik Miljö och Energi AB och Västerviks Bostadsbolag AB kommer också att avropa tjänsten under avtalstiden. Tjänsten avser till exempel varumärkesarbete, strategisk kommunikation och kreativ kommunikation. Anbud ska lämnas på hela underlaget, samtliga beskrivna delar i kommunikationsprocessen. Takvolym:
Procedure identifier: 5861d4e5-06a2-4521-a773-e992ca3a5453
Internal identifier: U-087-2026
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

Anywhere

2.1.3. Value

Estimated value excluding VAT: 8 000 000,00 SEK

2.1.4. General information

Legal basis:
Directive 2014/24/EU

2.1.6. Grounds for exclusion

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

5. Lot

5.1. Lot: LOT-0000

Title: Kommunikations- och varumärkesbyrå

Description: Västerviks kommun upphandlar en kommunikations- och varumärkesbyrå.

Bolagen Västervik Resort AB, Västervik Miljö och Energi AB och Västerviks Bostadsbolag AB kommer också att avropa tjänsten under avtalstiden. Tjänsten avser till exempel varumärkesarbete, strategisk kommunikation och kreativ kommunikation. Anbud ska lämnas på hela underlaget, samtliga beskrivna delar i kommunikationsprocessen. Takvolym:

Internal identifier: U-087-2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2028

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Förlängning är 12 månader

5.1.5. Value

Estimated value excluding VAT: 8 000 000,00 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: 14/09/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeId=98104>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeId=98104&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 23/09/2026 21:59:58 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 188 Days

Information about public opening:

Opening date: 24/09/2026 06:00:00 (UTC+00:00) Western European Time, GMT

Place: Västervik

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 Linköping

Information about review deadlines: Hösten 2026

8. Organisations

8.1. ORG-0001

Official name: Västerviks kommun

Registration number: 2120000779

Department: Upphandlingsenheten

Town: VÄSTERVIK

Postcode: 59380

Country subdivision (NUTS): Kalmar län (SE213)

Country: Sweden

Contact point: Yvonne Gustavsson

Email: yvonne.gustavsson@vastervik.se

Telephone: 010-3540000

Internet address: <https://www.vastervik.se/>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Förvaltningsrätten i Linköping

Registration number: 202100-2742

Postal address: Box 406

Town: Linköping

Postcode: 581 04

Country subdivision (NUTS): Östergötlands län (SE123)

Country: Sweden

Email: forvaltningsrattenilinkoping@dom.se

Telephone: 013-25 11 00

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

Roles of this organisation:

Notice information

Notice identifier/version: f08b9a29-f893-486e-b58b-97e7d01c568e - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 24/08/2026 10:18:52 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 24/08/2026 10:18:53 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Swedish

Notice publication number: 584342-2026

OJ S issue number: 163/2026

Publication date: 25/08/2026