

626538-2026 - Competition

Sweden – Advertising and marketing services – Kommunikationsbyrå 2026

OJ S 176/2026 11/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Karlstads universitet

Email: fredrik.persson@kau.se

Legal type of the buyer: Central government authority

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Kommunikationsbyrå 2026

Description: Karlstads universitet upphandlar kommunikationsbyrå i en selektiv process, upphandlingen är uppdelad i två olika områden: Kommunikationsbyrå och Filmproduktionsbyrå. Det går att lämna in ansökningar/anbud i ett eller två områden.

Procedure identifier: ff2c35d1-2d30-435e-ad3f-a8f202a94258

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Värmlands län (SE311)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 10 000 000,00 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: Kommunikationsbyrå 2026

Description: Karlstads universitet upphandlar kommunikationsbyrå i en selektiv process, upphandlingen är uppdelad i två olika områden: Kommunikationsbyrå och Filmproduktionsbyrå. Det går att lämna in ansökningar/anbud i ett eller två områden.

Internal identifier: urn:eavrop:mdn:ProcurementProject:135824:Lot:1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Värmlands län (SE311)

Country: Sweden

5.1.3. Estimated duration

Start date: 01/03/2027

Duration end date: 28/02/2031

5.1.4. Renewal

Maximum renewals: 2

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

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: No strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 6

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-avrop.com/karlstaduni/e-Upphandling/NoticeLink.aspx?id=134814>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/karlstaduni/e-Upphandling/NoticeLink.aspx?id=134814>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 12/10/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Karlstad

Organisation providing additional information about the procurement procedure: Karlstads universitet

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

5.1. Lot: LOT-0002

Title: Filmproduktionsbyrå 2026

Description: Karlstads universitet upphandlar kommunikationsbyrå i en selektiv process, upphandlingen är uppdelad i två olika områden: Kommunikationsbyrå och Filmproduktionsbyrå. Det går att lämna in ansökningar/anbud i ett eller två områden.

Internal identifier: urn:eavrop:mdn:ProcurementProject:135824:Lot:2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Värmlands län (SE311)

Country: Sweden

5.1.3. Estimated duration

Start date: 01/03/2027

Duration end date: 28/02/2031

5.1.4. Renewal

Maximum renewals: 2

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

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: No strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 6

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-avrop.com/karlstaduni/e-Upphandling/NoticeLink.aspx?id=134814>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/karlstaduni/e-Upphandling/NoticeLink.aspx?id=134814>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 12/10/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Karlstad

Organisation providing additional information about the procurement procedure: Karlstads universitet

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

8. Organisations

8.1. ORG-0001

Official name: Karlstads universitet
Registration number: 202100-3120
Postal address: Universitetsgatan 2
Town: Karlstad
Postcode: 65188
Country subdivision (NUTS): Värmlands län (SE311)
Country: Sweden
Email: fredrik.persson@kau.se
Telephone: 0547001000

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Antirio AB
Registration number: 556533-8133
Postal address: GÅRDSVÄGEN 18
Town: Solna
Postcode: 169 70
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: support@e-avrop.com
Telephone: 08-501 190 00
Internet address: <https://www.e-avrop.com>

Roles of this organisation:

TED eSender

8.1. ORG-0003

Official name: Förvaltningsrätten i Karlstad
Registration number: 202100-2742
Postal address: Box 568
Town: Karlstad
Postcode: 651 12
Country subdivision (NUTS): Värmlands län (SE311)
Country: Sweden
Email: forvaltningsrattenikarlstad@dom.se
Telephone: +46 54-14 85 00
Internet address: <https://www.domstol.se/forvaltningsratten-i-karlstad/>

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 9a2d81e9-4dd8-461a-9ac3-d63b1f2dc2fe - 01
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