

652584-2026 - Competition

Sweden – Public-opinion polling services – Varumärkestracking

OJ S 183/2026 22/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Region Skåne, Skånetrafiken

Email: Jonna.SjolinStone@skanetrafiken.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

1.1. Buyer

Official name: Skånetrafiken

Email: jonna.sjolinstone@skanetrafiken.se

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

2. Procedure

2.1. Procedure

Title: Varumärkestracking

Description: Varumärkestracking används för att löpande mäta och följa upp hur Skånetrafikens varumärke uppfattas. Syftet är att säkerställa att varumärkesarbetet är systematiskt, träffsäkert och driver utvecklingen mot önskad varumärkesposition.

Procedure identifier: 45cb09bd-9174-4cb8-864f-88008bbb3c61

Internal identifier: 86/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79320000 Public-opinion polling services

Additional classification (cpv): 79341100 Advertising consultancy services

2.1.2. Place of performance

Anywhere

2.1.3. Value

Estimated value excluding VAT: 5 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Varumärkestracking

Description: Varumärkestracking används för att löpande mäta och följa upp hur Skånetrafikens varumärke uppfattas. Syftet är att säkerställa att varumärkesarbetet är systematiskt, träffsäkert och driver utvecklingen mot önskad varumärkesposition.

Internal identifier: 86/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79320000 Public-opinion polling services

Additional classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Start date: 01/07/2027

Duration end date: 30/06/2035

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 5 000 000,00 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: Reduction of environmental impacts

Description: Se underlag

Approach to reducing environmental impacts: Other

Green Procurement Criteria: Other Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Swedish

Deadline for requesting additional information: 13/10/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=100071>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: [https://tendsign.com/doc.aspx?](https://tendsign.com/doc.aspx?MeFormsNoticeld=100071&GoTo=Tender)

[MeFormsNoticeld=100071&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticeld=100071&GoTo=Tender)

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 26/10/2026 22:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 91 Days

Information about public opening:

Opening date: 26/10/2026 23:00:00 (UTC+00:00) Western European Time, GMT

Place: Hässleholm

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: Se underla

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

Legal form that must be taken by a group of tenderers that is awarded a contract: Se underlag

Financial arrangement: Se underlag

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Förvaltningsrätten

Review organisation: Förvaltningsrätten

Organisation providing additional information about the procurement procedure: Region Skåne, Skånetrafiken

Organisation providing more information on the review procedures: Förvaltningsrätten

8. Organisations

8.1. ORG-0001

Official name: Region Skåne, Skånetrafiken

Registration number: 2321000255

Department: Affär och Inköp

Postal address: Norra Stationsgatan 4A

Town: Hässleholm

Postcode: 281 83

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Jonna Sjölin Stone

Email: Jonna.SjolinStone@skanetrafiken.se

Telephone: +46 451 288400

Internet address: <http://www.skanetrafiken.se/>

Roles of this organisation:

Buyer

Group leader
Organisation providing additional information about the procurement procedure

8.1. **ORG-0002**

Official name: Förvaltningsrätten
Registration number: 202100-2742
Postal address: Box 4522
Town: Malmö
Postcode: 203 20
Country subdivision (NUTS): Skåne län (SE224)
Country: Sweden
Email: forvaltningsrattenimalmo@dom.se
Telephone: 040-35 35 00
Internet address: <https://www.domstol.se/forvaltningsratten-i-malmo/>

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures
Mediation organisation

8.1. **ORG-0003**

Official name: Skånetrafiken
Registration number: 232100-0255
Town: Hässleholm
Postcode: 28183
Country subdivision (NUTS): Skåne län (SE224)
Country: Sweden
Email: jonna.sjolinstone@skanetrafiken.se
Telephone: +46451-288600

Roles of this organisation:

Buyer

Notice information

Notice identifier/version: 273debf7-1300-4a3e-af59-56f836adf940 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 17
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