

691254-2026 - Competition

Sweden – Marketing management consultancy services – Mediebyråttjänster SLL1899

OJ S 194/2026 07/10/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Region Stockholm - Fastighets- och servicenämnden/Inköpscentralen

Email: info@regionstockholm.se

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Primärvårdsnämnden

Email: kontakt@regionstockholm.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Regionstyrelsen

Email: kontakt@regionstockholm.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Hälso- och sjukvårdsnämnden

Email: registrator.hsf@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Karolinska Universitetssjukhuset

Email: inkopsavdelningen.karolinska@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Kulturnämnden

Email: registrator.kultur@regionstockholm.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: Recreation, culture and religion

1.1. Buyer

Official name: Patientnämnden

Email: rr@jj.dd

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Regionrevisorerna

Email: regionstockholm@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Stockholms läns sjukvårdsområde

Email: upphandling.slso@regionstockholm.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Förvaltning för utbyggd tunnelbana

Email: info@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Ambulanssjukvården i Storstockholm AB (AISAB)

Email: info.aisab@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Akutsjukhusnämnden

Email: registrator.sodersjukhuset@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Film Stockholm AB

Email: info@filmstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

1.1. Buyer

Official name: Folk tandvården Stockholms län AB

Email: registrator.ftv@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Locum AB

Email: upphandling.locum@regionstockholm.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: MediCarrier AB

Email: info.medicarrier@regionstockholm.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Tobiasregistret AB

Email: info@tobiasregistret.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

1.1. Buyer

Official name: Tiohundra AB

Email: registrator@tiohundra.se

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Mediebyråttjänster SLL1899

Description: Region Stockholm upphandlar mediebyråttjänster. Upphandlingen omfattar följande tre delar: Mediebyråttjänster informationskampanjerMediebyråttjänster arbetsgivarevarumärkesstärkande kampanjerMediebyråttjänster rekrytering Fullständig omfattning framgår av upphandlingsdokumenten.

Procedure identifier: 5ecc5a79-5f16-45f5-8fe5-0720e3ec4556

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 175 000 000,00 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: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Mediebyråttjänster informationskampanjer

Description: Region Stockholm upphandlar mediebyråtjänster. Upphandlingen omfattar följande tre delar: Mediebyråtjänster informationskampanjerMediebyråtjänster arbetsgivarevarumärkestärkande kampanjerMediebyråtjänster rekrytering Fullständig omfattning framgår av upphandlingsdokumenten.

Internal identifier: urn:eavrop:mdn:ProcurementProject:124593:Lot:1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

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.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-avrop.com/SF/e-Upphandling/NoticeLink.aspx?id=123584>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/SF/e-Upphandling/NoticeLink.aspx?id=123584>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 12/11/2026 00:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 5 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

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: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Organisation providing additional information about the procurement procedure: Region Stockholm - Fastighets- och servicenämnden/Inköpscentralen

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

5.1. Lot: LOT-0002

Title: Mediebyråttjänster arbetsgivarvarumärkesstärkande kampanjer

Description: Region Stockholm upphandlar mediebyråttjänster. Upphandlingen omfattar följande tre delar: Mediebyråttjänster informationskampanjerMediebyråttjänster arbetsgivarevarumärkesstärkande kampanjerMediebyråttjänster rekrytering Fullständig omfattning framgår av upphandlingsdokumenten.

Internal identifier: urn:eavrop:mdn:ProcurementProject:124593:Lot:2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

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.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-avrop.com/SF/e-Upphandling/NoticeLink.aspx?id=123584>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/SF/e-Upphandling/NoticeLink.aspx?id=123584>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 12/11/2026 00:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 5 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

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: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Organisation providing additional information about the procurement procedure: Region Stockholm - Fastighets- och servicenämnden/Inköpscentralen

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

5.1. Lot: LOT-0003

Title: Mediebyråttjänster rekrytering

Description: Region Stockholm upphandlar mediebyråttjänster. Upphandlingen omfattar följande tre delar: Mediebyråttjänster informationskampanjerMediebyråttjänster arbetsgivarevarumärkesstärkande kampanjerMediebyråttjänster rekrytering Fullständig omfattning framgår av upphandlingsdokumenten.

Internal identifier: urn:eavrop:mdn:ProcurementProject:124593:Lot:3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341100

Advertising consultancy services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

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.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-avrop.com/SF/e-Upphandling/NoticeLink.aspx?id=123584>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/SF/e-Upphandling/NoticeLink.aspx?id=123584>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 12/11/2026 00:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 5 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

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: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Organisation providing additional information about the procurement procedure: Region Stockholm - Fastighets- och servicenämnden/Inköpscentralen

8. Organisations

8.1. ORG-0001

Official name: Region Stockholm - Fastighets- och servicenämnden/Inköpscentralen

Registration number: 232100-0016

Postal address: Lindhagensgatan 98

Town: Stockholm

Postcode: 112 18

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: info@regionstockholm.se

Telephone: 08-12340000

Roles of this organisation:

Buyer

Group leader

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: Primärvårdsnämnden

Registration number: 232100-0016

Postal address: Lindhagensgatan 98

Town: Stockholm

Postcode: 11243

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: kontakt@regionstockholm.se

Telephone: 08-123 132 00

Roles of this organisation:

Buyer

8.1. ORG-0004

Official name: Regionstyrelsen

Registration number: 232100-0016

Postal address: Box 30215

Town: Stockholm
Postcode: 104 25
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: kontakt@regionstockholm.se
Telephone: 0812310000

Roles of this organisation:

Buyer

8.1. ORG-0005

Official name: Hälso- och sjukvårdsnämnden
Registration number: 232100-0016
Postal address: Lindhagensgatan 98
Town: Stockholm
Postcode: 104 25
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: registrator.hsf@regionstockholm.se
Telephone: 08-123 130 20

Roles of this organisation:

Buyer

8.1. ORG-0006

Official name: Karolinska Universitetssjukhuset
Registration number: 232100-0016
Postal address: Inköpsavdelningen
Town: Stockholm
Postcode: 17176
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: inkopsavdelningen.karolinska@regionstockholm.se
Telephone: 0812370000

Roles of this organisation:

Buyer

8.1. ORG-0007

Official name: Kulturnämnden
Registration number: 232100-0016
Postal address: Södermalmsallén 36
Town: Stockholm
Postcode: 11827
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: registrator.kultur@regionstockholm.se
Telephone: 0812310000

Roles of this organisation:

Buyer

8.1. ORG-0008

Official name: Patientnämnden
Registration number: 232100-0016

Postal address: Lindhagensgatan 98
Town: Stockholm
Postcode: 112 18
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: rr@jj.dd
Telephone: 08 6906700

Roles of this organisation:

Buyer

8.1. ORG-0009

Official name: Regionrevisorerna
Registration number: 232100-0016
Postal address: Hantverkargatan 25B
Town: Stockholm
Postcode: 11221
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: regionstockholm@regionstockholm.se
Telephone: 087372500

Roles of this organisation:

Buyer

8.1. ORG-0010

Official name: Stockholms läns sjukvårdsområde
Registration number: 232100-0016
Postal address: Solnavägen 1E
Town: Stockholm
Postcode: 11365
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: upphandling.sls@regionstockholm.se
Telephone: 0812340000

Roles of this organisation:

Buyer

8.1. ORG-0011

Official name: Förvaltning för utbyggd tunnelbana
Registration number: 232100-0016
Postal address: Veddestavägen 12
Town: Järfälla
Postcode: 17562
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info@regionstockholm.se
Telephone: 08-12340000

Roles of this organisation:

Buyer

8.1. ORG-0012

Official name: Ambulanssjukvården i Storstockholm AB (AISAB)

Registration number: 556461-6695
Postal address: Byängsgränd 14
Town: Årsta
Postcode: 120 40
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info.aisab@regionstockholm.se
Telephone: 0812312000

Roles of this organisation:

Buyer

8.1. ORG-0013

Official name: Akutsjukhusnämnden
Registration number: 232100-0016
Postal address: Sjukhusbacken 14v
Town: Stockholm
Postcode: 118 83
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: registrator.sodersjukhuset@regionstockholm.se
Telephone: 08-123 610 00

Roles of this organisation:

Buyer

8.1. ORG-0014

Official name: Film Stockholm AB
Registration number: 559313-1468
Postal address: Kulturförvaltningen Box 38205
Town: Stockholm
Postcode: 100 64
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info@filmstockholm.se
Telephone: 08-123 100 00

Roles of this organisation:

Buyer

8.1. ORG-0015

Official name: Folktandvården Stockholms län AB
Registration number: 556574-3597
Postal address: Magnus Ladulåsgatan 65
Town: Stockholm
Postcode: 118 27
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: registrator.ftv@regionstockholm.se
Telephone: 0812316600

Roles of this organisation:

Buyer

8.1. ORG-0016

Official name: Locum AB
Registration number: 556438-7909
Postal address: Östgötagatan 12
Town: Stockholm
Postcode: 116 25
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: upphandling.locum@regionstockholm.se
Telephone: 08-12317000

Roles of this organisation:

Buyer

8.1. ORG-0017

Official name: MediCarrier AB
Registration number: 556543-6168
Postal address: Finspångsgatan 44
Town: Spånga
Postcode: 16353
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info.medicarrier@regionstockholm.se
Telephone: 0812312800

Roles of this organisation:

Buyer

8.1. ORG-0018

Official name: Tobiasregistret AB
Registration number: 556253-1896
Postal address: Olivecronas väg 7
Town: Stockholm
Postcode: 113 61
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: info@tobiasregistret.se
Telephone: 087468020

Roles of this organisation:

Buyer

8.1. ORG-0019

Official name: Tiohundra AB
Registration number: 556253-1896
Postal address: Box 905
Town: Norrtälje
Postcode: 761 29
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: registrator@tiohundra.se
Telephone: 0176-10 100

Roles of this organisation:

Buyer

8.1. ORG-0020

Official name: Förvaltningsrätten i Stockholm

Registration number: 202100-2742

Town: Stockholm

Postcode: 115 76

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: forvaltningsrattenistockholm@dom.se

Telephone: +46 8-561 680 00

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

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

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