752700-2026 - Competition

Norway – Advertising and marketing services – Service concession contract for advertising communication services - K26-13
OJ S 211/2026 30/10/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Kolumbus AS
Email: mia.valoe@kolumbus.no
Legal type of the buyer: Public undertaking, controlled by a regional authority
The buyer is a contracting entity
Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

2. Procedure

2.1. Procedure

Title: Service concession contract for advertising communication services - K26-13
Description: Kolumbus shall enter into a service concession contract for advertising communication services for buses, with an option for an extension of the contract´s extent to ferry and city bicycle. The contract includes the sale of advertisements as well as assembly, operation and maintenance of the advertising surfaces.
Procedure identifier: cbc8513d-fe5f-49a7-917d-4947756e331e
Internal identifier: 2026/435
Type of procedure: Open
Main features of the procedure: This procurement will be carried out in accordance with the Public Procurement Act of 17 June 2016 (LOA) and the regulations 12 August 2016 no. 976 on concession contracts (the concession contract regulations) parts I and II. Licenseees are given the right to commercially use the advertising surfaces and bear the operational risk connected to the utilisation of the service, including the risks connected to demand and revenue from the advertising sales in accordance with the signed contract, cf. the concession contract regulations § 1-2 (1) and (2). As a starting point, the competition will be decided on the basis of the submitted tenders. The contracting authority can, however, carry out negotiations in accordance with the concession contract regulations § 8-1 (4). The negotiations may occur in several phases and the contracting authority reserves the right to reduce the number of tenders to be negotiated. A first reduction can take place ahead of the negotiations. The reduction will be based on the stated award criteria in the competition. Dialogue in the form of clarifications and/or corrections will be carried out continuously in accordance with the needs that may arise.

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 22459100 Advertising stickers and strips, 22460000 Trade-advertising material, commercial catalogues and manuals, 22462000 Advertising material, 79000000 Business services: law, marketing, consulting, recruitment, printing and security,

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Rogaland (NO0A1)
Country: Norway
Additional information: See annex 1 and annexes.

2.1.3. Value

Estimated value excluding VAT: 180 000 000,00 NOK

2.1.4. General information

Legal basis:
Directive 2014/23/EU
Lov 17. juni 2016 nr. 73 om offentlige anskaffelser (LOA) og Forskrift 12. august 2016 nr. 976 om konsesjonskontrakter (konsesjonskontraktforskriften) - This procurement will be carried out in accordance with the Public Procurement Act of 17 June 2016 (LOA) and the regulations 12 August 2016 no. 976 on concession contracts (the concession contract regulations) parts I and II.

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Service concession contract for advertising communication services - K26-13
Description: Kolumbus shall enter into a service concession contract for advertising communication services for buses, with an option for an extension of the contract´s extent to ferry and city bicycle. The contract includes the sale of advertisements as well as assembly, operation and maintenance of the advertising surfaces.
Internal identifier: 2026/435

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 22459100 Advertising stickers and strips, 22460000 Trade-advertising material, commercial catalogues and manuals, 22462000 Advertising material, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services
Options:
Description of the options: The contract will be valid for 3 years, with an option to extend the contract for a further 1+1 year, so that the maximum duration of the contract including the option year is five years.

5.1.2. Place of performance

Country subdivision (NUTS): Rogaland (NO0A1)
Country: Norway
Additional information: See annex 1 and annexes.

5.1.3. Estimated duration

Start date: 04/01/2027
Duration end date: 04/01/2030

5.1.4. Renewal

Maximum renewals: 2
Other information about renewals: Renewal lenght is 12 months

5.1.5. Value

Estimated value excluding VAT: 180 000 000,00 NOK

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): no
This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Notice, Procurement Document
Criterion: Enrolment in a trade register
Description of selection criterion: Qualification requirement: The tenderer shall be a legally established company. Documentation requirement: Norwegian tenderers: › Company Registration Certificate Foreign tenderers: › Documentation that the tenderer is registered in a trade register or company register in accordance with the law in the country where the tenderer is established.

Criterion: Other economic or financial requirements
Description of selection criterion: Qualification requirement: Tenderers shall be credit worthy and have sufficient economic and financial capacity to fulfil the contract. Documentation requirement: Tenderers shall document a credit rating, not older than three (3) months from the tender deadline in the competition, from a certified credit rating company. The Contracting Authority reserves the right to carry out a credit assessment itself. If the tenderer does not have the possibility to submit the above mentioned documentation, or does not fulfil the qualification requirement through the above mentioned documentation, other documentation that the contracting authority finds suitable for documenting economic and financial capacity will be accepted, such as a parent company guarantee or other guarantee/security. The tenderer will be responsible for providing sufficient documentation.

Criterion: References on specified deliveries
Description of selection criterion: Qualification requirement: Tenderers shall have experience from comparable contracts for advertising communication services, where the tenderer has been responsible for the sale of advertising sites as well as assembly, maintenance and disassembly of advertisements. Tenderers are not required to have carried out the assembly, maintenance and disassembly themselves. The requirement will be seen as fulfilled if the tenderer has been responsible for administering sub-supplier(s) who have carried out these assignments. The experience does not need to be related to advertising on buses. Experience from other relevant physical advertising surfaces will be seen as sufficient. Experience exclusively from digital advertising surfaces is not sufficient. Documentation requirement: A description of comparable deliveries from the last three (3) years. One (1) reference is

sufficient to document the requested experience. Tenderers shall document fulfilment by filling in the attached template for reference descriptions; See Annex D - Reference Descriptions.

Criterion: Measures for ensuring quality
Description of selection criterion: Qualification requirement: Tenderers shall have a documented and implemented quality assurance system/management system. Documentation requirement: A description of the tenderer´s quality assurance/management system that shows that the tenderer has implemented this. If a tenderer is certified in accordance with ISO 9001 or equivalent quality assurance certifications, it is sufficient to enclose a copy of a valid certificate.

Criterion: Environmental management measures
Description of selection criterion: Qualification requirement: Tenderers shall have a documented and implemented environmental management system. Documentation requirement: A description of the tenderer's environmental management system that shows that the tenderer has implemented this. If a tenderer is certified by a public certification body (EMAS, Miljøfyrtårn, ISO 14001, or other recognised environmental management system /standard), it is sufficient to enclose a copy of a valid certificate.

5.1.10. Award criteria

Criterion:
Type: Price
Name: Commercial terms
Description: The award criteria will be evaluated based on the percentage stated in the contract Annex 2. Documentation requirement: Complete Annex 2 - Commercial Terms point 4 in accordance with the stated guidelines.
Category of award weight criterion: Order of importance
Award criterion number: 1
Justification for not indicating the weighting of the award criteria: When concession contracts are procured, the contract award criteria shall be stated in prioritised order in the procurement documents, cf. the concession contract regulations § 8-9 (1).

5.1.11. Procurement documents

Deadline for requesting additional information: 16/11/2026 23:00:00 (UTC+00:00) Western European Time, GMT
Address of the procurement documents: https://tendsign.com/doc.aspx?MeFormsNoticeId=102851

5.1.12. Terms of procurement

Terms of submission:
Electronic submission: Required
Address for submission: https://tendsign.com/doc.aspx?MeFormsNoticeId=102851&GoTo=Tender
Languages in which tenders or requests to participate may be submitted: Norwegian
Variants: Not allowed
Tenderers may submit more than one tender: Not allowed
Deadline for receipt of tenders: 25/11/2026 11:00:58 (UTC+00:00) Western European Time, GMT
Duration during which the tender must remain valid: 95 Days
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: See the tender documentation part 2.
A non-disclosure agreement is required: no
Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes
Financial arrangement: See the tender documentation part 2.

5.1.16. Further information, mediation and review

Review organisation: Sør-Rogaland tingrett
Information about review deadlines: In accordance with the tender documentation and the Procurement Act and the concession contract regulations.
Organisation providing additional information about the procurement procedure: Kolumbus AS
Organisation providing more information on the review procedures: Sør-Rogaland tingrett
Organisation receiving requests to participate: Kolumbus AS
Organisation processing tenders: Kolumbus AS

8. Organisations

8.1. ORG-0001

Official name: Kolumbus AS
Registration number: 914749360
Department: Inventura AS
Postal address: Jernbaneveien 9
Town: Stavanger
Postcode: 4005
Country subdivision (NUTS): Rogaland (NO0A1)
Country: Norway
Contact point: Mia Valø
Email: mia.valoe@kolumbus.no
Telephone: 51199900
Internet address: https://kolumbus.no
Roles of this organisation:
Buyer
Organisation providing additional information about the procurement procedure
Organisation receiving requests to participate
Organisation processing tenders

8.1. ORG-0002

Official name: Sør-Rogaland tingrett
Registration number: 926 723 448
Postal address: Postboks 159
Town: Stavanger
Postcode: 4001
Country subdivision (NUTS): Rogaland (NO0A1)
Country: Norway
Email: sor-rogaland.tingrett@domstol.no
Telephone: 52 00 46 00
Internet address: https://www.domstol.no/no/domstoler/tingrett/sor-rogaland-tingrett/

Roles of this organisation:
Review organisation
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 0c3ad915-43d3-4bf3-b776-c4a89ca656dd - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 19
Notice dispatch date: 29/10/2026 08:18:09 (UTC+00:00) Western European Time, GMT
Notice dispatch date (eSender): 29/10/2026 08:18:21 (UTC+00:00) Western European Time, GMT
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