

263418-2026 - Licitación

Noruega – Servicios de publicidad y de marketing – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Anuncio de contrato o de concesión. Régimen normal

Servicios

1. Comprador

1.1. Comprador

Denominación oficial: Entur AS

Correo electrónico: Martin.Skaarer@entur.org

Actividad de la entidad adjudicadora: Servicios de transporte ferroviario

2. Procedimiento

2.1. Procedimiento

Título: Framework agreement for media consultancy services and media procurements for Entur.

Descripción: Entur AS would like to enter into a framework agreement with 1 tenderer for a period of potentially 3+1+1+1 years, with the value of all the obligations amounting to NOK 90 million, given a 6 year contract length. The Agency shall, as needed and after further agreement, provide assistance with the execution of the current strategy and market plan and in accordance with Entur's marketing processes. This involves media consultancy/strategy, media procurements, media communication, insight and reporting.

Identificador del procedimiento: 255302bb-84ab-4363-8098-d4e784fc5d5e

Identificador interno: 20260006

Tipo de procedimiento: Negociado con publicación previa de un anuncio de licitación / licitación con negociación

El procedimiento está acelerado: no

Principales características del procedimiento: See the tender documentation.

2.1.1. Finalidad

Naturaleza del contrato: Servicios

Clasificación principal (cpv): 79340000 Servicios de publicidad y de marketing

Clasificación adicional (cpv): 79341000 Servicios de publicidad, 79342000 Servicios de marketing

2.1.2. Lugar de ejecución

Dirección postal: Rådhusgata 5

Localidad: Oslo

Código postal: 0151

Subdivisión del país (NUTS): Oslo (NO081)

País: Noruega

2.1.3. Valor

Valor estimado, IVA excluido: 90 000 000,00 NOK

Valor máximo del acuerdo marco: 90 000 000,00 NOK

2.1.4. Información general

Base jurídica:

Directiva 2014/25/UE

2.1.6. Motivos de exclusión

Fuentes de los motivos de exclusión: Documento europeo único de contratación (DEUC), Anuncio, Documento de contratación

Corrupción: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a enforceable verdict has been convicted of corruption by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Corruption as defined in Article 3 of the Convention on Combating Corruption, Involving European Communities or European Union Member States (EUT C 195 of 25.6.1997, s. 1), and in Article 2, point 1, in the Council's framework decision 2003/568/RIA of 22 July 2003 on combating corruption in the private sector (EUT L 192 of 31.7.2003, p. 54). This rejection reason also includes corruption as defined in national law for the contracting authority or supplier.

Fraude: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted of fraud has been convicted of fraud by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies?

Blanqueo de capitales o financiación del terrorismo: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of money laundering or financing terrorism by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies?

Participación en una organización delictiva: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted verdict of participation in a criminal organisation by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies?

Participation in a criminal organisation as defined in Article 2 of the Council's framework decision 2008/841/RIA of 24 October 2008 on control of organised crime (EUT L 300 of 11.11.2008, p. 42)

Delitos de terrorismo o delitos ligados a las actividades terroristas: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body, or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of acts of terrorism or criminal acts related to terrorist activity by a verdict handed down no more than five years ago, or a rejection period set directly in the judgement that still applies? Acts of terrorism or criminal acts relating to terrorist activity as defined in Article 1 and 3 of the Council's framework decision 2002/475/RIA of 13 June 2002 on combating terrorism (EFT L 164, af 22.6.2002, p. 3). This rejection reason also includes incitement to, participation or attempts to commit such actions as included in Article 4 in the mentioned framework decision.

Trabajo infantil y otras formas de trata de seres humanos: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of child labour and other forms of human trafficking by a verdict

handed down no more than five years ago, or a rejection period determined directly in the judgement that still applies? Child labour and other forms of human trafficking as defined in Article 2 of the European Parliament and council directive 2011/36/EU of 5. 1 April 2011 on the prevention and control of human trafficking and the protection of its victims and for compensation of the Council's framework decision 2002/629/RIA (EUT L 101 of 15.4.2011, p. 1).

Incumplimiento de obligaciones en materia de Derecho medioambiental: Is the tenderer aware of breaches of environmental provisions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Incumplimiento de obligaciones en materia de Derecho laboral: Is the tenderer aware of breaches of provisions on working conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Incumplimiento de obligaciones en materia de Derecho social: Is the tenderer aware of breaches of provisions on social conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Acuerdos con otros operadores económicos destinados a falsear la competencia: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Falta profesional grave: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Declaración falsa, ocultación de información, incapacidad de presentar los documentos exigidos u obtención de información confidencial del presente procedimiento: Has the tenderer: a) given grossly incorrect information with the notification of the information required to verify that there is no basis for rejection, or of the qualification requirements being fulfilled, b) failed to provide such information, c) made reservations immediately to present the supporting documents requested by the contracting authority, or d) improperly affected the contracting authority's decision process to acquire confidential information that could give this an unlawful advantage in connection with competition, or negligently has given misleading information that can have a significant influence on decisions on rejection, selection or award?

Conflicto de intereses debido a su participación en el procedimiento de contratación: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Participación, directa o indirecta, en la preparación del presente procedimiento de contratación : Has the tenderer or an entity associated with the supplier advised the contracting authority or in another way been involved in the planning of the competition?

Rescisión anticipada, imposición de daños y perjuicios u otras sanciones comparables: Has the tenderer committed significant breaches of contract in connection with the fulfilment of a previous public contract, a previous contract with a public contracting authority or a previous concession contract, where the breach has led to the cancellation of the contract, compensation or other similar sanctions?

Incumplimiento de obligaciones basadas en motivos de exclusión puramente nacionales: In accordance with ESPD part III: Rejection Reasons, Section D: "Other rejection reasons stipulated in the national legislation of the Contracting Authority's Member State": The Norwegian procurement rules go further than what follows the rejection reasons stated in the EU Directive on Public Procurements and in the standard form for ESPD. Emphasis is put on the fact that all the rejection reasons in the supply regulations § 20-2, including the purely national rejection reasons, apply in this competition. The following rejection reasons in the supply regulations § 20-2 are purely national rejection reasons: • § 20-2 (2). This provision states that the contracting authority shall reject a tenderer when he is aware that the tenderer has been legally convicted or has accepted a wrought for the stated punishable conditions.

The requirement that the contracting authority shall reject tenderers who have accepted a wreat for the stated punishable conditions is a distinctively Norwegian requirement. • § 20-2 (3) letter in. The rejection reason in the EU directive on public procurements only concerns serious errors in professional practice, while the Norwegian rejection reason also includes other serious errors that can lead to doubts about the tenderer's professional integrity.

Incumplimiento de la obligación de pago de cotizaciones a la seguridad social: Have tenderers failed to fulfil all their social security obligations in the country where they are established and in their member state, if this is a different country than what he is established in?

Incumplimiento de la obligación de pago de impuestos: Has the tenderer not fulfilled all of his tax and duty obligations in both the country where he is established and in the contracting authority's member state, if this is a different country than what he is established in?

Las actividades empresariales han sido suspendidas: Has the tenderer's business conduct been stopped?

Quiebra: Is the tenderer in a bankruptcy situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Convenio con los acreedores: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Insolvencia: Is the tenderer in an insolvency situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Activos que están siendo administrados por un liquidador: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers in such a situation is obligatory in accordance with the current national law with no exceptions, when the tenderer is still able to carry out the contract.

Situación análoga a la quiebra con arreglo al Derecho nacional: Is the tenderer in a similar situation in accordance with an equivalent procedure set in the national law? See the national law, the relevant notice or procurement documents.

5. Lote

5.1. Lote: LOT-0000

Título: Framework agreement for media consultancy services and media procurements for Entur.

Descripción: Entur AS would like to enter into a framework agreement with 1 tenderer for a period of potentially 3+1+1+1 years, with the value of all the obligations amounting to NOK 90 million, given a 6 year contract length. The Agency shall, as needed and after further agreement, provide assistance with the execution of the current strategy and market plan and in accordance with Entur's marketing processes. This involves media consultancy/strategy, media procurements, media communication, insight and reporting.

Identificador interno: 20260006

5.1.1. Finalidad

Naturaleza del contrato: Servicios

Clasificación principal (cpv): 79340000 Servicios de publicidad y de marketing

Clasificación adicional (cpv): 79341000 Servicios de publicidad, 79342000 Servicios de marketing

5.1.2. Lugar de ejecución

Dirección postal: Rådhusgata 5

Localidad: Oslo

Código postal: 0151

Subdivisión del país (NUTS): Oslo (NO081)

País: Noruega

5.1.3. Duración estimada

Fecha de inicio: 06/07/2026

Fecha de finalización de la duración: 05/07/2029

5.1.4. Renovación

Número máximo de renovaciones: 3

Más información sobre renovaciones: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Valor

Valor estimado, IVA excluido: 90 000 000,00 NOK

Valor máximo del acuerdo marco: 90 000 000,00 NOK

5.1.6. Información general

Participación reservada:

La participación no está reservada.

Proyecto de contratación pública no financiado con fondos de la UE

La contratación pública está cubierta por el Acuerdo sobre Contratación Pública (ACP): no

Esta contratación también es adecuada para las pequeñas y medianas empresas (pymes): sí

5.1.9. Criterios de selección

Fuentes de los criterios de selección: Documento europeo único de contratación (DEUC), Anuncio, Documento de contratación

Criterio: Otros requisitos económicos o financieros

Descripción del criterio de selección: Requirement: The tenderer, and any supporting companies, shall have their tax and duty payments in order in the country where they are established. • Tax and VAT certificate. The certificate can be obtained from the Altinn.no. The certificate shall not be older than six months, from expiry of the tender deadline. • Norwegian tenderers who are not VAT obliged must provide confirmation of this from the Norwegian tax authorities. • Foreign tenderers must provide certificates from authorities equivalent to the Norwegian authorities.

Criterio: Otros requisitos económicos o financieros

Descripción del criterio de selección: Requirement 1. The tenderer, and any supporting companies, shall together have sufficient economic and financial capacity to provide the services throughout the entire contract period. Documentation requirement: • Extended credit appraisal/report, not older than three months, from a publicly certified credit rating company, with score A (credit worthy) or an equivalent or better rating. The report shall be based on the

last known accounting figures. The date must be clearly stated. Recently established companies with an credit rating, some foreign companies or companies without reporting obligation to the Brønnøysund Register Centre will not always be able to document that the requirement is fulfilled. In such cases, the tenderer can prove his economic and financial position with any other document that the Contracting Authority deems suitable. • The last available Annual Financial Statement with notes and auditor's report. Requirement 2: The tenderer, and any supporting companies, shall have a combined minimum turnover from the last general available financial year of NOK 19,000,000 excluding VAT. Documentation requirement: To document minimum turnover, the tenderer delivers this through the last available annual accounts showing the turnover in question, possibly through an extended credit rating/report. If a tenderer uses different currencies than Norwegian kroner, the currency differences will be based on Norges Bank's mid-course on the day of the tender deadline. If a tenderer has a justifiable reason for not submitting the documentation required by the contracting authority, he can document his economic and financial capacity by presenting any other document that the Contracting Authority deems appropriate.

Criterio: Otros requisitos económicos o financieros

Descripción del criterio de selección: Requirement: The tenderer, and any supporting companies, shall together have good experience with relevant deliveries. Documentation requirement: The tenderer will present up to 6 assignments/contracts that have been carried out (possibly by supporting companies) in the tender. the last 3 years (from the tender deadline). As a minimum the references contain information on: Value (value for the media agency) and length, and date for each work assignment, excluding VAT. Name of the contracting authority and e-mail to the gender neutral preferred. Statement of the type of work and what was carried out (relevance) in the assignment. Entur reserves the right to contact the reference customers. The submitted assignments may have been started before the last 3 years and they must also be valid/ongoing. There is a limit of up to 1600 words combined with the documentation for the response. A description beyond the allowed number of words will not be weighted. (The documentation is requested to be submitted in word or pdf without limitation). This requirement is also used as a limitation requirement for the tenderers connected to the qualification applications. Please see the tender documentation for more information. Between three and seven tenderers will be separated for submitting tenders to the competition.

Los criterios se utilizarán para seleccionar a los candidatos que serán invitados a la segunda fase del procedimiento

Criterio: Técnicos o entidades técnicas para el control de calidad

Descripción del criterio de selección: This requirement is used as a qualification requirement for the tenderers connected to the qualification applications. Please see the tender documentation for more information. Between three and seven tenderers will be separated in order to submit tenders in the competition, in accordance with who scores best on this qualification requirement/the separation requirement. Requirement: The tenderer, and any supporting companies, shall together have good experience with relevant deliveries. Documentation requirement: The tenderer will present up to 6 assignments/contracts that have been carried out (possibly by supporting companies) in the tender. the last 3 years (from the tender deadline). As a minimum the references contain information on: Value (value for the media agency) and length, and date for each work assignment, excluding VAT. Name of the contracting authority and e-mail to the gender neutral preferred. Statement of the type of work and what was carried out (relevance) in the assignment. Entur reserves the right to contact the reference customers. The submitted assignments may have been started before the last 3

years and they must also be valid/ongoing. There is a limit of up to 1600 words combined with the documentation for the response. A description beyond the allowed number of words will not be weighted. (The documentation is requested to be submitted in word or pdf without limitation).

Información sobre la segunda fase de un procedimiento de dos fases:

Número mínimo de candidatos que serán invitados a la segunda fase del procedimiento: 3

Número máximo de candidatos que serán invitados a la segunda fase del procedimiento: 7

El procedimiento se desarrollará en fases sucesivas. En cada fase, pueden eliminarse algunos participantes

5.1.10. Criterios de adjudicación

Criterio:

Tipo: Precio

Nombre: Price

Descripción: Price weighted with 40%.

Categoría del criterio de adjudicación de peso: Ponderación (puntos, exacto)

Criterio de adjudicación: número: 40

Criterio:

Tipo: Calidad

Nombre: Quality

Descripción: The quality is weighted by 60%.

Categoría del criterio de adjudicación de peso: Ponderación (puntos, exacto)

Criterio de adjudicación: número: 60

5.1.11. Pliegos de contratación

Lenguas en las que los pliegos de contratación están disponibles oficialmente: noruego

Plazo para solicitar información complementaria: 10/05/2026 22:00:00 (UTC+00:00) Hora de Europa Occidental, GMT

Dirección de los pliegos de contratación: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363>

5.1.12. Condiciones de la contratación pública

Condiciones del procedimiento:

Fecha estimada de envío de las invitaciones a presentar ofertas: 22/05/2026

Condiciones de presentación:

Presentación electrónica: Obligatoria

Dirección para la presentación: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363&GoTo=Tender>

Lenguas en las que pueden presentarse las ofertas o solicitudes de participación: noruego

Catálogo electrónico: Permitida

Variantes: No autorizada

Los licitadores pueden presentar más de una oferta: No autorizada

Plazo de recepción de solicitudes de participación: 19/05/2026 10:00:58 (UTC+00:00) Hora de Europa Occidental, GMT

Información que puede completarse finalizado el plazo de presentación:

Ningún documento puede presentarse más tarde.

Condiciones del contrato:

La ejecución del contrato debe realizarse en el marco de programas de empleo protegido: No

Condiciones relativas a la ejecución del contrato: See the tender documentation.

Es necesario un acuerdo de confidencialidad: sí

Facturación electrónica: Obligatoria

Se utilizarán pedidos electrónicos: no
Se utilizará el pago electrónico: sí
Estructura financiera: No special. See the tender documentation.

5.1.15. Técnicas

Acuerdo marco:

Acuerdo marco sin convocatoria de nueva licitación

Número máximo de participantes: 1

Cobertura complementaria del comprador: A contract will be signed with one tenderer.

Información sobre el sistema dinámico de adquisición:

Ningún sistema dinámico de adquisición

5.1.16. Información adicional, mediación y recurso

Organización de mediación: Oslo tingrett

Organización encargada de los procedimientos de recurso: Oslo tingrett

Información sobre los plazos de revisión: The petition for a provisional injunction based on rejection in accordance with the utilities regulations §§ 20-1 and 20-2 or selection in accordance with § 12-7 must be submitted within 16 days after the rejection or selection has been issued.

Organización que proporciona información sobre el marco normativo general por lo que se refiere a la fiscalidad aplicable en el lugar en que deba ejecutarse el contrato: Oslo tingrett

Organización que proporciona información sobre el marco normativo general por lo que se refiere a la protección del medio ambiente aplicable en el lugar en que deba ejecutarse el contrato: Oslo tingrett

Organización que proporciona información sobre el marco normativo general en materia de protección de los trabajadores y las condiciones de trabajo aplicable en el lugar en que deba ejecutarse el contrato: Oslo tingrett

Organización que proporciona información adicional sobre el procedimiento de contratación: Entur AS

Organización que proporciona acceso fuera de línea a los documentos de la contratación: Entur AS

Organización que proporciona más información sobre los procedimientos de recurso: Entur AS

Organización que recibe solicitudes de participación: Entur AS

Organización que tramita ofertas: Entur AS

8. Organizaciones

8.1. ORG-0001

Denominación oficial: Entur AS

Número de registro: 917422575

Departamento: Økonomi - Innkjøp

Dirección postal: Rådhusgata 5

Localidad: Oslo

Código postal: 0151

Subdivisión del país (NUTS): Oslo (NO081)

País: Noruega

Punto de contacto: Martin Skaarer

Correo electrónico: Martin.Skaarer@entur.org

Teléfono: +47 92260400

Funciones de esta organización:

Comprador

Organización que proporciona información adicional sobre el procedimiento de contratación

Organización que proporciona acceso fuera de línea a los documentos de la contratación

Organización que recibe solicitudes de participación

Organización que tramita ofertas

Organización que proporciona más información sobre los procedimientos de recurso

8.1. **ORG-0002**

Denominación oficial: Oslo tingrett

Número de registro: 926 725 939

Dirección postal: Postboks 2106 Vika

Localidad: Oslo

Código postal: 0125

Subdivisión del país (NUTS): Oslo (NO081)

País: Noruega

Correo electrónico: oslo.tingrett@domstol.no

Teléfono: 22 03 52 00

Dirección de internet: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

Funciones de esta organización:

Organización encargada de los procedimientos de recurso

Organización de mediación

Organización que proporciona información sobre el marco normativo general por lo que se refiere a la fiscalidad aplicable en el lugar en que deba ejecutarse el contrato

Organización que proporciona información sobre el marco normativo general por lo que se refiere a la protección del medio ambiente aplicable en el lugar en que deba ejecutarse el contrato

Organización que proporciona información sobre el marco normativo general en materia de protección de los trabajadores y las condiciones de trabajo aplicable en el lugar en que deba ejecutarse el contrato

Información del anuncio

Identificador/versión del anuncio: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Tipo de formulario: Licitación

Tipo de anuncio: Anuncio de contrato o de concesión. Régimen normal

Subtipo de anuncio: 17

Fecha de envío del anuncio: 16/04/2026 11:48:10 (UTC+00:00) Hora de Europa Occidental, GMT

Anuncio: fecha de envío (por parte del eSender): 16/04/2026 12:00:55 (UTC+00:00) Hora de Europa Occidental, GMT

Lenguas en las que este anuncio está disponible oficialmente: inglés

Número de publicación del anuncio: 263418-2026

Número de la edición del DO S: 75/2026

Fecha de publicación: 17/04/2026