

263418-2026 - Hange

Norra – Reklaami- ja turundusteenused – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

**Hanketeade või kontsessiooniteade – üldkord
Teenused**

1. Hankija

1.1. Hankija

Ametlik nimi: Entur AS

E-posti aadress: Martin.Skaarer@entur.org

Võrgustiku sektori hankija tegevus: Raudteeteenused

2. Menetlus

2.1. Menetlus

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

Kirjeldus: 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.

Menetluse tunnus: 255302bb-84ab-4363-8098-d4e784fc5d5e

Sisemine tunnus: 20260006

Menetluse liik: Väljakuulutamisega läbirääkimistega hankemenetlus / konkurentsipõhine läbirääkimistega hankemenetlus

Kiirendatud menetlus: ei

Menetluskorra kirjeldus: See the tender documentation.

2.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79340000 Reklaami- ja turundusteenused

Täiendav liigitus (cpv): 79341000 Reklaamiteenused, 79342000 Turundusteenused

2.1.2. Lepingu täitmise koht

Postiaadress: Rådhusgata 5

Linn: Oslo

Sihtnumber: 0151

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

2.1.3. Maksumus

Eeldatav maksumus käibemaksuta: 90 000 000,00 NOK

Raamlepingu maksimaalne maksumus: 90 000 000,00 NOK

2.1.4. Üldine teave

2.1.6. Kõrvaldamise alused

Väljajätmise aluste allikad: Euroopa ühtne hankedokument (ESPD), Teade, Hankedokument

Korruptsioon: 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.

Pettus: 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?

Rahapesu või terrorismi rahastamine: 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?

Kuritegelikus ühenduses osalemine: 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)

Terroriakti toimepanek või terroristliku tegevusega seotud õigusrikkumised: 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.

Laste tööjõu kasutamine ja muud inimkaubanduse vormid: 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).

Keskkonnaõiguse valdkonnas kohaldatavate kohustuste täitmata jätmine: 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.

Tööõiguse valdkonnas kohaldatavate kohustuste täitmata jätmine: 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.

Sotsiaalõiguse valdkonnas kohaldatavate kohustuste täitmata jätmine: 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.

Konkurentsi moonutamise eesmärgil teiste ettevõtjatega sõlmitud kokkulepped: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Tõsine ametialane rikkumine: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Valeandmete esitamine, teabe esitamata jätmine, suutmatus nõutud dokumente esitada või selle menetluse kohta konfidentsiaalse teabe saamine: 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?

Hankemenetluses osalemisega kaasnev huvide konflikt: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Otsene või kaude osalemine käesoleva hankemenetluse ettevalmistamisel: 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?

Ennetähtaegne lõpetamine, kahjutasu või võrreldavad sanktsioonid: 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?

Ainult siseriiklikest kõrvalejätmise alustest tulenevate kohustuste rikkumine: 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 wreap 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.

Sotsiaalkindlustusmaksete tasumise kohustuse rikkumine: 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?

Maksude tasumise kohustuse rikkumine: 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?

Äritegevus on peatatud: Has the tenderer's business conduct been stopped?

Pankrot: 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.

Kokkulepe võlausaldajatega: 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.

Maksejõuetus: 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.

Vara haldab likvideerija: 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.

Siseriikliku õiguse kohane samalaadne olukord, näiteks pankrot: 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. Osa

5.1. Osa: LOT-0000

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

Kirjeldus: 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.

Sisemine tunnus: 20260006

5.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79340000 Reklaami- ja turundusteenused
Täiendav liigitus (cpv): 79341000 Reklaamiteenused, 79342000 Turundusteenused

5.1.2. Lepingu täitmise koht

Postiaadress: Rådhusgata 5
Linn: Oslo
Sihtnumber: 0151
Riik – jaotus (NUTS): Oslo (NO081)
Riik: Norra

5.1.3. Eeldatav kestus

Alguskuupäev: 06/07/2026
Kestuse lõppkuupäev: 05/07/2029

5.1.4. Uuendamine

Maksimaalne lepingu uuendamiste arv: 3
Muu informatsioon uuendamise kohta: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Maksumus

Eeldatav maksumus käibemaksuta: 90 000 000,00 NOK
Raamlepingu maksimaalne maksumus: 90 000 000,00 NOK

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.
Hankeprojekt, mida ei rahastata ELi vahenditest
Hanke suhtes kohaldatakse riigihankelepingut (GPA): ei
See hange sobib ka väikestele ja keskmise suurusega ettevõtjatele (VKEd): jah

5.1.9. Kvalifitseerimistingimused

Valikukriteeriumide allikad: Euroopa ühtne hankedokument (ESPD), Teade, Hankedokument
Kriteerium: Muud majanduslikud või finantsnõuded
Valikukriteeriumi kirjeldus: 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.

Kriteerium: Muud majanduslikud või finantsnõuded

Valikukriteeriumi kirjeldus: 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.

Kriteerium: Muud majanduslikud või finantsnõuded

Valikukriteeriumi kirjeldus: 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.

Kriteeriume kasutatakse menetluse teise etappi kutsutavate taotlejate väljavalimiseks

Kriteerium: Tehnikud või tehnilised organid kvaliteedikontrolliks

Valikukriteeriumi kirjeldus: 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).

Teave kaheetapilise menetluse teise etapi kohta:

Menetluse teise etappi kutsutavate taotlejate miinimumarv: 3

Menetluse teise etappi kutsutavate taotlejate maksimumarv: 7

Menetlus toimub järjestikuste etappidena. Igas etapis võidakse mõni osaleja kõrvaldada

5.1.10. Pakkumuste hindamise kriteeriumid

Kriteerium:

Liik: Hind

Nimi: Price

Kirjeldus: Price weighted with 40%.

Hindamise kaalukriteeriumi kategooria: Kaal (punktid, täpne)

Hindamiskriteerium – arv: 40

Kriteerium:

Liik: Kvaliteet

Nimi: Quality

Kirjeldus: The quality is weighted by 60%.

Hindamise kaalukriteeriumi kategooria: Kaal (punktid, täpne)

Hindamiskriteerium – arv: 60

5.1.11. Hankedokumendid

Keeled, milles hankedokumendid on ametlikult kättesaadavad: norra keel

Lisateabe taotlemise tähtaeg: 10/05/2026 22:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Hankedokumentide aadress: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89363>

5.1.12. Hanke tingimused

Menetluse tingimused:

Eeldatav kuupäev, millal saadetakse pakkumuste esitamise ettepanek: 22/05/2026

Esitamise tingimused:

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89363&GoTo=Tender>

Keeled, milles võib pakkumusi või osalemistaotlusi esitada: norra keel

Elektrooniline kataloog: Lubatud

Variandid: Ei ole lubatud

Pakkujad võivad esitada rohkem kui ühe pakkumuse: Ei ole lubatud

Osalemistaotluste esitamise tähtaeg: 19/05/2026 10:00:58 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Teave, mida saab pärast esitamise tähtaega täiendada:

Dokumente ei ole võimalik hiljem esitada.

Lepingutingimused:

Lepingu täitmine peab toimuma kaitstud tööhõive programmide raames: Ei

Lepingu täitmisega seotud tingimused: See the tender documentation.

Vajalik on konfidentsiaalsuskokkulepe: jah

E-arveldamine: Nõutav

Kasutatakse elektroonilisi tellimusi: ei

Kasutatakse elektroonilisi makseid: jah

Rahastamiskord: No special. See the tender documentation.

5.1.15. Vahendid

Raamleping:

Raamleping ilmaminikonkursita

Osalejate maksimaalne arv: 1

Täiendavad hankijate kategooriad: A contract will be signed with one tenderer.

Teave dunaamilise hankesüsteemi kohta:

Ei kohaldata dunaamilist hankesüsteemi

5.1.16. Lisateave, lepitus ja vaidlustus

Lepitusorganisatsioon: Oslo tingrett

Vaidlustusorgan: Oslo tingrett

Teave vaidlustamise tähtaegade kohta: 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.

Organisatsioon, mis annab teavet lepingu täitmise kohas kohaldatavate maksude üldise õigusraamistiku kohta: Oslo tingrett

Organisatsioon, mis annab teavet keskkonnakaitset käsitleva üldise õigusliku raamistiku kohta, mida kohaldatakse lepingu täitmise kohas: Oslo tingrett

Organisatsioon, mis annab teavet tööhõivekaitset ja töötingimusi käsitleva üldise õigusliku raamistiku kohta, mida kohaldatakse lepingu täitmise kohas: Oslo tingrett

Organisatsioon, mis annab lisateavet hankemenetluse kohta: Entur AS

Hankedokumentidele internetivälist juurdepääsu pakkuv organisatsioon: Entur AS

Organisatsioon, mis annab lisateavet vaidlustamise kohta: Entur AS

Organisatsioon, millele laekuvad osalemistaotlused: Entur AS

Pakkumusi menetlev organisatsioon: Entur AS

8. Organisatsioonid

8.1. ORG-0001

Ametlik nimi: Entur AS

Registreerimisnumber: 917422575

Osakond: Økonomi - Innkjøp

Postiaadress: Rådhusgata 5

Linn: Oslo

Sihtnumber: 0151

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

Kontaktpunkt: Martin Skaarer

E-posti aadress: Martin.Skaarer@entur.org

Telefon: +47 92260400

Selle organisatsiooni rollid:

Hankija

Organisatsioon, mis annab lisateavet hankemenetluse kohta

Hankedokumentidele internetivälist juurdepääsu pakkuv organisatsioon

Organisatsioon, millele laekuvad osalemistaotlused

Pakkumusi menetlev organisatsioon

Organisatsioon, mis annab lisateavet vaidlustamise kohta

8.1. ORG-0002

Ametlik nimi: Oslo tingrett

Registreerimisnumber: 926 725 939

Postiaadress: Postboks 2106 Vika

Linn: Oslo

Sihtnumber: 0125

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

E-posti aadress: oslo.tingrett@domstol.no

Telefon: 22 03 52 00

Internetiaadress: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

Selle organisatsiooni rollid:

Vaidlustusorgan

Lepitusorganisatsioon

Organisatsioon, mis annab teavet lepingu täitmise kohas kohaldatavate maksude üldise õigusraamistiku kohta

Organisatsioon, mis annab teavet keskkonnakaitset käsitleva üldise õigusliku raamistiku kohta, mida kohaldatakse lepingu täitmise kohas

Organisatsioon, mis annab teavet tööhõivekaitset ja töötingimusi käsitleva üldise õigusliku raamistiku kohta, mida kohaldatakse lepingu täitmise kohas

Teave teate kohta

Teate tunnus/version: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Vormi liik: Hange

Teate liik: Hanketeade või kontsessiooniteade – üldkord

Teate alaliik: 17

Teate saatmise kuupäev: 16/04/2026 11:48:10 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Teate saatmise kuupäev (eSender): 16/04/2026 12:00:55 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel

Teate avaldamise number: 263418-2026

ELT S väljaande number: 75/2026

Avaldamise kuupäev: 17/04/2026