

360269-2026 - Hange

Norra – Turunduse juhtimise nõustamisteenused – K26-11 Framework agreement full service agency services

OJ S 100/2026 27/05/2026

Hanketeade või kontsessiooniteade – üldkord

Teenused

1. Hankija

1.1. Hankija

Ametlik nimi: Kolumbus AS

E-posti aadress: mia.valoe@kolumbus.no

Võrgustiku sektori hankija tegevus: Linnarongi-, trammi-, trollibussi- või bussiteenused

2. Menetlus

2.1. Menetlus

Pealkiri: K26-11 Framework agreement full service agency services

Kirjeldus: The aim of the procurement is to enter into a framework agreement with one tenderer (full service agency) who can deliver comprehensive communication and media agency services in support of Kolumbus's business goals. The delivery shall contribute to measurable effect, high implementation ability and quick response as needed. The contracting authority particularly needs assistance in the following main areas: • Campaigns and communication connected to the opening and operation of Bussveien - large and small (launches, changes, hubs and customer management) • Communication about Sykkkelstamveien and the new mobility picture in the region (combination journeys, bicycles + collective, new habits) • Reputation building and positive brand development for Kolumbus • Strategy and measures for changing travel habits - get more people to choose collectively and bicycles • Ongoing content production, publication and administration in social media. • Quick response and capacity when needed (events, deviations and political/public attention) The framework agreement includes strategic consultancy, planning, production and execution, as well as media procurements, optimisation and reporting. The contracting authority will use close and integrated cooperation, where the full service agency works together with Kolumbus's team and actively contributes to planning and execution. See the tender documentation part 2 for further information on the contract's extent and content.

Menetluse tunnus: 49ec87ca-f6f1-40b2-812e-fb7ef9f3a29f

Sisemine tunnus: K26-11

Menetluse liik: Avatud

Kiirendatud menetlus: ei

Menetluskorra kirjeldus: This procurement will be carried out in accordance with the Act from 17 June 2016 no. 73 on public procurements (LOA) and the regulations 12 August 2016 no. 975 on procurement rules in the supply sector (The Supply Regulations (FYF)). The procurement will be carried out as an open tender contest in accordance with FYF parts I and II. This procedure gives all interested tenderers the possibility to submit tender offers.

2.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79413000 Turunduse juhtimise nõustamisteenused

Täiendav liigitus (cpv): 79000000 Õigus-, turundus-, nõustamis-, värbamis-, trüki- ja turvaalased kommertsteenused, 79300000 Turu- ja majandusuuringud, avaliku arvamuse uuringud ja statistika, 79340000 Reklaami- ja turundusteenused, 79341000 Reklaamiteenused, 79341100 Reklaaminõustamisteenused, 79341200 Reklaamijuhtimisteenused, 79341400 Reklaamikampaaniateenused, 79341500 Õhureklaamiteenused, 79342000 Turundusteenused, 79342100 Otseturundusteenused, 79342200 Müügiedendusteenused, 79342300 Klienditeenused, 79400000 Äri- ja juhtimisalased nõustamis- ja seonduvad teenused, 79415200 Planeerimise nõustamisteenused, 79800000 Trüki- ja seotud teenused

2.1.2. Lepingu täitmise koht

Riik: Norra

Kõikjal asjaomases riigis

2.1.3. Maksumus

Eeldatav maksumus käibemaksuta: 50 000 000,00 NOK

Raamlepingu maksimaalne maksumus: 50 000 000,00 NOK

2.1.4. Üldine teave

Õiguslik alus:

Direktiiv 2014/25/EL

2.1.6. Kõrvaldamise alused

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

5. Osa

5.1. Osa: LOT-0000

Pealkiri: K26-11 Framework agreement full service agency services

Kirjeldus: The aim of the procurement is to enter into a framework agreement with one tenderer (full service agency) who can deliver comprehensive communication and media agency services in support of Kolumbus's business goals. The delivery shall contribute to measurable effect, high implementation ability and quick response as needed. The contracting authority particularly needs assistance in the following main areas: • Campaigns and communication connected to the opening and operation of Bussveien - large and small (launches, changes, hubs and customer management) • Communication about Sykkelstamveien and the new mobility picture in the region (combination journeys, bicycles + collective, new habits) • Reputation building and positive brand development for Kolumbus • Strategy and measures for changing travel habits - get more people to choose collectively and bicycles • Ongoing content production, publication and administration in social media. • Quick response and capacity when needed (events, deviations and political/public attention) The framework agreement includes strategic consultancy, planning, production and execution, as well as media procurements, optimisation and reporting. The contracting authority will use close and integrated cooperation, where the full service agency works together with Kolumbus's team and actively contributes to planning and execution. See the tender documentation part 2 for further information on the contract's extent and content.

Sisemine tunnus: K26-11

5.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79413000 Turunduse juhtimise nõustamisteenused

Täiendav liigitus (cpv): 79000000 Õigus-, turundus-, nõustamis-, värbamis-, trüki- ja turvaalased kommertsteenused, 79300000 Turu- ja majandusuuringud, avaliku arvamuse

uuritud ja statistika, 79340000 Reklaami- ja turundusteenused, 79341000 Reklaamiteenused, 79341100 Reklaaminõustamisteenused, 79341200 Reklaamijuhtimisteenused, 79341400 Reklaamikampaaniateenused, 79341500 Õhureklaamiteenused, 79342000 Turundusteenused, 79342100 Otseturundusteenused, 79342200 Müügiedendusteenused, 79342300 Klienditeenused, 79400000 Äri- ja juhtimisalased nõustamis- ja seonduvad teenused, 79415200 Planeerimise nõustamisteenused, 79800000 Trüki- ja seotud teenused

Täiendavad hankevõimalused:

Täiendavate hankevõimaluste kirjeldus: A framework agreement shall be signed with one tenderer for the assignment. The framework agreement period is 2 years. The contracting authority shall have the option to extend the framework agreement for a further 1+1+1+1+1 year, so that the maximum length of the framework agreement including the option years is 8 years. For information on triggering options and termination, see SSA-R Annex 4 Contract point 1.3 Length and termination - option for an extension.

5.1.2. Lepingu täitmise koht

Riik: Norra

Kõikjal asjaomases riigis

5.1.3. Eeldatav kestus

Kestus: 8 Aastad

5.1.4. Uuendamine

Maksimaalne lepingu uuendamiste arv: 6

Muu informatsioon uuendamise kohta: Renewal lenght is 12 months

5.1.5. Maksumus

Eeldatav maksumus käibemaksuta: 50 000 000,00 NOK

Raamlepingu maksimaalne maksumus: 50 000 000,00 NOK

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.

Hankeprojekt, mida ei rahastata ELi vahenditest

Hanke suhtes kohaldatakse riigihankelepingut (GPA): jah

See hange sobib ka väikestele ja keskmise suurusega ettevõtjatele (VKEd): jah

5.1.9. Kvalifitseerimistingimused

Valikukriteeriumide allikad: Teade, Hankedokument

Kriteerium: Muud majanduslikud või finantsnõuded

Valikukriteeriumi kirjeldus: 6.4.1 Requirement for tax certificate Tenderers shall have their tax, payroll tax and VAT payments in order. Documentation requirement: Tax certificates not older than six months calculated from the tender deadline. Tax certificate means: Norwegian tenderers: › Tax and VAT certificate issued by the tax office via Altinn. Foreign tenderers: › Foreign tenderers must submit equivalent certificates from their own country that show that they have their tax and duty payments in order. If the authorities in the relevant country do not issue such certificates, the tenderer shall submit a statement which states that all taxes and duties have been paid. The declaration shall be approved and signed by the tenderer's Financial Director/ person responsible for Finance.

Kriteerium: Registreerimine äriregistris

Valikukriteeriumi kirjeldus: 6.4.2 Requirement for the tenderer's registration, authorisation etc. The tenderer shall be a legally established company. Documentation requirement: Norwegian

tenderers: › Company Registration Certificate Foreign tenderers: › Confirmation and 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.

Kriteerium: Muud majanduslikud või finantsnõuded

Valikukriteeriumi kirjeldus: 6.4.3 Economic and financial position requirements The tenderer shall have sufficient financial strength to be able to fulfil the contract. The financial strength will be assessed on the tenderer's turnover, liquidity, solidity and debt ratio. Documentation requirement: The tenderer's Annual Financial Statements including notes with the Board's and auditor's reports from 2022, 2023 and 2024. In addition the tenderer is requested to present a credit rating, not older than three months from the tender deadline, from a certified credit rating company. If the tenderer does not have the possibility to deliver the above mentioned documentation, or does not fulfil qualification requirement through the above mentioned documentation, other documentation can be the contracting authority will find suitable for substantiate economic and financial capacity, such as a parent company guarantee or other guarantee/security. The tenderer will be responsible for providing sufficient documentation. The Contracting Authority reserves the right to carry out a credit assessment itself.

Kriteerium: Viited määratud tarnetele

Valikukriteeriumi kirjeldus: 6.4.4 Technical and professional qualification requirements (references) Tenderers shall have experience from relevant and comparable deliveries. Documentation requirement: Description of up to 3 of the tenderer's most relevant and comparable deliveries from the last three years. Tenderers shall document fulfilment by filling in the attached template for reference descriptions; See Annex 3: Reference Descriptions.

Kriteerium: Kvaliteedi tagamise meetmed

Valikukriteeriumi kirjeldus: 6.4.5 Quality assurance/management system requirements Tenderers shall have a documented and implemented quality assurance/management system. The quality assurance/management system shall cover all organisation units and processes included in the contracting authority's deliveries. Documentation requirement: A copy of an ISO 9001 certificate or equivalent recognised standard for quality management, issued by an accredited certification body. If the tenderer's quality assurance/management system is not certified, the tenderer shall provide: › A description of the quality assurance/management system as well as how the system is implemented and managed in the entity. The description must be so detailed that the contracting authority can undertake an independent assessment of the tenderer's quality assurance/management system.

5.1.10. Pakkumuste hindamise kriteeriumid

Kriteerium:

Liik: Hind

Nimi: Price

Kirjeldus: The price will be evaluated based on the evaluation sum stated in the completed price form. Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 5 Annex 1 - Price Form.

Hindamise kaalukriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 40

Kriteerium:

Liik: Kvaliteet

Nimi: Assignment comprehension

Kirjeldus: The contracting authority will undertake a judgemental overall assessment of the tenderer's assignment comprehension, including: • Co-operation (annex 1 Annex 1, Requirement 18) • Response time and operative support (Annex 1 Annex 1 Requirement 19) • Local operative understanding (annex 1 Annex 1 Requirement 20) • Delivery model and methodology for strategic consultancy, campaign development, media procurements and effect measurement (Annex 1 Annex 1 Requirement 21). The contracting authority will emphasise whether the responses are realistic, binding and project adapted. Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 1 Annex 1 - The Contracting Authority's Requirement Specifications and the Tenderer's assignment comprehension.

Hindamise kaalukriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 40

Kriteerium:

Liik: Kvaliteet

Nimi: Expertise

Kirjeldus: The contracting authority will evaluate the offered key personnel's competence and experience. The contracting authority will particularly emphasise documented experience from relevant reference projects. CVs shall be submitted for a maximum of 2 key resources.

Documentation requirement: The tenderer shall deliver the following: › Completed SSA-R Annex 1 Annex 2 - The tenderer's offered competence.

Hindamise kaalukriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 20

5.1.11. Hankedokumendid

Lisateabe taotlemise tähtaeg: 11/06/2026 22:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Hankedokumentide aadress: <https://tendsign.com/doc.aspx?MeFormsNoticeId=92736>

5.1.12. Hanke tingimused

Esitamise tingimused:

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://tendsign.com/doc.aspx?MeFormsNoticeId=92736&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

Pakkumuste esitamise tähtaeg: 22/06/2026 10:00:58 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Periood, mille jooksul pakkumus peab jääma kehtivaks: 91 Päevad

Teave avaliku avamise kohta:

Avamise kuupäev: 22/06/2026 10:01:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Koht: Kolumbus' office premises

Lepingutingimused:

Lepingu täitmine peab toimuma kaitstud tööhõive programmide raames: Ei

Lepingu täitmisega seotud tingimused: See the tender documentation part 2.

E-arveldamine: Nõutav

Kasutatakse elektroonilisi tellimusi: jah

Kasutatakse elektroonilisi makseid: jah

Rahastamiskord: See the tender documentation part 2.

5.1.15. Vahendid

Raamleping:

Raamleping ilmaminikonkursita

Osalejate maksimaalne arv: 1

Teave d naamilise hankes steemi kohta:

Ei kohaldata d naamilist hankes steemi

5.1.16. Lisateave, lepitus ja vaidlustus

Vaidlustusorgan: S r-Rogaland tingrett

Teave vaidlustamise t htaegade kohta: In accordance with the tender documentation and regulations for public procurements.

Organisatsioon, mis annab lisateavet hankemenetluse kohta: Kolumbus AS

Hankedokumentidele internetiv list juurdep  su pakkuv organisatsioon: Kolumbus AS

Organisatsioon, mis annab lisateavet vaidlustamise kohta: S r-Rogaland tingrett

Organisatsioon, millele laekuvad osalemistaotlused: Kolumbus AS

Pakkumusi menetlev organisatsioon: Kolumbus AS

8. Organisatsioonid**8.1. ORG-0001**

Ametlik nimi: Kolumbus AS

Registreerimisnumber: 914749360

Osakond: Inventura AS

Postiaadress: Jernbaneveien 9

Linn: Stavanger

Sihtnumber: 4005

Riik – jaotus (NUTS): Rogaland (NO0A1)

Riik: Norra

Kontaktpunkt: Mia Val 

E-posti aadress: mia.valoe@kolumbus.no

Telefon: +4751925200

Internetiaadress: <https://kolumbus.no>

Selle organisatsiooni rollid:

Hankija

Organisatsioon, mis annab lisateavet hankemenetluse kohta

Hankedokumentidele internetiv list juurdep  su pakkuv organisatsioon

Organisatsioon, millele laekuvad osalemistaotlused

Pakkumusi menetlev organisatsioon

8.1. ORG-0002

Ametlik nimi: S r-Rogaland tingrett

Registreerimisnumber: 926 723 448

Postiaadress: Postboks 159

Linn: Stavanger

Sihtnumber: 4001

Riik – jaotus (NUTS): Rogaland (NO0A1)

Riik: Norra

E-posti aadress: sor-rogaland.tingrett@domstol.no

Telefon: 52 00 46 00

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

Selle organisatsiooni rollid:

Teave teate kohta

Teate tunnus/version: 4ee05788-49f3-49c9-a849-538461eda5c0 - 01

Vormi liik: Hange

Teate liik: Hanketeade või kontsessiooniteade – üldkord

Teate alaliik: 17

Teate saatmise kuupäev: 22/05/2026 15:29:34 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Teate saatmise kuupäev (eSender): 22/05/2026 15:29:34 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel

Teate avaldamise number: 360269-2026

ELT S väljaande number: 100/2026

Avaldamise kuupäev: 27/05/2026