

616953-2026 - Hange

Norra – Reklaami- ja turundusteenused – 2026/695 - Framework agreement Branding, marketing, performance management and mediaevalg (Stage 1 - Qualification phase).

OJ S 173/2026 08/09/2026

Hanketeade või kontsessiooniteade – üldkord

Teenused

1. Hankija

1.1. Hankija

Ametlik nimi: Norsk rikskringkasting AS

E-posti aadress: eva.solberg@nrk.no

Hankija õiguslik vorm: Avalik-õiguslik isik

Hankija tegevus: Vaba aeg, kultuur ja religioon

2. Menetlus

2.1. Menetlus

Pealkiri: 2026/695 - Framework agreement Branding, marketing, performance management and mediaevalg (Stage 1 - Qualification phase).

Kirjeldus: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and mediaevalg. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Menetluse tunnus: abae78ba-b319-4487-8fcf-d61667fedcd6

Sisemine tunnus: 2026/695

Menetluse liik: Väljakuulutamisega läbirääkimistega hankemenetlus / konkurentsipõhine läbirääkimistega hankemenetlus

Kiirendatud menetlus: ei

Menetluskorra kirjeldus: The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and mediaevalg, and insight into the commercial market. A framework agreement shall be signed with one tenderer. Please see the attached tender documentation (12 annexes) for complete information on the competition.

2.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79340000 Reklaami- ja turundusteenused

Täiendav liigitus (cpv): 79310000 Turu-uuringu teenused, 79313000 Tarbijakäitumisuuringu teenused, 79341200 Reklaamijuhtimisteenused, 79341400 Reklaamikampaaniateenused, 79342000 Turundusteenused, 79400000 Äri- ja juhtimisalased nõustamis- ja seonduvad teenused, 79413000 Turunduse juhtimise nõustamisteenused

2.1.2. Lepingu täitmise koht

Riik: Norra

2.1.4. Üldine teave

Õiguslik alus:

Direktiiv 2014/24/EL

Anskaffelsesforskriften - The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and mediaevalg, and insight into the commercial market.

2.1.6. Kõrvaldamise alused

Väljajätmise aluste allikad: Teade

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, by enforceable judgement 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? Fraud included in Article 1 of the Convention on protection of the Financial Interests of the European Communities (EFT C 316 of 27.11.1995, p. 48).

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? Money laundering or financing terrorism As defined in Article 1 of the European Parliament and Council Directive 2005/60/EF of 26 October 2005 on preventive measures against the use of the financial system for money laundering and financing terrorism (EUT L 309 of 25.11.2005, p. 15).

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

connected to terrorist activities 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, of 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, suutmatuse nõutud dokumente esitada või selle menetluse kohta konfidentsiaalse teabe saamine: Have the tenderer: a) given grossly incorrect information when notifying the information required to verify that there is no basis for rejection, or of the qualification requirements being met, b) failed to provide such information, c) subject to immediately submitting the supporting documents requested by the Contracting Authority, or d) improperly affecting 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: Are tenderers 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: The contracting authority shall state that in Norway there are national rejection reasons. These shall be described in the procurement documents. Tenderers must respond to whether they are in one or more of the situations described in the national rejection reasons. Will the purely national rejection reasons, as stated in the relevant notice or in the procurement documents, apply?

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 his tax and duty obligations in the country in which 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: 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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

Siseriikliku õiguse kohane samalaadne olukord, näiteks pankrot: 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 made mandatory in accordance with the current national law without the possibility for exceptions.

5. Osa

5.1. Osa: LOT-0000

Pealkiri: 2026/695 - Framework agreement Branding, marketing, performance management and medievalg (Stage 1 - Qualification phase).

Kirjeldus: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management

and medievalg. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Sisemine tunnus: 2026/695

5.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79340000 Reklaami- ja turundusteenused

Täiendav liigitus (cpv): 79310000 Turu-uuringu teenused, 79313000 Tarbijakäitumisuuringu teenused, 79341200 Reklaamijuhtimisteenused, 79341400 Reklaamikampaaniateenused, 79342000 Turundusteenused, 79400000 Äri- ja juhtimisalased nõustamis- ja seonduvad teenused, 79413000 Turunduse juhtimise nõustamisteenused

5.1.2. Lepingu täitmise koht

Riik: Norra

Kõikjal asjaomases riigis

5.1.3. Eeldatav kestus

Kestus: 60 Kuud

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.

Hankeprojekt, mida ei rahastata ELi vahenditest

Hanke suhtes kohaldatakse riigihankelepingut (GPA): ei

5.1.9. Kvalifitseerimistingimused

Valikukriteeriumide allikad: Teade

Kriteerium: Tehnikud või tehnilised organid kvaliteedikontrolliks

Valikukriteeriumi kirjeldus: Experience and competence. Description of the most important relevant deliveries in the last three years. Capacity and professional breadth. Overview of the agency's capacity and relevant professional environments and a description of technical systems and tools that are relevant. See the competition description for complete information.

Kriteeriume kasutatakse menetluse teise etapi kutsutavate taotlejate väljaajamiseks

Teave kaheetapilise menetluse teise etapi kohta:

Menetluse teise etapi kutsutavate taotlejate miinimumarv: 3

Menetluse teise etapi kutsutavate taotlejate maksimumarv: 3

Menetlus toimub järjestikuste etappidena. Igas etapis võidakse mõni osaleja kõrvaldada
Hankija jätab endale õiguse sõlmida leping esialgsete pakkumuste alusel ilma edasiste läbirääkimisteta

5.1.11. Hankedokumendid

Keeled, milles hankedokumendid on ametlikult kättesaadavad: norra keel

Hankedokumentide aadress: <https://permalink.mercell.com/290374920.aspx>

5.1.12. Hanke tingimused

Esitamise tingimused:

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://permalink.mercell.com/290374920.aspx>

Keeled, milles võib pakkumusi või osalemistaotlusi esitada: norra keel

Elektroniline kataloog: Ei ole lubatud

Variandid: Ei ole lubatud

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

Lepingutingimused:

Lepingu täitmine peab toimuma kaitstud tööhõive programmide raames: Ei

E-arveldamine: Nõutav

Kasutatakse elektroonilisi tellimusi: jah

Kasutatakse elektroonilisi makseid: jah

5.1.15. Vahendid

Raamleping:

Raamleping ilmaminikonkursita

Osalejate maksimaalne arv: 1

Raamlepingu kestuse põhjendus: Complex procurement that requires deep social understanding, long-term competence transfer, technical integration with NRK's systems and measuring long-term reputational effects. See the procurement documents for a complete account.

Teave dunaamilise hankesüsteemi kohta:

Ei kohaldata dunaamilist hankesüsteemi

5.1.16. Lisateave, lepitus ja vaidlustus

Vaidlustusorgan: Oslo Tingrett

Teave vaidlustamise tähtaegade kohta: A petition for a provisional injunction against the contracting authority's decision to reject a request for participation in the competition due to a lack of fulfilment of formal or qualification requirements, cf. point 6 "Qualification Requirements" and point 7 "Requirement for Requests to Participate in a Competition", or not to select a tenderer to submit a tender, cf. point 8 "Selection of Tenderers". shall be submitted at the latest 15 days from the day after the tenderer received the notification of rejection/non-selection. Waiting period: 10 days calculated from the day after notification of selection of supplier will be sent out

Organisatsioon, mis annab lisateavet vaidlustamise kohta: Norsk rikskringkasting AS

8. Organisatsioonid

8.1. ORG-0001

Ametlik nimi: Norsk rikskringkasting AS

Registreerimisnumber: 976390512

Postiaadress: Bjørnstjerne Bjørnsons plass 1

Linn: OSLO

Sihtnumber: 0340

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

Kontaktpunkt: Konserninnekjøp - NRK AS

E-posti aadress: eva.solberg@nrk.no

Telefon: +47 23047000

Faks: +47 23048958

Internetiaadress: <http://www.nrk.no/>

Selle organisatsiooni rollid:

Hankija

Organisatsioon, mis annab lisateavet vaidlustamise kohta

8.1. **ORG-0002**

Ametlik nimi: Oslo Tingrett

Registreerimisnumber: 984 195 796

Linn: Oslo

Sihtnumber: 0174

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

Selle organisatsiooni rollid:

Vaidlustusorgan

Teave teate kohta

Teate tunnus/version: d9119870-5eb4-4b48-8585-f0b88f0b219b - 01

Vormi liik: Hange

Teate liik: Hanketeade või kontsessiooniteade – üldkord

Teate alaliik: 16

Teate saatmise kuupäev: 04/09/2026 13:52:34 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Teate saatmise kuupäev (eSender): 04/09/2026 14:39:12 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel

Teate avaldamise number: 616953-2026

ELT S väljaande number: 173/2026

Avaldamise kuupäev: 08/09/2026