

683715-2026 - Hange

Norra – Suhtekorraldusteenused – 2026/28: Framework agreement communication services
OJ S 192/2026 05/10/2026
Hanketeade või kontsessiooniteade – üldkord
Teenused

1. Hankija

1.1. Hankija

Ametlik nimi: Patentstyret
E-posti aadress: kristine@odinprosjekt.no
Hankija õiguslik vorm: Riigi osalusega äriühing
Hankija tegevus: Üldised avalikud teenused

2. Menetlus

2.1. Menetlus

Pealkiri: 2026/28: Framework agreement communication services
Kirjeldus: Patentstyret, hereafter called the contracting authority, intends to enter into a framework agreement for communication services, i.a. for strategic consultancy, branding, PR and advertising. Tenderers shall contribute in both the long-term strategy work and the ongoing communication work, and ensure uniform and targeted communication across channels and initiatives. Based on previous years' procurements, the Contracting Authority, without obligations, estimates a value of approx. NOK 6,000,000 during the agreement period, including options. This constitutes the maximum consumption in the framework agreement. The standard contract that is used is SSA-R. See Annex 1 for a more detailed account of what is included in the contract.

Menetluse tunnus: 993b0508-2f83-44fc-bbdb-beecbfa1e183

Sisemine tunnus: 2026/28

Menetluse liik: Avatud

Kiirendatud menetlus: ei

Menetluskorra kirjeldus: The procurement shall be made in accordance with the Public Procurement Act of 17 June 2016 (LOA) and the Public Procurement Regulations (FOA) FOR 2016-08-12-974 parts I and part III (above the EEA threshold). The contract will be awarded in accordance with the open tender contest procedure, cf. FOA § 13-1(1). This means that all interested tenderers can submit tender offers. Negotiations are not allowed, and tenders cannot be amended after the tender deadline.

2.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79416000 Suhtekorraldusteenused

Täiendav liigitus (cpv): 79400000 Äri- ja juhtimisalased nõustamis- ja seonduvad teenused, 79413000 Turunduse juhtimise nõustamisteenused, 79416200 Suhtekorralduse nõustamisteenused, 79420000 Juhtimisega seotud teenused

2.1.2. Lepingu täitmise koht

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

2.1.4. Üldine teave

Õiguslik alus:

Direktiiv 2014/24/EL

Anskaffelsesforskriften - The procurement shall be made in accordance with the Public Procurement Act of 17 June 2016 (LOA) and the Public Procurement Regulations (FOA) FOR 2016-08-12-974 parts I and part III (above the EEA threshold). The contract will be awarded in accordance with the open tender contest procedure, cf. FOA § 13-1(1). This means that all interested tenderers can submit tender offers.

2.1.6. Kõrvaldamise alused

Väljajätmise aluste allikad: Euroopa ühtne hankedokument (ESPD)

5. Osa

5.1. Osa: LOT-0000

Pealkiri: 2026/28: Framework agreement communication services

Kirjeldus: Patentstyret, hereafter called the contracting authority, intends to enter into a framework agreement for communication services, i.a. for strategic consultancy, branding, PR and advertising. Tenderers shall contribute in both the long-term strategy work and the ongoing communication work, and ensure uniform and targeted communication across channels and initiatives. Based on previous years' procurements, the Contracting Authority, without obligations, estimates a value of approx. NOK 6,000,000 during the agreement period, including options. This constitutes the maximum consumption in the framework agreement. The standard contract that is used is SSA-R. See Annex 1 for a more detailed account of what is included in the contract.

Sisemine tunnus: 2026/28

5.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79416000 Suhtekorraldusteenused

Täiendav liigitus (cpv): 79400000 Äri- ja juhtimisalased nõustamis- ja seonduvad teenused, 79413000 Turunduse juhtimise nõustamisteenused, 79416200 Suhtekorralduse nõustamisteenused, 79420000 Juhtimisega seotud teenused

5.1.2. Lepingu täitmise koht

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

5.1.3. Eeldatav kestus

Kestus: 48 Kuud

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.

Tuleb esitada lepingu täitmiseks määratud töötajate nimed ja nende kutsekvalifikatsioonid: Hanketingimus

Hankeprojekt, mida ei rahastata ELi vahenditest

Hanke suhtes kohaldatakse riigihankelepingut (GPA): jah

5.1.9. Kvalifitseerimistingimused

Valikukriteeriumide allikad: Teade, Hankedokument, Euroopa ühtne hankedokument (ESPD)

Kriteerium: Muud majanduslikud või finantsnõuded

Valikukriteeriumi kirjeldus: Requirement: Norwegian tenderers must have their tax, employer contributions and VAT payments in order. Documentation: Tax certificate for tax and VAT. The tax certificate must not be more than six (6) months old. Norwegian tenderers who are not VAT obliged must provide confirmation of this from the Norwegian tax authorities.

Kriteerium: Registreerimine äriregistris

Valikukriteeriumi kirjeldus: Requirement: Tenderers shall document that the company is legally established. Documentation: Norwegian companies: Company Registration Certificate Foreign companies: Proof that the company is registered in a professional registry as determined by the law of the country where the tenderer is established. The certificate must not be more than 12 months old.

Kriteerium: Muud majanduslikud või finantsnõuded

Valikukriteeriumi kirjeldus: Requirement: Tenderers must have sufficient financial capacity to carry out the assignment/contract. Sufficient finances means credit worthiness.

Documentation: A credit rating based on the most recent financial figures. The rating shall be carried out by a credit rating company with licence to conduct this service. The contracting authority reserves the right to obtain credit rating information independent to the submitted documentation from the tenderer.

Kriteerium: Viited määratud teenustele

Valikukriteeriumi kirjeldus: Requirement: Tenderers shall have good experience from assignments with a comparable value to this contract. Documentation: Tenderers shall fill in Annex 5 - References. All points in the reference list shall be completed with genuine information. 3 reference assignments shall be completed. The references must not be older than 3 years. The references will be contacted if necessary.

Kriteerium: Kvaliteedikontrolli instituutide sertifikaadid

Valikukriteeriumi kirjeldus: Requirement: Tenderers shall have a good and well-functioning quality assurance and management system for the services that shall be provided.

Documentation: Description and documentation of the quality assurance system. If a tenderer is certified in accordance with ISO 9001 or equivalent standards, it is sufficient to submit a copy of a valid certificate.

5.1.10. Pakkumuste hindamise kriteeriumid

Kriteerium:

Liik: Hind

Nimi: Hourly rate

Kirjeldus: Hourly rate senior consultant and junior consultant. Tenderers shall fill in Annex 4 - price form.

Hindamise kaalukriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 20

Kriteerium:

Liik: Kvaliteet

Nimi: Assignment comprehension and solution proposal

Kirjeldus: Tenderers shall respond to the relevant points stated in the case assignment. The response shall be a maximum of 2,500 words. The response shall be followed by an oral presentation. The presentation does not exceed 40 minutes. Responses to the case assignment outlined below will be what will be evaluated. Case assignment: From unknown to

relevant – building knowledge among Norwegian SMEs Patentstyret is a government entity with an important social mission, but knowledge among our primary target groups is low. Many Norwegian small and medium sized do not know what value intellectual property rights can have for their business – or that the Norwegian Industrial Property Office can help them. We're not in a position where we can buy visibility through big campaigns. We must build knowledge gradually, credible and purposeful. Your assignment: Start from one concrete target group within Norwegian SMEs. Develop a proposal for how the Norwegian Industrial Property Office can increase the knowledge and relevance of this group over the next 12 months. We would like you to describe: • What target group you choose and why • Which barriers and insights form the basis for the approach. • Concrete measures and channels that you recommend • How you will measure effect during and at the end of the period. • How you will work closely with our internal team through the process • Description of an experience project that shows competence and experience within similar types of communication work. The following will be emphasised in the evaluation: • Target group understanding: Ability to identify and prioritise relevant segments within SMB. • Insight based approach: Ability to connect needs and barriers to concrete measures • Accuracy in message: Ability to develop relevant and action-triggering messages • Prioritising ability: Ability to choose measures that give the highest effect and opt out of less relevant measures • Utilisation of own channels: Ability to understand how website, CRM and existing sites can be used efficiently. • Effect focus: Ability to define targets, KPIs and how measures are optimised • Realism and feasibility: Ability to present measures that are credible and feasible within the Norwegian Industrial Property Office's resources and given frameworks in the case response. Presentation: Relevant tenderers who submit a tender will be invited to present their tender to the Customer in connection with the evaluation of the award criteria "assignment comprehension and solution proposal". The case shall be solved and presented by one or several persons offered for the contract. The objective of the presentation is to give the contracting authority better insight into the tenderer's assessment and approach to the assignment. The presentation shall not include new information beyond what is stated in the written reply, as it is this that is the basis for evaluation. The contracting authority can reduce the number of suppliers that are called in for presentation. Such a reduction will, in such cases, be made after an assessment of the award criteria and will not indicate that the tenderer's tender is rejected or rejected. The presentations are planned to be held in weeks 44-45 and held by the Norwegian Industrial Property Office. The exact time of the presentation will be communicated after the tender deadline. The actual presentation shall not exceed 40 minutes.

Hindamiskriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 50

Kriteerium:

Liik: Kvaliteet

Nimi: Competence and experience

Kirjeldus: Emphasis will be put on the competence and experience of the resources the tenderer offers for the assignment. Emphasis will be put on this: - Relevant work experience - Relevance of reference projects. - Education CVs shall be completed in accordance with Annex 6 - CV template, be at maximum 3 A4 pages, and include relevant assignments from the last 3 years with a statement of duration.

Hindamiskriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 20

Kriteerium:

Liik: Kvaliteet

Nimi: Transfer of competence

Kirjeldus: Emphasis will be put on how the tenderer plans to share knowledge with the Norwegian Industrial Property Office's internal communication team through methodology and concrete measures, as a natural part of the delivery. The aim is that the Norwegian Industrial Property Office through the cooperation builds professional knowledge and competence within communication, and that not valuable competence and insight remains exclusive at the tenderer. The response shall be a maximum of 500 words.

Hindamise kaalukriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 10

5.1.11. Hankedokumendid

Keeled, milles hankedokumendid on ametlikult kättesaadavad: norra keel

Lisateabe taotlemise tähtaeg: 20/10/2026 10:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Hankedokumentide aadress: <https://permalink.mercell.com/289838483.aspx>

5.1.12. Hanke tingimused

Esitamise tingimused:

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://permalink.mercell.com/289838483.aspx>

Keeled, milles võib pakkumusi või osalemistaotlusi esitada: norra keel

Elektrooniline kataloog: Ei ole lubatud

Variandid: Ei ole lubatud

Pakkumuste esitamise tähtaeg: 30/10/2026 11:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Periood, mille jooksul pakkumus peab jääma kehtivaks: 3 Kuud

Teave avaliku avamise kohta:

Avamise kuupäev: 30/10/2026 11:00:00 (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

Teave dünaamilise hankesüsteemi kohta:

Ei kohaldata dünaamilist hankesüsteemi

5.1.16. Lisateave, lepitus ja vaidlustus

Vaidlustusorgan: Oslo Tingrett

Teave vaidlustamise tähtaegade kohta: Any appeals are to be sent in writing to the contracting authority. The waiting period is 10 days calculated from the day after the award of contract notification has been sent and a contract will be signed at the earliest after the waiting period has expired. Tenderers can also appeal to KOFA (see KOFA.no for the deadlines and terms).

Organisatsioon, mis annab lisateavet vaidlustamise kohta: Odin Prosjekt AS

8. Organisatsioonid

8.1. ORG-0001

Ametlik nimi: Patentstyret
Registreerimisnumber: 971526157
Postiaadress: Pb. 4863 Nydalen
Linn: OSLO
Sihtnumber: 0422
Riik – jaotus (NUTS): Oslo (NO081)
Riik: Norra
Kontaktpunkt: Kristine Isobel Bateman
E-posti aadress: kristine@odinprosjekt.no
Telefon: +47 22387300
Faks: +47 22387301
Internetiaadress: <http://www.patentstyret.no>
Selle organisatsiooni rollid:
Hankija

8.1. ORG-0002

Ametlik nimi: Oslo Tingrett
Registreerimisnumber: 926725939
Linn: Oslo
Sihtnumber: 0125
Riik – jaotus (NUTS): Oslo (NO081)
Riik: Norra
Selle organisatsiooni rollid:
Vaidlustusorgan

8.1. ORG-0003

Ametlik nimi: Odin Prosjekt AS
Registreerimisnumber: Odin Prosjekt AS
Osakond: Odin Prosjekt AS
Postiaadress: Sorgenfrigata 6E
Linn: Oslo
Sihtnumber: 0367
Riik – jaotus (NUTS): Oslo (NO081)
Riik: Norra
Selle organisatsiooni rollid:
Organisatsioon, mis annab lisateavet vaidlustamise kohta

Teave teate kohta

Teate tunnus/version: a6f7ed7c-e3d9-46ec-8869-a1d47a2ac2e6 - 01
Vormi liik: Hange
Teate liik: Hanketeade või kontsessiooniteade – üldkord
Teate alaliik: 16
Teate saatmise kuupäev: 02/10/2026 11:09:05 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg
Teate saatmise kuupäev (eSender): 02/10/2026 11:12:09 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg
Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel
Teate avaldamise number: 683715-2026
ELT S väljaande number: 192/2026

