

263418-2026 - Kilpailu

Norja – Mainonta- ja markkinointipalvelut – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Hankintailmoitus tai käyttöoikeussopimusta koskeva ilmoitus – vakiojärjestelmä
Palvelut

1. Ostaja

1.1. Ostaja

Virallinen nimi: Entur AS

Sähköposti: Martin.Skaarer@entur.org

Hankintayksikön toimiala: Rautatiepalvelut

2. Menettely

2.1. Menettely

Ilmoituksen nimi: Framework agreement for media consultancy services and media procurements for Entur.

Kuvaus: 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.

Menettelyn tunniste: 255302bb-84ab-4363-8098-d4e784fc5d5e

Sisäinen tunniste: 20260006

Menettelyn tyyppi: Tarjouskilpailukutsun julkaisemisen jälkeinen neuvottelumenettely / tarjousperusteinen neuvottelumenettely

Käytetään nopeutettua menettelyä: ei

Menettelyn tärkeimmät piirteet: See the tender documentation.

2.1.1. Tarkoitus

Pääasiallinen hankintalaji: Palvelut

Pääasiallinen luokitus (cpv): 79340000 Mainonta- ja markkinointipalvelut

Lisäluokitus (cpv): 79341000 Mainontapalvelut, 79342000 Markkinointi

2.1.2. Suorituspaikka

Postiosoite: Rådhusgata 5

Postitoimipaikka: Oslo

Postinumero: 0151

Maaryhmittely (NUTS): Oslo (NO081)

Maa: Norja

2.1.3. Arvo

Ennakoitu arvo ilman arvonlisäveroa: 90 000 000,00 NOK

Enimmäisarvo puitejärjestelyssä: 90 000 000,00 NOK

2.1.4. Yleistä tietoa

2.1.6. Poissulkemisperusteet

Poissulkemisperusteiden ilmoittamispaikka: Yhteinen eurooppalainen hankinta-asiakirja (ESPD), Ilmoitus, Hankinta-asiakirja

Korruptio: 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.

Petos: 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?

Rahanpesu tai terrorismin rahoitus: 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?

Rikollisjärjestön toimintaan osallistuminen: 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)

Terrorismirikokset tai terroritoimintaan liittyvät rikokset: 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.

Lapsityövoima ja muut ihmiskaupan muodot: 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).

Ympäristölainsäädännön mukaisten velvoitteiden rikkominen: 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.

Työlainsäädännön mukaisten velvoitteiden rikkominen: 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.

Sosiaalilainsäädännön mukaisten velvoitteiden rikkominen: 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.

Toisten talouden toimijoiden kanssa kilpailun vääristämiseksi tehdyt sopimukset: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Ammatin harjoittamiseen liittyvä vakava virhe: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Väärien tietojen antaminen, tietojen salaaminen, vaadittujen asiakirjojen toimittamatta jättäminen tai tätä menettelyä koskevien luottamuksellisten tietojen saaminen: 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?

Talouden toimijan hankintamenettelyyn osallistumisesta johtuvat eturistiriidat: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Välitön tai välillinen osallistuminen tämän hankintamenettelyn valmisteluun: 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?

Ennenaikainen irtisanominen, vahingonkorvaukset tai muut vastaavat seuraamukset: 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?

Puhtaasti kansallisten poissulkemisperusteiden nojalla asetettujen velvoitteiden rikkominen: 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.

Sosiaaliturvamaksujen maksamiseen liittyvän velvoitteen rikkominen: 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?

Verojen maksamiseen liittyvän velvoitteen rikkominen: 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?

Liiketoiminta on keskeytetty: Has the tenderer's business conduct been stopped?

Konkurssi: 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.

Järjestelyt velkojen kanssa: 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.

Maksukyvyttömyys: 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.

Varat selvitysmiehen hallinnassa: 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.

Kansallisesta lainsäädännöstä johtuva konkurssia tai muuta sellaista vastaava tilanne: 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

Ilmoituksen nimi: Framework agreement for media consultancy services and media procurements for Entur.

Kuvaus: 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.

Sisäinen tunnistus: 20260006

5.1.1. Tarkoitus

Pääasiallinen hankintalaji: Palvelut

Pääasiallinen luokitus (cpv): 79340000 Mainonta- ja markkinointipalvelut

Lisäluokitus (cpv): 79341000 Mainontapalvelut, 79342000 Markkinointi

5.1.2. Suorituspaikka

Postiosoite: Rådhusgata 5

Postitoimipaikka: Oslo

Postinumero: 0151

Maaryhmittely (NUTS): Oslo (NO081)

Maa: Norja

5.1.3. Arvioitu kesto

Alkamispäivä: 06/07/2026

Päätymispäivä: 05/07/2029

5.1.4. Uusiminen

Sopimuksen optiokausien enimmäismäärä: 3

Lisätietoja uusimisesta: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Arvo

Ennakoitu arvo ilman arvonlisäveroa: 90 000 000,00 NOK

Enimmäisarvo puitejärjestelyssä: 90 000 000,00 NOK

5.1.6. Yleistä tietoa

Varattu osallistuminen:

Osallistumista ei ole varattu.

Hankintaa ei ole rahoitettu EU:n varoista

Hankintaan sovelletaan WTO:n julkisia hankintoja koskevaa sopimusta (GPA): ei

Tämä hankinta soveltuu myös pienille ja keskisuurille yrityksille (pk-yrityksille): kyllä

5.1.9. Valintaperusteet

Valintaperusteiden ilmoittamispaikka: Yhteinen eurooppalainen hankinta-asiakirja (ESPD), Ilmoitus, Hankinta-asiakirja

Kriteeri: Muut taloudelliset tai rahoitukselliset vaatimukset

Valintaperusteen kuvaus: 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.

Kriteeri: Muut taloudelliset tai rahoitukselliset vaatimukset

Valintaperusteen kuvaus: 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.

Kriteeri: Muut taloudelliset tai rahoitukselliset vaatimukset

Valintaperusteen kuvaus: 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. Soveltuvuusvaatimusta käytetään valittaessa menettelyn jälkimmäiseen vaiheeseen kutsuttavia ehdokkaita

Kriteeri: Teknikot tai tekniset elimet laadunvalvontaan

Valintaperusteen kuvaus: 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).

Tiedot kaksivaiheisen menettelyn jälkimmäisestä vaiheesta:

Menettelyn jälkimmäiseen vaiheeseen kutsuttavien ehdokkaiden vähimmäismäärä: 3

Menettelyn jälkimmäiseen vaiheeseen kutsuttavien ehdokkaiden enimmäismäärä: 7

Menettely etenee peräkkäisissä vaiheissa. Kussakin vaiheessa osa osallistujista voidaan karsia

5.1.10. Vertailuperusteet**Kriteeri:**

Tyyppi: Hinta

Nimi: Price

Kuvaus: Price weighted with 40%.

Kategoria vertailuperuste paino: Painotus (pisteinä, tarkka)

Vertailuperusteen luku: 40

Kriteeri:

Tyyppi: Laatu

Nimi: Quality

Kuvaus: The quality is weighted by 60%.

Kategoria vertailuperuste paino: Painotus (pisteinä, tarkka)

Vertailuperusteen luku: 60

5.1.11. Hankinta-asiakirjat

Kielet, joilla hankinta-asiakirjat ovat virallisesti saatavilla: norja

Lisätietojen pyytämisen määräaika: 10/05/2026 22:00:00 (UTC+00:00) Länsi-Euroopan aika, GMT

Hankinta-asiakirjojen osoite: <https://tendsign.com/doc.aspx?MeFormsNoticeld=89363>

5.1.12. Hankinnan ehdot**Menettelyn ehdot:**

Arvioitu päivä, jona tarjouspyynnöt lähetetään valituille ehdokkaille: 22/05/2026

Tarjouksen/hakemuksen jättämisen ehdot:

Tarjouksen/hakemuksen jättäminen sähköisesti: Pakollinen

Tarjouksen/hakemuksen toimitusosoite: <https://tendsign.com/doc.aspx?MeFormsNoticeld=89363&GoTo=Tender>

Kielet, joilla tarjoukset tai osallistumishakemukset voidaan toimittaa: norja

Sähköinen luettelo: Sallittu

Vaihtoehtoiset tarjoukset: Ei sallittu

Tarjoaja voi jättää useamman kuin yhden tarjouksen: Ei sallittu

Osallistumishakemusten vastaanottamisen määräaika: 19/05/2026 10:00:58 (UTC+00:00)

Länsi-Euroopan aika, GMT

Tiedot, joita voidaan täydentää myös tarjousten jättämiselle asetetun määräajan jälkeen :

Asiakirjoja ei voida toimittaa myöhemmin.

Sopimusehdot:

Sopimuksen täytäntöönpano on rajattu tehtäväksi suojatyöohjelmien puitteissa: Ei

Sopimuksen täytäntöönpanoa koskevat ehdot: See the tender documentation.

Salassapitosopimus (NDA) vaaditaan: kyllä

Sähköinen laskutus: Pakollinen

Tilaukset tehdään sähköisesti: ei

Maksut tehdään sähköisesti: kyllä

Rahoitusjärjestelyn kuvaus: No special. See the tender documentation.

5.1.15. Menetelmät

Puitejärjestely:

Puitejärjestely, johon ei liity uudelleen kilpailuttamista

Osallistujien enimmäismäärä: 1

Muut ostajakategoriat: A contract will be signed with one tenderer.

Tietoa dynaamisesta hankintajärjestelmästä:

Ei dynaamista hankintajärjestelmää

5.1.16. Lisätietoja, sovittelu ja muutoksenhaku

Välityselin: Oslo tingrett

Muutoksenhakuelin: Oslo tingrett

Tietoa muutoksenhaun määräajoista: 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.

Sopimuksen suoritus- tai toteuttamispaiikassa sovellettavista verotusta koskevista yleisistä säännöksistä tietoja antava organisaatio: Oslo tingrett

Sopimuksen suoritus- tai toteuttamispaiikassa sovellettavista ympäristönsuojelua koskevista yleisistä säännöksistä tietoja antava organisaatio: Oslo tingrett

Sopimuksen suoritus- tai toteuttamispaiikassa sovellettavista työsuojelua ja työehtoja koskevista yleisistä säännöksistä tietoja antava organisaatio: Oslo tingrett

Hankintamenettelystä lisätietoja antava organisaatio: Entur AS

Hankinta-asiakirjoja offline-tilassa tarjoava organisaatio: Entur AS

Muutoksenhakumenettelyjen määräajoista lisätietoja tarjoava organisaatio: Entur AS

Osallistumishakemuksia vastaanottava organisaatio: Entur AS

Tarjouksia käsittelevä organisaatio: Entur AS

8. Organisaatiot**8.1. ORG-0001**

Virallinen nimi: Entur AS

Rekisterinumero: 917422575

Yksikkö: Økonomi - Innkjøp

Postiosoite: Rådhusgata 5

Postitoimipaikka: Oslo

Postinumero: 0151

Maaryhmittely (NUTS): Oslo (NO081)

Maa: Norja

Yhteyspiste: Martin Skaarer

Sähköposti: Martin.Skaarer@entur.org

Puhelin: +47 92260400

Tämän organisaation roolit:

Ostaja

Hankintamenettelystä lisätietoja antava organisaatio

Hankinta-asiakirjoja offline-tilassa tarjoava organisaatio

Osallistumishakemuksia vastaanottava organisaatio

Tarjouksia käsittelevä organisaatio

Muutoksenhakumenettelyjen määräajoista lisätietoja tarjoava organisaatio

8.1. ORG-0002

Virallinen nimi: Oslo tingrett

Rekisterinumero: 926 725 939
Postiosoite: Postboks 2106 Vika
Postitoimipaikka: Oslo
Postinumero: 0125
Maaryhmittely (NUTS): Oslo (NO081)
Maa: Norja
Sähköposti: oslo.tingrett@domstol.no
Puhelin: 22 03 52 00
Internetosoite: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

Tämän organisaation roolit:

Muutoksenhakuelin

Välityselin

Sopimuksen suoritus- tai toteuttamispäikassa sovellettavista verotusta koskevista yleisistä säännöksistä tietoja antava organisaatio

Sopimuksen suoritus- tai toteuttamispäikassa sovellettavista ympäristönsuojelua koskevista yleisistä säännöksistä tietoja antava organisaatio

Sopimuksen suoritus- tai toteuttamispäikassa sovellettavista työsuojelua ja työehtoja koskevista yleisistä säännöksistä tietoja antava organisaatio

Ilmoituksen tiedot

Ilmoituksen tunnisteversiono: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Lomakkeen tyyppi: Kilpailu

Ilmoituksen tyyppi: Hankintailmoitus tai käyttöoikeussopimusta koskeva ilmoitus – vakiojärjestelmä

Ilmoituksen alatyyppi: 17

Ilmoituksen lähetyspäivä: 16/04/2026 11:48:10 (UTC+00:00) Länsi-Euroopan aika, GMT

Ilmoituksen lähetyspäivä (eSender): 16/04/2026 12:00:55 (UTC+00:00) Länsi-Euroopan aika, GMT

Kielet, joilla tämä ilmoitus on virallisesti saatavilla: englanti

Ilmoituksen julkaisunumero: 263418-2026

EUVL S -lehden numero: 75/2026

Julkaisupäivä: 17/04/2026