

263418-2026 - Mise en concurrence

Norvège – Services de publicité et de marketing – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Avis de marché ou de concession – régime ordinaire

Services

1. Acheteur

1.1. Acheteur

Nom officiel: Entur AS

Adresse électronique: Martin.Skaarer@entur.org

Activité de l'entité adjudicatrice: Services de chemin de fer

2. Procédure

2.1. Procédure

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

Description: 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.

Identifiant de la procédure: 255302bb-84ab-4363-8098-d4e784fc5d5e

Identifiant interne: 20260006

Type de procédure: Négociée avec publication préalable d'un appel à la concurrence / concurrentielle avec négociation

La procédure est accélérée: non

Principales caractéristiques de la procédure et informations sur l'endroit où obtenir les règles complètes applicables à la procédure: See the tender documentation.

2.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79340000 Services de publicité et de marketing

Nomenclature complémentaire (cpv): 79341000 Services de publicité, 79342000 Services de marketing

2.1.2. Lieu d'exécution

Adresse postale: Rådhusgata 5

Ville: Oslo

Code postal: 0151

Subdivision pays (NUTS): Oslo (NO081)

Pays: Norvège

2.1.3. Valeur

Valeur estimée hors TVA: 90 000 000,00 NOK

Valeur maximale de l'accord-cadre: 90 000 000,00 NOK

2.1.4. Informations générales

Base juridique:

Directive 2014/25/UE

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Document unique de marché européen (DUME), Avis, Document de marché

Corruption: 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.

Fraude: 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?

Blanchiment de capitaux ou financement du terrorisme: 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?

Participation à une organisation criminelle: 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)

Infractions terroristes ou infractions liées aux activités terroristes: 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.

Travail des enfants et autres formes de traite des êtres humains: 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).

Manquement aux obligations dans le domaine du droit environnemental: 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.

Manquement aux obligations dans le domaine du droit du travail: 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.

Manquement aux obligations dans le domaine du droit social: 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.

Accords avec d'autres opérateurs économiques en vue de fausser la concurrence: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Faute professionnelle grave: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Fausse déclaration, dissimulation d'informations, incapacité de présenter les documents requis ou obtention d'informations confidentielles sur cette procédure: 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?

Conflit d'intérêt créé par sa participation à la procédure de passation de marché: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Association directe ou indirecte à la préparation de cette procédure de passation de marché: 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?

Résiliation, dommages et intérêts ou autres sanctions comparables: 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?

Manquement à des obligations liées à des motifs d'exclusion purement nationaux: 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 writ for the stated punishable conditions. The requirement that the contracting authority shall reject tenderers who have accepted a writ 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. Manquement à l'obligation relative au paiement de cotisations de sécurité sociale: 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?

Manquement à l'obligation relative au paiement d'impôts et taxes: 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?

État de cessation d'activités: Has the tenderer's business conduct been stopped?

Faillite: 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. Concordat: 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.

Insolvabilité: 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.

Biens administrés par un liquidateur: 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.

Situation analogue à la faillite prévue dans la législation nationale: 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. Lot

5.1. Lot: LOT-0000

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

Description: 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.

Identifiant interne: 20260006

5.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79340000 Services de publicité et de marketing

Nomenclature complémentaire (cpv): 79341000 Services de publicité, 79342000 Services de marketing

5.1.2. Lieu d'exécution

Adresse postale: Rådhusgata 5

Ville: Oslo

Code postal: 0151

Subdivision pays (NUTS): Oslo (NO081)

Pays: Norvège

5.1.3. Durée estimée

Date de début: 06/07/2026

Date de fin de durée: 05/07/2029

5.1.4. Reconduction

Nombre maximum de reconductions: 3

Autres informations sur le renouvellement: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Valeur

Valeur estimée hors TVA: 90 000 000,00 NOK

Valeur maximale de l'accord-cadre: 90 000 000,00 NOK

5.1.6. Informations générales

Participation réservée:

La participation n'est pas réservée.

Projet de passation de marché non financé par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): non

Le marché en question convient aussi aux petites et moyennes entreprises (PME): oui

5.1.9. Critères de sélection

Sources des critères de sélection: Document unique de marché européen (DUME), Avis, Document de marché

Critère: Autres exigences économiques ou financières

Description du critère de sélection: 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.

Critère: Autres exigences économiques ou financières

Description du critère de sélection: 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.

Critère: Autres exigences économiques ou financières

Description du critère de sélection: 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.

Les critères seront appliqués pour sélectionner les candidats à inviter pour la seconde étape de la procédure

Critère: Techniciens ou organismes techniques pour le contrôle de la qualité

Description du critère de sélection: 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).

Informations sur la seconde étape d'une procédure en deux étapes:

Nombre minimal de candidats à inviter pour la seconde étape de la procédure: 3

Nombre maximal de candidats à inviter pour la seconde étape de la procédure: 7

La procédure se déroulera en plusieurs étapes. À chaque étape, certains candidats peuvent être éliminés

5.1.10. Critères d'attribution

Critère:

Type: Prix

Nom: Price

Description: Price weighted with 40%.

Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)

Nombre critère d'attribution: 40

Critère:

Type: Qualité

Nom: Quality

Description: The quality is weighted by 60%.

Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)

Nombre critère d'attribution: 60

5.1.11. Documents de marché

Langues dans lesquelles les documents de marché sont officiellement disponibles: norvégien

Date limite de demande d'informations complémentaires: 10/05/2026 22:00:00 (UTC+00:00)

Heure de l'Europe occidentale, GMT

Adresse des documents de marché: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89363>

5.1.12. Conditions du marché public

Conditions de la procédure:

Date d'envoi estimée des invitations à soumissionner: 22/05/2026

Conditions de soumission:

Soumission par voie électronique: Requise

Adresse de soumission: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89363&GoTo=Tender>

Langues dans lesquelles les offres ou demandes de participation/candidatures peuvent être présentées: norvégien

Catalogue électronique: Autorisée

Variantes: Non autorisée

Les soumissionnaires peuvent présenter plusieurs offres: Non autorisée

Date limite de réception des demandes de participation/candidatures: 19/05/2026 10:00:58 (UTC+00:00) Heure de l'Europe occidentale, GMT

Informations qui peuvent être complétées après la date limite de réception des offres:

Aucun document ne peut être présenté ultérieurement.

Conditions du marché:

Le contrat doit être exécuté dans le cadre de programmes d'emplois protégés: Non

Conditions relatives à l'exécution du contrat: See the tender documentation.
Un accord de confidentialité est requis: oui
Facturation électronique: Requisite
La commande en ligne sera utilisée: non
Le paiement électronique sera utilisé: oui
Arrangement financier: No special. See the tender documentation.

5.1.15. Techniques

Accord-cadre:

Accord-cadre, sans remise en concurrence
Nombre maximal de candidats: 1
Autres acheteurs: A contract will be signed with one tenderer.

Informations sur le système d'acquisition dynamique:

Pas de système d'acquisition dynamique

5.1.16. Informations complémentaires, médiation et recours

Organisation chargée des procédures de médiation: Oslo tingrett
Organisation chargée des procédures de recours: Oslo tingrett
Description des délais d'introduction des procédures de recours: 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.
Organisation qui fournit des informations sur le cadre réglementaire général qui, en matière de fiscalité, est applicable au lieu d'exécution: Oslo tingrett
Organisation qui fournit des informations sur le cadre réglementaire général qui, en matière de protection de l'environnement, est applicable au lieu d'exécution: Oslo tingrett
Organisation qui fournit des informations sur le cadre réglementaire général qui, en matière de protection du travail et de conditions de travail, est applicable au lieu d'exécution: Oslo tingrett
Organisation qui fournit des informations complémentaires sur la procédure de passation de marché: Entur AS
Organisation qui fournit un accès hors ligne aux documents de marché: Entur AS
Organisation qui fournit des précisions concernant l'introduction des recours: Entur AS
Organisation qui reçoit les demandes de participation/candidatures: Entur AS
Organisation qui traite les offres: Entur AS

8. Organisations

8.1. ORG-0001

Nom officiel: Entur AS
Numéro d'enregistrement: 917422575
Département: Økonomi - Innkjøp
Adresse postale: Rådhusgata 5
Ville: Oslo
Code postal: 0151
Subdivision pays (NUTS): Oslo (NO081)
Pays: Norvège
Point de contact: Martin Skaarer
Adresse électronique: Martin.Skaarer@entur.org
Téléphone: +47 92260400
Rôles de cette organisation:

Acheteur

Organisation qui fournit des informations complémentaires sur la procédure de passation de marché

Organisation qui fournit un accès hors ligne aux documents de marché

Organisation qui reçoit les demandes de participation/candidatures

Organisation qui traite les offres

Organisation qui fournit des précisions concernant l'introduction des recours

8.1. **ORG-0002**

Nom officiel: Oslo tingrett

Numéro d'enregistrement: 926 725 939

Adresse postale: Postboks 2106 Vika

Ville: Oslo

Code postal: 0125

Subdivision pays (NUTS): Oslo (NO081)

Pays: Norvège

Adresse électronique: oslo.tingrett@domstol.no

Téléphone: 22 03 52 00

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

Rôles de cette organisation:

Organisation chargée des procédures de recours

Organisation chargée des procédures de médiation

Organisation qui fournit des informations sur le cadre réglementaire général qui, en matière de fiscalité, est applicable au lieu d'exécution

Organisation qui fournit des informations sur le cadre réglementaire général qui, en matière de protection de l'environnement, est applicable au lieu d'exécution

Organisation qui fournit des informations sur le cadre réglementaire général qui, en matière de protection du travail et de conditions de travail, est applicable au lieu d'exécution

Informations relatives à l'avis

Identifiant/version de l'avis: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Type de formulaire: Mise en concurrence

Type d'avis: Avis de marché ou de concession – régime ordinaire

Sous-type d'avis: 17

Date d'envoi de l'avis: 16/04/2026 11:48:10 (UTC+00:00) Heure de l'Europe occidentale, GMT

Date et heure de transmission de l'avis (eSender): 16/04/2026 12:00:55 (UTC+00:00) Heure de l'Europe occidentale, GMT

Langues dans lesquelles l'avis en question est officiellement disponible: anglais

Numéro de publication de l'avis: 263418-2026

Numéro de publication au JO S: 75/2026

Date de publication: 17/04/2026