

360269-2026 - Mise en concurrence

Norvège – Services de conseil en gestion du marketing – K26-11 Framework agreement full service agency services

OJ S 100/2026 27/05/2026

Avis de marché ou de concession – régime ordinaire

Services

1. Acheteur

1.1. Acheteur

Nom officiel: Kolumbus AS

Adresse électronique: mia.valoe@kolumbus.no

Activité de l'entité adjudicatrice: Services de chemin de fer urbain, de tramway, de trolleybus ou d'autobus

2. Procédure

2.1. Procédure

Titre: K26-11 Framework agreement full service agency services

Description: 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.

Identifiant de la procédure: 49ec87ca-f6f1-40b2-812e-fb7ef9f3a29f

Identifiant interne: K26-11

Type de procédure: Ouverte

La procédure est accélérée: non

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

Nature principale du marché: Services

Nomenclature principale (cpv): 79413000 Services de conseil en gestion du marketing

Nomenclature complémentaire (cpv): 79000000 Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité, 79300000 Études de marché et recherche économique; sondages et statistiques, 79340000 Services de publicité et de marketing, 79341000 Services de publicité, 79341100 Services de conseils en publicité, 79341200 Services de gestion publicitaire, 79341400 Services de campagne publicitaire, 79341500 Services de publicité par voie aérienne, 79342000 Services de marketing, 79342100 Services de marketing direct, 79342200 Services de promotion, 79342300 Services à la clientèle, 79400000 Conseil en affaires et en gestion et services connexes, 79415200 Services de conseil en conception, 79800000 Services d'impression et services connexes

2.1.2. Lieu d'exécution

Pays: Norvège

N'importe où dans le pays donné

2.1.3. Valeur

Valeur estimée hors TVA: 50 000 000,00 NOK

Valeur maximale de l'accord-cadre: 50 000 000,00 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), Document de marché

5. Lot

5.1. Lot: LOT-0000

Titre: K26-11 Framework agreement full service agency services

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Identifiant interne: K26-11

5.1.1. **Objet**

Nature principale du marché: Services

Nomenclature principale (cpv): 79413000 Services de conseil en gestion du marketing

Nomenclature complémentaire (cpv): 79000000 Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité, 79300000 Études de marché et recherche économique; sondages et statistiques, 79340000 Services de publicité et de marketing, 79341000 Services de publicité, 79341100 Services de conseils en publicité, 79341200 Services de gestion publicitaire, 79341400 Services de campagne publicitaire, 79341500 Services de publicité par voie aérienne, 79342000 Services de marketing, 79342100 Services de marketing direct, 79342200 Services de promotion, 79342300 Services à la clientèle, 79400000 Conseil en affaires et en gestion et services connexes, 79415200 Services de conseil en conception, 79800000 Services d'impression et services connexes

Options:

Description des options: 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+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. **Lieu d'exécution**

Pays: Norvège

N'importe où dans le pays donné

5.1.3. **Durée estimée**

Durée: 8 Ans

5.1.4. **Reconduction**

Nombre maximum de reconductions: 6

Autres informations sur le renouvellement: Renewal length is 12 months

5.1.5. **Valeur**

Valeur estimée hors TVA: 50 000 000,00 NOK

Valeur maximale de l'accord-cadre: 50 000 000,00 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): oui

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

5.1.9. **Critères de sélection**

Sources des critères de sélection: Avis, Document de marché

Critère: Autres exigences économiques ou financières

Description du critère de sélection: 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.

Critère: Inscription à un registre du commerce

Description du critère de sélection: 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.

Critère: Autres exigences économiques ou financières

Description du critère de sélection: 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.

Critère: Références sur des livraisons spécifiées

Description du critère de sélection: 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.

Critère: Mesures pour garantir la qualité

Description du critère de sélection: 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. Critères d'attribution

Critère:

Type: Prix

Nom: Price

Description: 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.

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

Nombre critère d'attribution: 40

Critère:

Type: Qualité

Nom: Assignment comprehension

Description: 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.

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

Nombre critère d'attribution: 40

Critère:

Type: Qualité

Nom: Expertise

Description: 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.

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

Nombre critère d'attribution: 20

5.1.11. Documents de marché

Date limite de demande d'informations complémentaires: 11/06/2026 22:00:00 (UTC+00:00)

Heure de l'Europe occidentale, GMT

Adresse des documents de marché: <https://tendsign.com/doc.aspx?MeFormsNoticId=92736>

5.1.12. Conditions du marché public

Conditions de soumission:

Soumission par voie électronique: Requête

Adresse de soumission: <https://tendsign.com/doc.aspx?MeFormsNoticId=92736&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 offres: 22/06/2026 10:00:58 (UTC+00:00) Heure de l'Europe occidentale, GMT

Durée de validité des offres: 91 Jours

Informations relatives à l'ouverture publique:

Date d'ouverture: 22/06/2026 10:01:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Lieu: Kolumbus' office premises

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 part 2.

Facturation électronique: Requête

La commande en ligne sera utilisée: oui

Le paiement électronique sera utilisé: oui

Arrangement financier: See the tender documentation part 2.

5.1.15. Techniques

Accord-cadre:

Accord-cadre, sans remise en concurrence

Nombre maximal de candidats: 1

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 recours: Sør-Rogaland tingrett

Description des délais d'introduction des procédures de recours: In accordance with the tender documentation and regulations for public procurements.

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

Organisation qui fournit un accès hors ligne aux documents de marché: Kolumbus AS

Organisation qui fournit des précisions concernant l'introduction des recours: Sør-Rogaland tingrett

Organisation qui reçoit les demandes de participation/candidatures: Kolumbus AS

Organisation qui traite les offres: Kolumbus AS

8. Organisations

8.1. ORG-0001

Nom officiel: Kolumbus AS

Numéro d'enregistrement: 914749360

Département: Inventura AS

Adresse postale: Jernbaneveien 9

Ville: Stavanger

Code postal: 4005

Subdivision pays (NUTS): Rogaland (NO0A1)

Pays: Norvège

Point de contact: Mia Valø

Adresse électronique: mia.valoe@kolumbus.no

Téléphone: +4751925200

Adresse internet: <https://kolumbus.no>

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

8.1. ORG-0002

Nom officiel: Sør-Rogaland tingrett

Numéro d'enregistrement: 926 723 448

Adresse postale: Postboks 159

Ville: Stavanger

Code postal: 4001

Subdivision pays (NUTS): Rogaland (NO0A1)

Pays: Norvège

Adresse électronique: sor-rogaland.tingrett@domstol.no

Téléphone: 52 00 46 00

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

Rôles de cette organisation:

Organisation chargée des procédures de recours

Organisation qui fournit des précisions concernant l'introduction des recours

Informations relatives à l'avis

Identifiant/version de l'avis: 4ee05788-49f3-49c9-a849-538461eda5c0 - 01

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Sous-type d'avis: 17

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Date et heure de transmission de l'avis (eSender): 22/05/2026 15:29:34 (UTC+00:00) Heure de l'Europe occidentale, GMT

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

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