

263418-2026 - Nadmetanje

Norveška – Usluge oglašavanja i plasmana – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Obavijest o nadmetanju ili koncesiji – standardni režim

Usluge

1. Kupac

1.1. Kupac

Službeno ime: Entur AS

E-pošta: Martin.Skaarer@entur.org

Djelatnost naručitelja: Željezničke usluge

2. Postupak

2.1. Postupak

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

Opis: 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.

Identifikacijska oznaka postupka: 255302bb-84ab-4363-8098-d4e784fc5d5e

Interna identifikacijska oznaka: 20260006

Vrsta postupka: Pregovarački s prethodnom objavom poziva na nadmetanje / natjecateljski uz pregovore

Postupak je ubrzan: ne

Glavna obilježja postupka: See the tender documentation.

2.1.1. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79340000 Usluge oglašavanja i plasmana

Dodatna klasifikacija (cpv): 79341000 Usluge oglašavanja, 79342000 Usluge plasmana

2.1.2. Mjesto izvršenja

Poštanska adresa: Rådhusgata 5

Grad: Oslo

Poštanski broj: 0151

Zemlja – podregija (NUTS): Oslo (NO081)

Zemlja: Norveška

2.1.3. Vrijednost

Procijenjena vrijednost bez PDV-a: 90 000 000,00 NOK

Maksimalna vrijednost okvirnog sporazuma: 90 000 000,00 NOK

2.1.4. Opće informacije

Pravna osnova:

Direktiva 2014/25/EU

2.1.6. Razlozi za isključenje

Izvori razloga za isključenje: Europska jedinstvena dokumentacija o nabavi, Obavijest, Dokumentacija o nabavi

Korupcija: 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.

Prijevvara: 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?

Pranje novca ili financiranje terorizma: 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?

Sudjelovanje u zločinačkoj organizaciji: 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)

Kaznena djela terorizma ili kaznena djela povezana s terorističkim aktivnostima: 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.

Dječji rad i drugi oblici trgovanja ljudima: 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).

Kršenje obveza u području prava o okolišu: 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.

Kršenje obveza u području radnog prava: 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.

Kršenje obveza u području socijalnog prava: 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.

Sporazumi s drugim gospodarskim subjektima u cilju narušavanja tržišnog natjecanja: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Teški poslovni prekršaj: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Lažno prikazivanje, prikrivanje informacija, nemogućnost podnošenja traženih dokumenata ili prikupljanje povjerljivih informacija o ovom postupku: 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?

Sukob interesa koji proizlazi iz sudjelovanja u postupku javne nabave: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Izravno ili neizravno sudjelovanje u pripremi ovog postupka javne nabave: 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?

Prijevreteni raskid, naknada štete ili druge usporedive sankcije: 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?

Kršenje obveza utvrđenih na temelju isključivo nacionalnih osnova za isključenje: 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.

Kršenje obveze plaćanja doprinosa za socijalno osiguranje: 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?

Kršenje obveze plaćanja poreza: 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?

Suspendirane poslovne aktivnosti: Has the tenderer's business conduct been stopped?

Stečaj: 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.

Nagodba s vjerovnicima: 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.

Nesolventnost: 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.

Imovinom subjekta upravlja stečajni upravitelj: 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.

Situacije istovrsne stečaju prema nacionalnim zakonima: 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. Grupa

5.1. Grupa: LOT-0000

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

Opis: 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.

Interna identifikacijska oznaka: 20260006

5.1.1. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79340000 Usluge oglašavanja i plasmana

Dodatna klasifikacija (cpv): 79341000 Usluge oglašavanja, 79342000 Usluge plasmana

5.1.2. Mjesto izvršenja

Poštanska adresa: Rådhusgata 5

Grad: Oslo

Poštanski broj: 0151

Zemlja – podregija (NUTS): Oslo (NO081)

Zemlja: Norveška

5.1.3. Očekivano trajanje

Datum početka: 06/07/2026

Datum završetka trajanja: 05/07/2029

5.1.4. Obnova

Maksimalan broj obnavljanja: 3

Druge informacije o obnovi: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Vrijednost

Procijenjena vrijednost bez PDV-a: 90 000 000,00 NOK

Maksimalna vrijednost okvirnog sporazuma: 90 000 000,00 NOK

5.1.6. Opće informacije

Rezervirano sudjelovanje:

Sudjelovanje nije rezervirano.

Projekt javne nabave ne financira se sredstvima EU-a

Javna nabava obuhvaćena je Sporazumom o javnoj nabavi (GPA): ne

Ova javna nabava prikladna je i za mala i srednja poduzeća (MSP-ovi): da

5.1.9. Kriteriji za odabir

Izvori kriterija odabira: Europska jedinstvena dokumentacija o nabavi, Obavijest,

Dokumentacija o nabavi

Kriterij: Ostali ekonomski ili financijski zahtjevi

Opis kriterija odabira: 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.

Kriterij: Ostali ekonomski ili financijski zahtjevi

Opis kriterija odabira: 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.

Kriterij: Ostali ekonomski ili finansijski zahtjevi

Opis kriterija odabira: 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.

Na kriterijima će se temeljiti odabir natjecatelja koji će biti pozvani u drugu fazu postupka

Kriterij: Tehničari ili tehnička tijela za kontrolu kvalitete

Opis kriterija odabira: 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).

Informacije o drugoj fazi postupka u dvije faze:

Minimalan broj natjecatelja koji će biti pozvani u drugu fazu postupka: 3

Maksimalan broj natjecatelja koji će biti pozvani u drugu fazu postupka: 7

Postupak će se odvijati u uzastopnim fazama. U svakoj fazi neki sudionici mogu biti isključeni

5.1.10. Kriteriji za dodjelu

Kriterij:

Vrsta: Cijena
Naziv: Price
Opis: Price weighted with 40%.
Kategorija kriterija za dodjelu težine: Ponder (točke, točan)
Broj kriterija za dodjelu: 40
Kriterij:
Vrsta: Kvaliteta
Naziv: Quality
Opis: The quality is weighted by 60%.
Kategorija kriterija za dodjelu težine: Ponder (točke, točan)
Broj kriterija za dodjelu: 60

5.1.11. Dokumentacija o nabavi

Jezici na kojima je dokumentacija o nabavi službeno dostupna: norveški
Rok za podnošenje zahtjeva za dodatne informacije: 10/05/2026 22:00:00 (UTC+00:00)
zapadnoeuropsko vrijeme, GMT
Adresa dokumentacije o nabavi: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363>

5.1.12. Uvjeti nabave

Uvjeti postupka:

Predviđeni datum slanja poziva na dostavu ponuda: 22/05/2026

Uvjeti podnošenja:

Elektroničko podnošenje: Obvezno

Adresa za podnošenje: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363&GoTo=Tender>

Jezici na kojima se mogu podnijeti ponude ili zahtjevi za sudjelovanje: norveški

Elektronički katalog: Dopušteno

Varijante: Nije dopušteno

Ponuditelji mogu podnijeti više od jedne ponude: Nije dopušteno

Rok za primitak zahtjeva za sudjelovanje: 19/05/2026 10:00:58 (UTC+00:00)
zapadnoeuropsko vrijeme, GMT

Informacije koje se mogu dopuniti nakon roka za podnošenje:

Kasnije nije moguće podnijeti nikakve dokumente.

Uvjeti ugovora:

Ugovor se mora izvršiti u okviru programa zaštićenih radnih mjesta: Ne

Uvjeti koji se odnose na izvršenje ugovora: See the tender documentation.

Potreban je sporazum o povjerljivosti podataka: da

Elektroničko izdavanje računa: Obvezno

Naručivanje će biti elektroničko: ne

Plaćanje će biti elektroničko: da

Financijski aspekti: No special. See the tender documentation.

5.1.15. Tehnike

Okvirni sporazum:

Okvirni sporazum bez ponovne provedbe nadmetanja

Maksimalan broj sudionika: 1

Dodatno pokriva kupca: A contract will be signed with one tenderer.

Informacije o dinamičkom sustavu nabave:

Nema dinamičkog sustava nabave

5.1.16. Dodatne informacije, posredovanje i pravna zaštita (preispitivanje)

Organizacija za postupke mirenja: Oslo tingrett
Organizacija za preispitivanje (pravnu zaštitu): Oslo tingrett
Informacije o rokovima za preispitivanje: 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.
Organizacija koja pruža informacije o općem regulatornom okviru u vezi s porezima primjenjivom u mjestu u kojem se ugovor treba izvršiti: Oslo tingrett
Organizacija koja pruža informacije o općem regulatornom okviru u vezi sa zaštitom okoliša primjenjivom u mjestu u kojem se ugovor treba izvršiti: Oslo tingrett
Organizacija koja pruža informacije o općem regulatornom okviru u vezi sa zaštitom radnog mjesta i radnih uvjeta primjenjivom u mjestu u kojem se ugovor treba izvršiti: Oslo tingrett
Organizacija koja pruža dodatne informacije o postupku javne nabave: Entur AS
Organizacija koja osigurava izvanmrežni pristup dokumentaciji o nabavi: Entur AS
Organizacija koja pruža više informacija o postupcima preispitivanja (pravne zaštite): Entur AS
Organizacija koja prima zahtjeve za sudjelovanje: Entur AS
Organizacija koja obrađuje ponude: Entur AS

8. Organizacije

8.1. ORG-0001

Službeno ime: Entur AS
Registracijski broj: 917422575
Odjel: Økonomi - Innkjøp
Poštanska adresa: Rådhusgata 5
Grad: Oslo
Poštanski broj: 0151
Zemlja – podregija (NUTS): Oslo (NO081)
Zemlja: Norveška
Kontaktna točka: Martin Skaarer
E-pošta: Martin.Skaarer@entur.org
Tel.: +47 92260400

Uloge ove organizacije:

Kupac
Organizacija koja pruža dodatne informacije o postupku javne nabave
Organizacija koja osigurava izvanmrežni pristup dokumentaciji o nabavi
Organizacija koja prima zahtjeve za sudjelovanje
Organizacija koja obrađuje ponude
Organizacija koja pruža više informacija o postupcima preispitivanja (pravne zaštite)

8.1. ORG-0002

Službeno ime: Oslo tingrett
Registracijski broj: 926 725 939
Poštanska adresa: Postboks 2106 Vika
Grad: Oslo
Poštanski broj: 0125
Zemlja – podregija (NUTS): Oslo (NO081)
Zemlja: Norveška
E-pošta: oslo.tingrett@domstol.no
Tel.: 22 03 52 00

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

Uloge ove organizacije:

Organizacija za preispitivanje (pravnu zaštitu)

Organizacija za postupke mirenja

Organizacija koja pruža informacije o općem regulatornom okviru u vezi s porezima primjenjivom u mjestu u kojem se ugovor treba izvršiti

Organizacija koja pruža informacije o općem regulatornom okviru u vezi sa zaštitom okoliša primjenjivom u mjestu u kojem se ugovor treba izvršiti

Organizacija koja pruža informacije o općem regulatornom okviru u vezi sa zaštitom radnog mjesta i radnih uvjeta primjenjivom u mjestu u kojem se ugovor treba izvršiti

Informacije o obavijesti

Identifikacijska oznaka / verzija obavijesti: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Vrsta obrasca: Nadmetanje

Vrsta obavijesti: Obavijest o nadmetanju ili koncesiji – standardni režim

Podvrsta obavijesti: 17

Datum slanja obavijesti: 16/04/2026 11:48:10 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Datum e-pošiljateljeva slanja obavijesti: 16/04/2026 12:00:55 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Jezici na kojima je ova obavijest službeno dostupna: engleski

Broj objave obavijesti: 263418-2026

Broj izdanja SL S-a: 75/2026

Datum objave: 17/04/2026