

360269-2026 - Nadmetanje

Norveška – Usluge savjetovanja na području upravljanja plasmanom – K26-11 Framework agreement full service agency services

OJ S 100/2026 27/05/2026

Obavijest o nadmetanju ili koncesiji – standardni režim

Usluge

1. Kupac

1.1. Kupac

Službeno ime: Kolumbus AS

E-pošta: mia.valoe@kolumbus.no

Djelatnost naručitelja: Usluge gradske željeznice, tramvaja, trolejbusa ili autobusa

2. Postupak

2.1. Postupak

Naslov: K26-11 Framework agreement full service agency services

Opis: 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.

Identifikacijska oznaka postupka: 49ec87ca-f6f1-40b2-812e-fb7ef9f3a29f

Interna identifikacijska oznaka: K26-11

Vrsta postupka: Otvoren

Postupak je ubrzan: ne

Glavna obilježja postupka: 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. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79413000 Usluge savjetovanja na području upravljanja plasmanom

Dodatna klasifikacija (cpv): 79000000 Poslovne usluge: pravo, marketing, savjetovanje, zapošljavanje, tiskanje i sigurnost, 79300000 Tržišno i ekonomsko istraživanje: anketiranje i statistika, 79340000 Usluge oglašavanja i plasmana, 79341000 Usluge oglašavanja, 79341100 Usluge savjetovanja u oglašavanju, 79341200 Usluge vođenja oglašavanja, 79341400 Usluge kampanje oglašavanja, 79341500 Usluge oglašavanja iz zraka, 79342000 Usluge plasmana, 79342100 Usluge neposrednog plasmana, 79342200 Usluge reklamiranja, 79342300 Usluge za klijente, 79400000 Usluge savjetovanja na području poslovanja i upravljanja i srodne usluge, 79415200 Usluge savjetovanja pri projektiranju, 79800000 Tiskanje i s tim povezane usluge

2.1.2. Mjesto izvršenja

Zemlja: Norveška

Bilo gdje u određenoj zemlji

2.1.3. Vrijednost

Procijenjena vrijednost bez PDV-a: 50 000 000,00 NOK

Maksimalna vrijednost okvirnog sporazuma: 50 000 000,00 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, Dokumentacija o nabavi

5. Grupa

5.1. Grupa: LOT-0000

Naslov: K26-11 Framework agreement full service agency services

Opis: 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.

Interna identifikacijska oznaka: K26-11

5.1.1. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79413000 Usluge savjetovanja na području upravljanja plasmanom

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Opcije:

Opis opcija: 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 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. Mjesto izvršenja

Zemlja: Norveška
Bilo gdje u određenoj zemlji

5.1.3. Očekivano trajanje

Trajanje: 8 Godine

5.1.4. Obnova

Maksimalan broj obnavljanja: 6
Druge informacije o obnovi: Renewal length is 12 months

5.1.5. Vrijednost

Procijenjena vrijednost bez PDV-a: 50 000 000,00 NOK
Maksimalna vrijednost okvirnog sporazuma: 50 000 000,00 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): da
Ova javna nabava prikladna je i za mala i srednja poduzeća (MSP-ovi): da

5.1.9. Kriteriji za odabir

Izvori kriterija odabira: Obavijest, Dokumentacija o nabavi
Kriterij: Ostali ekonomski ili financijski zahtjevi
Opis kriterija odabira: 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.

Kriterij: Upis u trgovački registar

Opis kriterija odabira: 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.

Kriterij: Ostali ekonomski ili finansijski zahtjevi

Opis kriterija odabira: 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.

Kriterij: Reference na određene isporuke

Opis kriterija odabira: 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.

Kriterij: Mjere za osiguranje kvalitete

Opis kriterija odabira: 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. Kriteriji za dodjelu

Kriterij:

Vrsta: Cijena

Naziv: Price

Opis: 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.

Kategorija kriterija za dodjelu težine: Ponder (postotak, točan)

Broj kriterija za dodjelu: 40

Kriterij:

Vrsta: Kvaliteta

Naziv: Assignment comprehension

Opis: 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.

Kategorija kriterija za dodjelu težine: Ponder (postotak, točan)

Broj kriterija za dodjelu: 40

Kriterij:

Vrsta: Kvaliteta

Naziv: Expertise

Opis: 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.

Kategorija kriterija za dodjelu težine: Ponder (postotak, točan)

Broj kriterija za dodjelu: 20

5.1.11. Dokumentacija o nabavi

Rok za podnošenje zahtjeva za dodatne informacije: 11/06/2026 22:00:00 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Adresa dokumentacije o nabavi: <https://tendsign.com/doc.aspx?MeFormsNoticId=92736>

5.1.12. Uvjeti nabave

Uvjeti podnošenja:

Elektroničko podnošenje: Obvezno

Adresa za podnošenje: <https://tendsign.com/doc.aspx?MeFormsNoticId=92736&GoTo=Tender>

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

Elektronički katalog: Dopusšteno

Varijante: Nije dopušteno

Ponuditelji mogu podnijeti više od jedne ponude: Nije dopušteno

Rok za zaprimanje ponuda: 22/06/2026 10:00:58 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Razdoblje tijekom kojeg ponuda mora ostati valjana: 91 Dani

Informacije o javnom otvaranju:

Datum otvaranja: 22/06/2026 10:01:00 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Mjesto: Kolumbus' office premises

Uvjeti ugovora:

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

Uvjeti koji se odnose na izvršenje ugovora: See the tender documentation part 2.

Elektroničko izdavanje računa: Obvezno

Naručivanje će biti elektroničko: da

Plaćanje će biti elektroničko: da

Financijski aspekti: See the tender documentation part 2.

5.1.15. Tehnike

Okvirni sporazum:

Okvirni sporazum bez ponovne provedbe nadmetanja

Maksimalan broj sudionika: 1

Informacije o dinamičkom sustavu nabave:

Nema dinamičkog sustava nabave

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

Organizacija za preispitivanje (pravnu zaštitu): Sør-Rogaland tingrett

Informacije o rokovima za preispitivanje: In accordance with the tender documentation and regulations for public procurements.

Organizacija koja pruža dodatne informacije o postupku javne nabave: Kolumbus AS

Organizacija koja osigurava izvanmrežni pristup dokumentaciji o nabavi: Kolumbus AS

Organizacija koja pruža više informacija o postupcima preispitivanja (pravne zaštite): Sør-Rogaland tingrett

Organizacija koja prima zahtjeve za sudjelovanje: Kolumbus AS

Organizacija koja obrađuje ponude: Kolumbus AS

8. Organizacije

8.1. ORG-0001

Službeno ime: Kolumbus AS

Registracijski broj: 914749360

Odjel: Inventura AS

Poštanska adresa: Jernbaneveien 9

Grad: Stavanger

Poštanski broj: 4005

Zemlja – podregija (NUTS): Rogaland (NO0A1)

Zemlja: Norveška

Kontaktna točka: Mia Valø

E-pošta: mia.valoe@kolumbus.no

Tel.: +4751925200

Internet: <https://kolumbus.no>

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

8.1. ORG-0002

Službeno ime: Sør-Rogaland tingrett

Registracijski broj: 926 723 448

Poštanska adresa: Postboks 159

Grad: Stavanger

Poštanski broj: 4001

Zemlja – podregija (NUTS): Rogaland (NO0A1)

Zemlja: Norveška

E-pošta: sor-rogaland.tingrett@domstol.no

Tel.: 52 00 46 00

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

Uloge ove organizacije:

Organizacija za preispitivanje (pravnu zaštitu)

Organizacija koja pruža više informacija o postupcima preispitivanja (pravne zaštite)

Informacije o obavijesti

Identifikacijska oznaka / verzija obavijesti: 4ee05788-49f3-49c9-a849-538461eda5c0 - 01

Vrsta obrasca: Nadmetanje

Vrsta obavijesti: Obavijest o nadmetanju ili koncesiji – standardni režim

Podvrsta obavijesti: 17

Datum slanja obavijesti: 22/05/2026 15:29:34 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Datum e-pošiljateljeva slanja obavijesti: 22/05/2026 15:29:34 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Jezici na kojima je ova obavijest službeno dostupna: engleski

Broj objave obavijesti: 360269-2026

Broj izdanja SL S-a: 100/2026

Datum objave: 27/05/2026