

## 616953-2026 - Nadmetanje

Norveška – Usluge oglašavanja i plasmana – 2026/695 - Framework agreement Branding, marketing, performance management and mediealg (Stage 1 - Qualification phase).

OJ S 173/2026 08/09/2026

Obavijest o nadmetanju ili koncesiji – standardni režim

Usluge

### 1. Kupac

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#### 1.1. Kupac

Službeno ime: Norsk rikskringkasting AS

E-pošta: [eva.solberg@nrk.no](mailto:eva.solberg@nrk.no)

Pravni oblik kupca: Tijelo koje se uređuje javnim pravom

Djelatnost javnog naručitelja: Slobodne aktivnosti, kultura i religija

### 2. Postupak

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#### 2.1. Postupak

Naslov: 2026/695 - Framework agreement Branding, marketing, performance management and mediealg (Stage 1 - Qualification phase).

Opis: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and mediealg. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Identifikacijska oznaka postupka: abae78ba-b319-4487-8fcf-d61667fedcd6

Interna identifikacijska oznaka: 2026/695

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

Postupak je ubrzan: ne

Glavna obilježja postupka: The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and mediealg, and insight into the commercial market. A framework agreement shall be signed with one tenderer. Please see the attached tender documentation (12 annexes) for complete information on the competition.

##### 2.1.1. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79340000 Usluge oglašavanja i plasmana

Dodatna klasifikacija (cpv): 79310000 Usluge istraživanja tržišta, 79313000 Usluge revizije poslovanja, 79341200 Usluge vođenja oglašavanja, 79341400 Usluge kampanje oglašavanja, 79342000 Usluge plasmana, 79400000 Usluge savjetovanja na području poslovanja i upravljanja i srodne usluge, 79413000 Usluge savjetovanja na području upravljanja plasmanom

##### 2.1.2. Mjesto izvršenja

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Zemlja: Norveška  
Bilo gdje u određenoj zemlji

#### **2.1.4. Opće informacije**

##### **Pravna osnova:**

Direktiva 2014/24/EU

Anskaffelsesforskriften - The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and mediaevalg, and insight into the commercial market.

#### **2.1.6. Razlozi za isključenje**

Izvori razloga za isključenje: Obavijest

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, by enforceable judgement 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? Fraud included in Article 1 of the Convention on protection of the Financial Interests of the European Communities (EFT C 316 of 27.11.1995, p. 48).

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? Money laundering or financing terrorism As defined in Article 1 of the European Parliament and Council Directive 2005/60/EF of 26 October 2005 on preventive measures against the use of the financial system for money laundering and financing terrorism (EUT L 309 of 25.11.2005, p. 15).

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 connected to terrorist activities 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: Have the tenderer:a) given grossly incorrect information when notifying the information required to verify that there is no basis for rejection, or of the qualification requirements being met,b) failed to provide such information,c) subject to immediately submitting the supporting documents requested by the Contracting Authority, ord) improperly affecting 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: Are tenderers 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?

Prijevremani 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: The contracting authority shall state that in Norway there are national rejection reasons. These

shall be described in the procurement documents. Tenderers must respond to whether they are in one or more of the situations described in the national rejection reasons. Will the purely national rejection reasons, as stated in the relevant notice or in the procurement documents, apply?

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 his tax and duty obligations in the country in which 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: 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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

Situacije istovrsne stečaju prema nacionalnim zakonima: 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 made mandatory in accordance with the current national law without the possibility for exceptions.

## 5. Grupa

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### 5.1. Grupa: LOT-0000

Naslov: 2026/695 - Framework agreement Branding, marketing, performance management and medievalg (Stage 1 - Qualification phase).

Opis: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and medievalg. The competition will be held as a negotiated procedure, c.f. the Public

Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Interna identifikacijska oznaka: 2026/695

#### **5.1.1. Svrha**

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79340000 Usluge oglašavanja i plasmana

Dodatna klasifikacija (cpv): 79310000 Usluge istraživanja tržišta, 79313000 Usluge revizije poslovanja, 79341200 Usluge vođenja oglašavanja, 79341400 Usluge kampanje oglašavanja, 79342000 Usluge plasmana, 79400000 Usluge savjetovanja na području poslovanja i upravljanja i srodne usluge, 79413000 Usluge savjetovanja na području upravljanja plasmanom

#### **5.1.2. Mjesto izvršenja**

Zemlja: Norveška

Bilo gdje u određenoj zemlji

#### **5.1.3. Očekivano trajanje**

Trajanje: 60 Mjeseci

#### **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

#### **5.1.9. Kriteriji za odabir**

Izvori kriterija odabira: Obavijest

Kriterij: Tehničari ili tehnička tijela za kontrolu kvalitete

Opis kriterija odabira: Experience and competence. Description of the most important relevant deliveries in the last three years. Capacity and professional breadth. Overview of the agency's capacity and relevant professional environments and a description of technical systems and tools that are relevant. See the competition description for complete information.

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

**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: 3

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

Kupac zadržava pravo dodjele ugovora na temelju početnih ponuda bez daljnjih pregovora

#### **5.1.11. Dokumentacija o nabavi**

Jezici na kojima je dokumentacija o nabavi službeno dostupna: norveški

Adresa dokumentacije o nabavi: <https://permalink.mercell.com/290374920.aspx>

#### **5.1.12. Uvjeti nabave**

**Uvjeti podnošenja:**

Elektroničko podnošenje: Obvezno

Adresa za podnošenje: <https://permalink.mercell.com/290374920.aspx>

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

Elektronički katalog: Nije dopušteno

Varijante: Nije dopušteno

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

**Uvjeti ugovora:**

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

Elektroničko izdavanje računa: Obvezno

Naručivanje će biti elektroničko: da

Plaćanje će biti elektroničko: da

**5.1.15. Tehnike**

**Okvirni sporazum:**

Okvirni sporazum bez ponovne provedbe nadmetanja

Maksimalan broj sudionika: 1

Obrazloženje trajanja okvirnog sporazuma: Complex procurement that requires deep social understanding, long-term competence transfer, technical integration with NRK's systems and measuring long-term reputational effects. See the procurement documents for a complete account.

**Informacije o dinamičkom sustavu nabave:**

Nema dinamičkog sustava nabave

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

Organizacija za preispitivanje (pravnu zaštitu): Oslo Tingrett

Informacije o rokovima za preispitivanje: A petition for a provisional injunction against the contracting authority's decision to reject a request for participation in the competition due to a lack of fulfilment of formal or qualification requirements, cf. point 6 "Qualification Requirements" and point 7 "Requirement for Requests to Participate in a Competition", or not to select a tenderer to submit a tender, cf. point 8 "Selection of Tenderers". shall be submitted at the latest 15 days from the day after the tenderer received the notification of rejection/non-selection. Waiting period: 10 days calculated from the day after notification of selection of supplier will be sent out

Organizacija koja pruža više informacija o postupcima preispitivanja (pravne zaštite): Norsk rikskringkasting AS

## 8. Organizacije

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**8.1. ORG-0001**

Službeno ime: Norsk rikskringkasting AS

Registracijski broj: 976390512

Poštanska adresa: Bjørnstjerne Bjørnsons plass 1

Grad: OSLO

Poštanski broj: 0340

Zemlja – podregija (NUTS): Oslo (NO081)

Zemlja: Norveška

Kontaktna točka: Konserninnkjøp - NRK AS

E-pošta: [eva.solberg@nrk.no](mailto:eva.solberg@nrk.no)

Tel.: +47 23047000

Faks: +47 23048958

Internet: <http://www.nrk.no/>

**Uloge ove organizacije:**

Kupac

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

#### 8.1. **ORG-0002**

Službeno ime: Oslo Tingrett

Registracijski broj: 984 195 796

Grad: Oslo

Poštanski broj: 0174

Zemlja – podregija (NUTS): Oslo (NO081)

Zemlja: Norveška

##### **Uloge ove organizacije:**

Organizacija za preispitivanje (pravnu zaštitu)

## **Informacije o obavijesti**

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Identifikacijska oznaka / verzija obavijesti: d9119870-5eb4-4b48-8585-f0b88f0b219b - 01

Vrsta obrasca: Nadmetanje

Vrsta obavijesti: Obavijest o nadmetanju ili koncesiji – standardni režim

Podvrsta obavijesti: 16

Datum slanja obavijesti: 04/09/2026 13:52:34 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Datum e-pošiljateljeva slanja obavijesti: 04/09/2026 14:39:12 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Jezici na kojima je ova obavijest službeno dostupna: engleski

Broj objave obavijesti: 616953-2026

Broj izdanja SL S-a: 173/2026

Datum objave: 08/09/2026