

686203-2026 - Konkursas

Norvegija – Viešųjų ryšių paslaugos – 2026/28: Framework agreement communication services
OJ S 193/2026 06/10/2026

Skelbimas apie pirkimą arba koncesiją. Įprasta tvarka - Skelbimas apie pakeitimą
Paslaugos

1. Pirkėjas

1.1. Pirkėjas

Oficialus pavadinimas: Patentstyret

E. paštas: kristine@odinprosjekt.no

Pirkėjo teisinė forma: Valstybinė įmonė

Perkančiosios organizacijos veiklos sritis: Bendrosios viešosios paslaugos

2. Procedūra

2.1. Procedūra

Pavadinimas: 2026/28: Framework agreement communication services

Aprašymas: Patentstyret, hereafter called the contracting authority, intends to enter into a framework agreement for communication services, i.a. for strategic consultancy, branding, PR and advertising. Tenderers shall contribute in both the long-term strategy work and the ongoing communication work, and ensure uniform and targeted communication across channels and initiatives. Based on previous years' procurements, the Contracting Authority, without obligations, estimates a value of approx. NOK 6,000,000 during the agreement period, including options. This constitutes the maximum consumption in the framework agreement. The standard contract that is used is SSA-R. See Annex 1 for a more detailed account of what is included in the contract.

Procedūros identifikatorius: 993b0508-2f83-44fc-bbdb-beecbfa1e183

Vidaus identifikatorius: 2026/28

Pirkimo būdas: Atviras

Procedūra pagreitinta: ne

Pagrindiniai procedūros ypatumai: The procurement shall be made in accordance with the Public Procurement Act of 17 June 2016 (LOA) and the Public Procurement Regulations (FOA) FOR 2016-08-12-974 parts I and part III (above the EEA threshold). The contract will be awarded in accordance with the open tender contest procedure, cf. FOA § 13-1(1). This means that all interested tenderers can submit tender offers. Negotiations are not allowed, and tenders cannot be amended after the tender deadline.

2.1.1. Tikslas

Sutarties objektas: Paslaugos

Pagrindinis klasifikacijos kodas (cpv): 79416000 Viešųjų ryšių paslaugos

Kiti klasifikacijos kodai (cpv): 79400000 Verslo ir valdymo konsultacinės bei susijusios paslaugos, 79413000 Rinkodaros valdymo konsultacinės paslaugos, 79416200 Viešųjų ryšių konsultacinės paslaugos, 79420000 Su valdymu susijusios paslaugos

2.1.2. Sutarties vykdymo vieta

Šalies administracinis vienetas (NUTS): Oslo (NO081)

Šalis: Norvegija

2.1.4. Bendra informacija

Teisinis pagrindas:

Direktyva 2014/24/ES

Anskaffelsesforskriften - The procurement shall be made in accordance with the Public Procurement Act of 17 June 2016 (LOA) and the Public Procurement Regulations (FOA) FOR 2016-08-12-974 parts I and part III (above the EEA threshold). The contract will be awarded in accordance with the open tender contest procedure, cf. FOA § 13-1(1). This means that all interested tenderers can submit tender offers.

Anskaffelsesforskriften - The procurement is governed by the Public Procurement Act of 17 June 2016 No. 73 (LOA) and the Public Procurement Regulations of 12 August 2016 No. 974 (FOA), Parts I and III (procurements above the EEA threshold values). The contract will be awarded by means of an open procedure, cf. FOA section 13-1 (1). This means that all interested suppliers may submit a tender.

2.1.6. Pašalinimo pagrindai

Pašalinimo pagrindų šaltiniai: Prašymas pateikti Europos bendrąjį viešųjų pirkimų dokumentą

5. Pirkimo dalis

5.1. Pirkimo dalis: LOT-0000

Pavadinimas: 2026/28: Framework agreement communication services

Aprašymas: Patentstyret, hereafter called the contracting authority, intends to enter into a framework agreement for communication services, i.a. for strategic consultancy, branding, PR and advertising. Tenderers shall contribute in both the long-term strategy work and the ongoing communication work, and ensure uniform and targeted communication across channels and initiatives. Based on previous years' procurements, the Contracting Authority, without obligations, estimates a value of approx. NOK 6,000,000 during the agreement period, including options. This constitutes the maximum consumption in the framework agreement. The standard contract that is used is SSA-R. See Annex 1 for a more detailed account of what is included in the contract.

Vidaus identifikatorius: 2026/28

5.1.1. Tikslas

Sutarties objektas: Paslaugos

Pagrindinis klasifikacijos kodas (cpv): 79416000 Viešųjų ryšių paslaugos

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5.1.2. Sutarties vykdymo vieta

Šalies administracinis vienetas (NUTS): Oslo (NO081)

Šalis: Norvegija

5.1.3. Numatomas galiojimas

Galiojimas: 48 Mėnesiai

5.1.6. Bendra informacija

Rezervuota dalyvavimo teisė:

Dalyvavimas nerezervuotas.

Turi būti nurodyti sutarčiai vykdyti paskirtų darbuotojų vardai, pavardės ir profesinė kvalifikacija : Būtina nurodyti pasiūlyme
Iš ES fondų nefinansuojamas pirkimo projektas
Pirkimui taikoma Sutartis dėl viešųjų pirkimų (SVP): taip

5.1.9. Atrankos kriterijai

Pasirinkimo kriterijų šaltiniai: Pranešimas, Pirkimo dokumentas

Kriterijus: Kiti ekonominiai ar finansiniai reikalavimai

Atrankos kriterijaus aprašymas: Requirement: Norwegian tenderers must have their tax, employer contributions and VAT payments in order. Documentation: Tax certificate for tax and VAT. The tax certificate must not be more than six (6) months old. Norwegian tenderers who are not VAT obliged must provide confirmation of this from the Norwegian tax authorities.

Kriterijus: Įrašymas į prekybos registrą

Atrankos kriterijaus aprašymas: Requirement: Tenderers shall document that the company is legally established. Documentation: Norwegian companies: Company Registration Certificate
Foreign companies: Proof that the company is registered in a professional registry as determined by the law of the country where the tenderer is established. The certificate must not be more than 12 months old.

Kriterijus: Kiti ekonominiai ar finansiniai reikalavimai

Atrankos kriterijaus aprašymas: Requirement: Tenderers must have sufficient financial capacity to carry out the assignment/contract. Sufficient finances means credit worthiness. Documentation: A credit rating based on the most recent financial figures. The rating shall be carried out by a credit rating company with licence to conduct this service. The contracting authority reserves the right to obtain credit rating information independent to the submitted documentation from the tenderer.

Kriterijus: Rekomendacijos dėl nurodytų paslaugų

Atrankos kriterijaus aprašymas: Requirement: Tenderers shall have good experience from assignments with a comparable value to this contract. Documentation: Tenderers shall fill in Annex 5 - References. All points in the reference list shall be completed with genuine information. 3 reference assignments shall be completed. The references must not be older than 3 years. The references will be contacted if necessary.

Kriterijus: Kokybės kontrolės institutų sertifikatai

Atrankos kriterijaus aprašymas: Requirement: Tenderers shall have a good and well-functioning quality assurance and management system for the services that shall be provided. Documentation: Description and documentation of the quality assurance system. If a tenderer is certified in accordance with ISO 9001 or equivalent standards, it is sufficient to submit a copy of a valid certificate.

5.1.10. Skyrimo kriterijai

Kriterijus:

Rūšis: Kaina

Pavadinimas: Hourly rate

Aprašymas: Hourly rate senior consultant and junior consultant. Tenderers shall fill in Annex 4 - price form.

Kategorija skyrimo kriterijaus svoris: Lyginamasis svoris (procentinė dalis, tikslus skaičius)

Skyrimo kriterijus: skaičius: 20

Kriterijus:

Rūšis: Kokybė

Pavadinimas: Assignment comprehension and solution proposal

Aprašymas: Tenderers shall respond to the relevant points stated in the case assignment. The response shall be a maximum of 2,500 words. The response shall be followed by an oral presentation. The presentation does not exceed 40 minutes. Responses to the case assignment outlined below will be what will be evaluated. Case assignment: From unknown to relevant – building knowledge among Norwegian SMEs Patentstyret is a government entity with an important social mission, but knowledge among our primary target groups is low. Many Norwegian small and medium sized do not know what value intellectual property rights can have for their business – or that the Norwegian Industrial Property Office can help them. We're not in a position where we can buy visibility through big campaigns. We must build knowledge gradually, credible and purposeful. Your assignment: Start from one concrete target group within Norwegian SMEs. Develop a proposal for how the Norwegian Industrial Property Office can increase the knowledge and relevance of this group over the next 12 months. We would like you to describe: • What target group you choose and why • Which barriers and insights form the basis for the approach. • Concrete measures and channels that you recommend • How you will measure effect during and at the end of the period. • How you will work closely with our internal team through the process • Description of an experience project that shows competence and experience within similar types of communication work. The following will be emphasised in the evaluation: • Target group understanding: Ability to identify and prioritise relevant segments within SMB. • Insight based approach: Ability to connect needs and barriers to concrete measures • Accuracy in message: Ability to develop relevant and action-triggering messages • Prioritising ability: Ability to choose measures that give the highest effect and opt out of less relevant measures • Utilisation of own channels: Ability to understand how website, CRM and existing sites can be used efficiently. • Effect focus: Ability to define targets, KPIs and how measures are optimised • Realism and feasibility: Ability to present measures that are credible and feasible within the Norwegian Industrial Property Office's resources and given frameworks in the case response. Presentation: Relevant tenderers who submit a tender will be invited to present their tender to the Customer in connection with the evaluation of the award criteria "assignment comprehension and solution proposal". The case shall be solved and presented by one or several persons offered for the contract. The objective of the presentation is to give the contracting authority better insight into the tenderer's assessment and approach to the assignment. The presentation shall not include new information beyond what is stated in the written reply, as it is this that is the basis for evaluation. The contracting authority can reduce the number of suppliers that are called in for presentation. Such a reduction will, in such cases, be made after an assessment of the award criteria and will not indicate that the tenderer's tender is rejected or rejected. The presentations are planned to be held in weeks 44-45 and held by the Norwegian Industrial Property Office. The exact time of the presentation will be communicated after the tender deadline. The actual presentation shall not exceed 40 minutes.

Kategorija skyrimo kriterijaus svoris: Lyginamasis svoris (procentinė dalis, tikslus skaičius)

Skyrimo kriterijus: skaičius: 50

Kriterijus:

Rūšis: Kokybė

Pavadinimas: Competence and experience

Aprašymas: Emphasis will be put on the competence and experience of the resources the tenderer offers for the assignment. Emphasis will be put on this: - Relevant work experience -

Relevance of reference projects. - Education CVs shall be completed in accordance with Annex 6 - CV template, be at maximum 3 A4 pages, and include relevant assignments from the last 3 years with a statement of duration.

Kategorija skyrimo kriterijaus svoris: Lyginamasis svoris (procentinė dalis, tikslus skaičius)

Skyrimo kriterijus: skaičius: 20

Kriterijus:

Rūšis: Kokybė

Pavadinimas: Transfer of competence

Aprašymas: Emphasis will be put on how the tenderer plans to share knowledge with the Norwegian Industrial Property Office's internal communication team through methodology and concrete measures, as a natural part of the delivery. The aim is that the Norwegian Industrial Property Office through the cooperation builds professional knowledge and competence within communication, and that not valuable competence and insight remains exclusive at the tenderer. The response shall be a maximum of 500 words.

Kategorija skyrimo kriterijaus svoris: Lyginamasis svoris (procentinė dalis, tikslus skaičius)

Skyrimo kriterijus: skaičius: 10

5.1.11. Pirkimo dokumentai

Kalbos, kuriomis oficialiai skelbiami pirkimo dokumentai: norvegų kalba

Papildomos informacijos prašymo terminas: 22/10/2026 10:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

Pirkimo dokumentų adresas: <https://permalink.mercell.com/289838483.aspx>

5.1.12. Pirkimo sąlygos

Pateikimo sąlygos:

Pateikimas elektroninėmis priemonėmis: Privalomos

Pateikimo adresas: <https://permalink.mercell.com/289838483.aspx>

Kalbos, kuriomis galima pateikti pasiūlymus arba dalyvavimo prašymus: norvegų kalba

Elektroninis katalogas: Draudžiamos

Alternatyvūs pasiūlymai: Draudžiamos

Pasiūlymų priėmimo terminas: 05/11/2026 11:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

Laikotarpis, per kurį pasiūlymas turi išlikti galiojantis: 3 Mėnesiai

Informacija apie viešą vokų atplėšimą:

Atidarymo data: 05/11/2026 11:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

Sutarties sąlygos:

Sutartis turi būti vykdoma pagal globojamų darbo grupių užimtumo programas: Ne

Elektroninės sąskaitos faktūros: Privalomos

Bus naudojami elektroniniai užsakymai: taip

Bus naudojami elektroniniai mokėjimai: taip

5.1.15. Metodai

Preliminarioji sutartis:

Preliminarioji sutartis, neskelbiant naujo konkurso

Didžiausias dalyvių skaičius: 1

Informacija apie dinaminę pirkimo sistemą:

Dinaminės pirkimo sistemos nėra

5.1.16. Išsamesnė informacija, tarpininkavimas ir peržiūra

Peržiūros organizacija: Oslo Tingrett

Informacija apie peržiūros terminus: Any appeals are to be sent in writing to the contracting authority. The waiting period is 10 days calculated from the day after the award of contract

notification has been sent and a contract will be signed at the earliest after the waiting period has expired. Tenderers can also appeal to KOFA (see KOFA.no for the deadlines and terms). Organizacija, teikianti daugiau informacijos apie peržiūros procedūras: Odin Prosjekt AS

8. Organizacijos

8.1. ORG-0001

Oficialus pavadinimas: Patentstyret
Registracijos numeris: 971526157
Pašto adresas: Pb. 4863 Nydalen
Miestas: OSLO
Pašto kodas: 0422
Šalies administracinis vienetas (NUTS): Oslo (NO081)
Šalis: Norvegija
Ryšių centras: Kristine Isobel Bateman
E. paštas: kristine@odinprosjekt.no
Telefono numeris: +47 22387300
Fakso numeris: +47 22387301
Interneto adresas: <http://www.patentstyret.no>
Šios organizacijos vaidmenys:
Pirkėjas

8.1. ORG-0002

Oficialus pavadinimas: Oslo Tingrett
Registracijos numeris: 926725939
Miestas: Oslo
Pašto kodas: 0125
Šalies administracinis vienetas (NUTS): Oslo (NO081)
Šalis: Norvegija
Šios organizacijos vaidmenys:
Peržiūros organizacija

8.1. ORG-0003

Oficialus pavadinimas: Odin Prosjekt AS
Registracijos numeris: Odin Prosjekt AS
Padalinys: Odin Prosjekt AS
Pašto adresas: Sorgenfrigata 6E
Miestas: Oslo
Pašto kodas: 0367
Šalies administracinis vienetas (NUTS): Oslo (NO081)
Šalis: Norvegija
Šios organizacijos vaidmenys:
Organizacija, teikianti daugiau informacijos apie peržiūros procedūras

10. Pakeitimas

Ankstesnė skelbimo redakcija, kuri turi būti pakeista: a6f7ed7c-e3d9-46ec-8869-a1d47a2ac2e6-01
Pagrindinė pakeitimo priežastis: Atnaujinta informacija

Aprašymas: The deadline for submission of tenders has been extended to 5 November. Consequently, the deadlines set out in the timetable for this competition will be postponed by approximately the same period. Deadlines stated in MerCell take precedence over those stated in the tender documents.

10.1. Pakeitimas

Skirsnio identifikatorius: PROCEDURE

10.1. Pakeitimas

Skirsnio identifikatorius: LOT-0000

Skelbimo informacija

Skelbimo identifikatorius / versija: 04d469fa-fb50-4b89-b676-b9c354a7a257 - 01

Formos tipas: Konkursas

Skelbimo rūšis: Skelbimas apie pirkimą arba koncesiją. Įprasta tvarka

Skelbimo porūšis: 16

Skelbimo išsiuntimo data: 05/10/2026 09:47:00 (UTC+00:00) Vakarų Europos laikas, GMT

Skelbimas: išsiuntimo data (e. formų siuntėjas): 05/10/2026 09:47:07 (UTC+00:00) Vakarų Europos laikas, GMT

Kalbos, kuriomis šis skelbimas oficialiai skelbiamas: anglų kalba

Skelbimo paskelbimo numeris: 686203-2026

OL S numeris: 193/2026

Paskelbimo data: 06/10/2026