

263418-2026 - Konkurss

Norvēģija – Reklāmas un tirgdarbības pakalpojumi – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

**Paziņojums par līgumu vai paziņojums par koncesiju — standarta režīms
Pakalpojumi**

1. Pircējs

1.1. Pircējs

Oficiālais nosaukums: Entur AS

E-pasts: Martin.Skaarer@entur.org

Līgumslēdzēja darbības joma: Dzelzceļa pakalpojumi

2. Procedūra

2.1. Procedūra

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

Apraksts: 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.

Procedūras identifikators: 255302bb-84ab-4363-8098-d4e784fc5d5e

Iekšējais identifikators: 20260006

Procedūras veids: Sarunu procedūra ar iepirkuma iepriekšēju izsludināšanu/konkursa procedūra ar sarunām

Procedūra ir paātrināta: nē

Procedūras galvenās iezīmes: See the tender documentation.

2.1.1. Mērķis

Līguma veids: Pakalpojumi

Galvenā klasifikācija (cpv): 79340000 Reklāmas un tirgdarbības pakalpojumi

Papildu klasifikācija (cpv): 79341000 Reklāmas pakalpojumi, 79342000 Tirgdarbības pakalpojumi

2.1.2. Izpildes vieta

Pasta adrese: Rådhusgata 5

Pilsēta: Oslo

Pasta indekss: 0151

Valsts apakšiedalījums (NUTS): Oslo (NO081)

Valsts: Norvēģija

2.1.3. Vērtība

Paredzamā vērtība bez PVN: 90 000 000,00 NOK

Pamatlīguma maksimālā vērtība: 90 000 000,00 NOK

2.1.4. Vispārīga informācija

Juridiskais pamats:

Direktīva 2014/25/ES

2.1.6. Izslēgšanas iemesli

Izslēgšanas iemeslu avoti: Eiropas vienotais iepirkuma procedūras dokuments (ESPD), Paziņojums, Iepirkuma dokuments

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.

Krāpšana: 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?

Nelikumīgi iegūtu līdzekļu legalizēšana vai teroristu finansēšana: 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?

Dalība noziedzīgā organizācijā: 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)

Teroristu nodarījumi vai nodarījumi, kas saistīti ar teroristu darbībām: 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.

Bērnu darbs un citi cilvēku tirdzniecības veidi: 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).

Pienākumu neizpilde vides tiesību jomā: 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.

Pienākumu neizpilde darba tiesību jomā: 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.

Pienākumu neizpilde sociālo tiesību jomā: 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.

Nolīgumi ar citiem ekonomikas dalībniekiem, kuru mērķis ir izkropļot konkurenci: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Smags pārkāpums saistībā ar profesionālo rīcību: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Nepatiesas informācijas sniegšana, informācijas noklusēšana, nespēja sniegt pieprasītos dokumentus vai iegūta konfidenciāla informācija šajā procedūrā: 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?

Interesu konflikts saistībā ar tās dalību iepirkuma procedūrā: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Tieša vai netieša iesaistīšanās šīs iepirkuma procedūras sagatavošanā: 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?

Pirmstermiņa izbeigšana, zaudējumu atlīdzināšana vai citas līdzīgas sankcijas: 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?

Valsts tiesību aktos noteikto pienākumu neizpilde, kas izraisa izslēgšanu: 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 wreat

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.

Sociālā nodrošinājuma iemaksu maksāšanas pienākuma pārkāpums: 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?

Nodokļu maksāšanas pienākuma pārkāpums: 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?

Uzņēmējdarbību aptur: Has the tenderer's business conduct been stopped?

Bankrots: 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.

Vienošānās ar kreditoriem: 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.

Maksātnespēja: 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.

Aktīvi, kurus pārvalda likvidators: 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.

Līdzīga situācija kā bankrots saskaņā ar valsts tiesību aktiem: 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. Daļa

5.1. Daļa: LOT-0000

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

Apraksts: 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.

Iekšējais identifikators: 20260006

5.1.1. Mērķis

Līguma veids: Pakalpojumi

Galvenā klasifikācija (cpv): 79340000 Reklāmas un tirgdarbības pakalpojumi

Papildu klasifikācija (cpv): 79341000 Reklāmas pakalpojumi, 79342000 Tirgdarbības pakalpojumi

5.1.2. Izpildes vieta

Pasta adrese: Rådhusgata 5

Pilsēta: Oslo

Pasta indekss: 0151

Valsts apakšsadalījums (NUTS): Oslo (NO081)

Valsts: Norvēģija

5.1.3. Paredzamais ilgums

Sākuma datums: 06/07/2026

Ilguma beigu datums: 05/07/2029

5.1.4. Pārjaunojums

Maksimālais pārjaunojumu skaits: 3

Cita informācija par pārjaunojumiem: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Vērtība

Paredzamā vērtība bez PVN: 90 000 000,00 NOK

Pamatlīguma maksimālā vērtība: 90 000 000,00 NOK

5.1.6. Vispārīga informācija

Rezervēta dalība:

Dalība nav rezervēta.

Iepirkuma projekts, kas netiek finansēts no ES fondiem

Uz iepirkumu attiecas Nolīgums par valsts iepirkumu: nē

Šis iepirkums ir piemērots arī maziem un vidējiem uzņēmumiem (MVU): jā

5.1.9. Atlases kritēriji

Atlases kritēriju avoti: Eiropas vienotais iepirkuma procedūras dokuments (ESPD), Paziņojums , Iepirkuma dokuments

Kritērijs: Citi ekonomiski vai finansiāli prasījumi

Atlases kritērija apraksts: 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.

Kritērijs: Citi ekonomiski vai finansiāli prasījumi

Atlases kritērija apraksts: 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.

Kritērijs: Citi ekonomiski vai finansiāli prasījumi

Atlases kritērija apraksts: 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. Kritērijs izmantos, lai atlasītu kandidātus, kurus uzaicinās uz procedūras otro posmu

Kritērijs: Tehniķi vai tehniskās iestādes kvalitātes kontrolei

Atlases kritērija apraksts: 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).

Informācija par divposmu procedūras otro posmu:

Minimālais kandidātu skaits, ko paredzēts uzaicināt uz procedūras otro posmu: 3
Maksimālais kandidātu skaits, ko paredzēts uzaicināt uz procedūras otro posmu: 7
Procedūra notiks secīgos posmos. Katrā posmā daži dalībnieki var tikt izslēgti

5.1.10. Piešķiršanas kritēriji

Kritērijs:

Veids: Cena

Nosaukums: Price

Apraksts: Price weighted with 40%.

Kategorija piešķiršanas kritērija svārs: Svērums (precīzs punktu skaits)

Piešķiršanas kritērija skaitlis: 40

Kritērijs:

Veids: Kvalitāte

Nosaukums: Quality

Apraksts: The quality is weighted by 60%.

Kategorija piešķiršanas kritērija svārs: Svērums (precīzs punktu skaits)

Piešķiršanas kritērija skaitlis: 60

5.1.11. Iepirkuma dokumenti

Valodas, kurās ir oficiāli pieejami iepirkuma dokumenti: norvēģu valoda

Terminš papildu informācijas pieprasīšanai: 10/05/2026 22:00:00 (UTC+00:00) Rietumeiropas laiks

Adrese, kur pieejami iepirkuma dokumenti: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89363>

5.1.12. Iepirkuma noteikumi

Procedūras noteikumi:

Paredzamais datums, kad tiks nosūtīts uzaicinājums iesniegt piedāvājumus: 22/05/2026

Iesniegšanas noteikumi:

Elektroniskā iesniegšana: Prasīts

Iesniegšanas adrese: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89363&GoTo=Tender>

Valodas, kurās var iesniegt piedāvājumus vai dalības pieprasījumus: norvēģu valoda

Elektroniskais katalogs: Atļauts

Varianti: Nav atļauts

Pretendenti var iesniegt vairākus piedāvājumus: Nav atļauts

Dalības pieprasījumu saņemšanas termiņš: 19/05/2026 10:00:58 (UTC+00:00) Rietumeiropas laiks

Informācija, ko var papildināt pēc iesniegšanas termiņa beigām:

Nekādus dokumentus vēlāk iesniegt nevar.

Līguma noteikumi:

Līguma izpilde jāveic saskaņā ar aizsargātas nodarbinātības programmām: Nē

Ar līguma izpildi saistītie nosacījumi: See the tender documentation.

Tiek prasīts informācijas neizpaušanas līgums: jā

Elektroniskie rēķini: Prasīts

Tiks izmantoti elektroniskie pasūtījumi: nē

Tiks izmantoti elektroniskie maksājumi: jā

Finansēšanas kārtība: No special. See the tender documentation.

5.1.15. Paņēmieni

Pamat nolīgums:

Pamat nolīgums bez konkursa atsākšanas

Maksimālais dalībnieku skaits: 1

Papildu pircēju aptvērumš: A contract will be signed with one tenderer.

Informācija par dinamisko iepirkumu sistēmu:

Nav dinamiskās iepirkumu sistēmas

5.1.16. Papildu informācija, mediācija un pārskatīšana

Starpniecības jeb mediācijas organizācija: Oslo tingrett

Pārskatīšanas organizācija: Oslo tingrett

Informācija par pārskatīšanas termiņiem: 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.

Organizācija, kas sniedz informāciju par vispārējo tiesisko regulējumu attiecībā uz nodokļiem, kas piemērojami līguma izpildes vietā: Oslo tingrett

Organizācija, kas sniedz informāciju par vides aizsardzības jomas vispārējo tiesisko regulējumu, kas piemērojams līguma izpildes vietā: Oslo tingrett

Organizācija, kas sniedz informāciju par darba aizsardzības un darba apstākļu vispārējo tiesisko regulējumu, kas piemērojams līguma izpildes vietā: Oslo tingrett

Organizācija, kas sniedz papildu informāciju par iepirkuma procedūru: Entur AS

Organizācija, kas nodrošina bezsaistes piekļuvi iepirkuma procedūras dokumentiem: Entur AS

Organizācija, kas sniedz sīkāku informāciju par pārskatīšanas procedūru: Entur AS

Organizācija, kas saņem dalības pieprasījumus: Entur AS

Organizācija, kas apstrādā piedāvājumus: Entur AS

8. Organizācijas

8.1. ORG-0001

Oficiālais nosaukums: Entur AS

Reģistrācijas numurs: 917422575

Departaments: Økonomi - Innkjøp

Pasta adrese: Rådhusgata 5

Pilsēta: Oslo

Pasta indekss: 0151

Valsts apakšiedalījums (NUTS): Oslo (NO081)

Valsts: Norvēģija

Kontaktpunkts: Martin Skaarer

E-pasts: Martin.Skaarer@entur.org

Tālrunis: +47 92260400

Šīs organizācijas lomas:

Pircējs

Organizācija, kas sniedz papildu informāciju par iepirkuma procedūru

Organizācija, kas nodrošina bezsaistes piekļuvi iepirkuma procedūras dokumentiem

Organizācija, kas saņem dalības pieprasījumus

Organizācija, kas apstrādā piedāvājumus

Organizācija, kas sniedz sīkāku informāciju par pārskatīšanas procedūru

8.1. ORG-0002

Oficiālais nosaukums: Oslo tingrett

Reģistrācijas numurs: 926 725 939

Pasta adrese: Postboks 2106 Vika

Pilsēta: Oslo

Pasta indekss: 0125

Valsts apakšiedalījums (NUTS): Oslo (NO081)

Valsts: Norvēģija

E-pasts: oslo.tingrett@domstol.no

Tālrunis: 22 03 52 00

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

Šīs organizācijas lomas:

Pārskatīšanas organizācija

Starptautības jeb mediācijas organizācija

Organizācija, kas sniedz informāciju par vispārējo tiesisko regulējumu attiecībā uz nodokļiem, kas piemērojami līguma izpildes vietā

Organizācija, kas sniedz informāciju par vides aizsardzības jomas vispārējo tiesisko regulējumu, kas piemērojams līguma izpildes vietā

Organizācija, kas sniedz informāciju par darba aizsardzības un darba apstākļu vispārējo tiesisko regulējumu, kas piemērojams līguma izpildes vietā

Informācija par paziņojumu

Paziņojuma identifikators/versija: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Veidlapas tips: Konkurss

Paziņojuma veids: Paziņojums par līgumu vai paziņojums par koncesiju — standarta režīms

Paziņojuma apakšveids: 17

Paziņojuma nosūtīšanas datums: 16/04/2026 11:48:10 (UTC+00:00) Rietumeiropas laiks

Paziņojuma nosūtīšanas datums (e- sūtītājs): 16/04/2026 12:00:55 (UTC+00:00)

Rietumeiropas laiks

Valodas, kurās oficiāli pieejams šis paziņojums: angļu valoda

Paziņojuma publikācijas numurs: 263418-2026

OV S sērijas izdevuma numurs: 75/2026

Publicēšanas datums: 17/04/2026