

686203-2026 - Kompetizzjoni

In-Norveġja – Servizzi tar-relazzjonijiet pubbliċi – 2026/28: Framework agreement communication services

OJ S 193/2026 06/10/2026

Avviż tal-kuntratt jew tal-konċessjoni – reġim standard - Avviż tal-bidla

Servizzi

1. Xerrej

1.1. Xerrej

Isem uffiċjali: Patentstyret

Email: kristine@odinprosjekt.no

Tip legali tax-xerrej: Impriża pubblika

Attività tal-awtorità kontraenti: Servizzi pubbliċi ġenerali

2. Proċedura

2.1. Proċedura

Titlu: 2026/28: Framework agreement communication services

Deskrizzjoni: 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.

Identifikatur tal-proċedura: 993b0508-2f83-44fc-bbdb-beecbfa1e183

Identifikatur intern: 2026/28

Tip ta' proċedura: Miftuħa

Il-proċedura hija aċċellerata: Ie

Elementi prinċipali tal-proċedura: 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. Għan

Natura tal-kuntratt: Servizzi

Klassifikazzjoni prinċipali (cpv): 79416000 Servizzi tar-relazzjonijiet pubbliċi

Klassifikazzjoni addizzjonali (cpv): 79400000 Servizzi ta' l-amministrazzjoni tan-negożju u dawk relatati magħhom, 79413000 Servizzi ta' konsulenza dwar amministrazzjoni tal-marketing , 79416200 Servizzi ta' konsulenza tar-relazzjonijiet pubbliċi, 79420000 Servizzi relatati ma' l-amministrazzjoni

2.1.2. Post tal-prestazzjoni

Sottodivizzjoni tal-pajjiż (NUTS): Oslo (NO081)

Pajjiż: In-Norveġja

2.1.4. Informazzjoni ġenerali

Bażi legali:

Direttiva 2014/24/UE

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. Raġunijiet għall-eskluzjoni

Sors tal-motivi għall-eżklussjoni: Rikjesta għal Dokument Uniku Ewropew tal-Akkwist

5. Lott

5.1. Lott: LOT-0000

Titlu: 2026/28: Framework agreement communication services

Deskrizzjoni: 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.

Identifikatur intern: 2026/28

5.1.1. Għan

Natura tal-kuntratt: Servizzi

Klassifikazzjoni prinċipali (cpv): 79416000 Servizzi tar-relazzjonijiet pubbliċi

Klassifikazzjoni addizzjonali (cpv): 79400000 Servizzi ta' l-amministrazzjoni tan-negożju u dawk relatati magħhom, 79413000 Servizzi ta' konsulenza dwar amministrazzjoni tal-marketing , 79416200 Servizzi ta' konsulenza tar-relazzjonijiet pubbliċi, 79420000 Servizzi relatati ma' l-amministrazzjoni

5.1.2. Post tal-prestazzjoni

Sottodivizjoni tal-pajjiż (NUTS): Oslo (NO081)

Pajjiż: In-Norveġja

5.1.3. Tul ta' żmien stmat

Tul ta' żmien: 48 Xhur

5.1.6. Informazzjoni ġenerali

Parteċipazzjoni riżervata:

Il-parteċipazzjoni mhijiex riżervata.

Iridu jingħataw l-ismijiet u l-kwalifiki professjonali tal-istaff assenjat biex iwettaq il-kuntratt:
Rekwizit tal-offerta
Proġett ta' akkwist mhux iffinanzjat mill-Fondi tal-UE
L-akkwist huwa kopert mill-Ftehim dwar l-Akkwisti Pubbliċi (GPA): iva

5.1.9. Kriterji tal-għażla

Sors tal-kriterji ta' għażla: Avviż, Dokument tal-Akkwist

Kriterju: Rekwiziti ekonomiċi jew finanzjarji oħra

Deskrizzjoni tal-kriterju ta' selezzjoni: 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.

Kriterju: Reġistrazzjoni f'reġistru tal-kummerċ

Deskrizzjoni tal-kriterju ta' selezzjoni: 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.

Kriterju: Rekwiziti ekonomiċi jew finanzjarji oħra

Deskrizzjoni tal-kriterju ta' selezzjoni: 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.

Kriterju: Referenzi fuq servizzi speċifiċi

Deskrizzjoni tal-kriterju ta' selezzjoni: 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.

Kriterju: Ċertifikati minn istituti ta' kontroll tal-kwalità

Deskrizzjoni tal-kriterju ta' selezzjoni: 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. Kriterji tal-għoti

Kriterju:

Tip: Prezz

Isem: Hourly rate

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

Kategorija tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 20

Kriterju:

Tip: Kwalità

Isem: Assignment comprehension and solution proposal

Deskrizzjoni: 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 tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 50

Kriterju:

Tip: Kwalità

Isem: Competence and experience

Deskrizzjoni: 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 tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 20

Kriterju:

Tip: Kwalità

Isem: Transfer of competence

Deskrizzjoni: 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 tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 10

5.1.11. Dokumenti tal-akkwist

Lingwi li bihom id-dokumenti tal-akkwist huma disponibbli uffiċjalment: Norveġiż

Skadenza biex tintalab informazzjoni addizzjonali: 22/10/2026 10:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Indirizz tad-dokumenti tal-akkwist: <https://permalink.mercell.com/289838483.aspx>

5.1.12. Termini tal-akkwist

Termini tas-sottomissjoni:

Sottomissjoni elettronika: Meħtieġa

Indirizz għas-sottomissjoni: <https://permalink.mercell.com/289838483.aspx>

Lingwi li bihom jistgħu jiġu sottomessi offerti jew talbiet għall-partecipazzjoni: Norveġiż

Katalogu elettroniku: Mhux permessa

Varjanti: Mhux permessa

Skadenza biex jintlaqgħu l-offerti: 05/11/2026 11:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Perjodu waqt li l-offerta għandha tibqa' valida: 3 Xhur

Informazzjoni dwar il-ftuħ pubbliku:

Data tal-ftuħ: 05/11/2026 11:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Termini tal-kuntratt:

L-eżekuzzjoni tal-kuntratt għandha titwettaq fil-qafas ta' programmi ta' impjiegi protetti: Le

Fatturazzjoni elettronika: Meħtieġa

Se tintuża l-ordni elettronika: iva

Se jintuża l-pagament elettroniku: iva

5.1.15. Tekniki

Ftehim qafas:

Ftehim qafas, mingħajr ma terġa' tinfetaħ il-kompetizzjoni

Numru massimu ta' partecipanti: 1

Informazzjoni dwar is-sistema dinamika tax-xiri:

Ebda sistema dinamika ta' xiri

5.1.16. Aktar informazzjoni, medjazzjoni u rieżami

Organizzazzjoni tar-rieżami: Oslo Tingrett

Informazzjoni dwar l-iskadenzi tar-rieżami: 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).

Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami: Odin Prosjekt AS

8. Organizzazzjonijiet

8.1. ORG-0001

Isem uffiċjali: Patentstyret

Numru tar-registrazzjoni: 971526157

Indirizz postali: Pb. 4863 Nydalen

Belt: OSLO

Kodiċi postali: 0422

Sottodivizjoni tal-pajjiż (NUTS): Oslo (NO081)

Pajjiż: In-Norveġja

Punt ta' kuntatt: Kristine Isobel Bateman

Email: kristine@odinprosjekt.no

Telefown: +47 22387300

Fax: +47 22387301

Indirizz tal-internet: <http://www.patentstyret.no>

Rwoli ta' din l-organizzazzjoni:

Xerrej

8.1. ORG-0002

Isem uffiċjali: Oslo Tingrett

Numru tar-registrazzjoni: 926725939

Belt: Oslo

Kodiċi postali: 0125

Sottodivizjoni tal-pajjiż (NUTS): Oslo (NO081)

Pajjiż: In-Norveġja

Rwoli ta' din l-organizzazzjoni:

Organizzazzjoni tar-rieżami

8.1. ORG-0003

Isem uffiċjali: Odin Prosjekt AS

Numru tar-registrazzjoni: Odin Prosjekt AS

Dipartiment: Odin Prosjekt AS

Indirizz postali: Sorgenfrigata 6E

Belt: Oslo

Kodiċi postali: 0367

Sottodivizjoni tal-pajjiż (NUTS): Oslo (NO081)

Pajjiż: In-Norveġja

Rwoli ta' din l-organizzazzjoni:

Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami

10. Bidla

Verżjoni tal-avviż preċedenti li għandu jinbidel: a6f7ed7c-e3d9-46ec-8869-a1d47a2ac2e6-01

Raġuni ewlenija għall-bidla: Informazzjoni aġġornata

Deskrizzjoni: 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. Bidla

Identifikatur tas-sezzjoni: PROCEDURE

10.1. Bidla

Identifikatur tas-sezzjoni: LOT-0000

Informazzjoni dwar l-avviż

Identifikatur/verżjoni tal-avviż: 04d469fa-fb50-4b89-b676-b9c354a7a257 - 01

Tip ta' formola: Kompetizzjoni

Tip ta' avviż: Avviż tal-kuntratt jew tal-konċessjoni – reġim standard

Sottotip tal-avviż: 16

Data ta' meta ntbagħat l-avviż: 05/10/2026 09:47:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Data tad-dispaċċ tal-avviż (eSender): 05/10/2026 09:47:07 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Lingwi li bihom dan l-avviż huwa disponibbli uffiċjalment: Ingliz

Numru tal-pubblikazzjoni tal-avviż: 686203-2026

Numru tal-ħarġa tal-ĠU S: 193/2026

Data tal-pubblikazzjoni: 06/10/2026