

263418-2026 - Mededinging

Noorwegen – Reclame- en marketingdiensten – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Aankondiging van een opdracht of concessie – standaardregeling

Diensten

1. Koper

1.1. Koper

Officiële naam: Entur AS

E-mail: Martin.Skaarer@entur.org

Activiteit van de aanbestedende instantie: Spoorwegdiensten

2. Procedure

2.1. Procedure

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

Beschrijving: 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.

Identificatiecode van de procedure: 255302bb-84ab-4363-8098-d4e784fc5d5e

Interne identificatiecode: 20260006

Type procedure: Onderhandelingsprocedure met voorafgaande oproep tot mededinging / mededingingsprocedure met onderhandeling

De procedure wordt versneld: neen

Belangrijkste kenmerken van de procedure: See the tender documentation.

2.1.1. Doel

Aard van het contract: Diensten

Belangrijkste classificatie (cpv): 79340000 Reclame- en marketingdiensten

Aanvullende classificatie (cpv): 79341000 Reclamediensten, 79342000 Marketingdiensten

2.1.2. Plaats van uitvoering

Postadres: Rådhusgata 5

Stad: Oslo

Postcode: 0151

Onderverdeling land (NUTS): Oslo (NO081)

Land: Noorwegen

2.1.3. Waarde

Geraamde waarde exclusief btw: 90 000 000,00 NOK

Maximumwaarde van de raamovereenkomst: 90 000 000,00 NOK

2.1.4. Algemene informatie

2.1.6. Gronden voor uitsluiting

Bronnen voor uitsluitingsgronden: Uniform Europees Aanbestedingsdocument (UEA), Aankondiging, Aanbestedingsstuk

Corruptie: 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.

Fraude: 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?

Witwassen van geld of financiering van terrorisme: 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?

Deelname aan een criminele organisatie: 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)

Terroristische misdrijven of strafbare feiten in verband met terroristische activiteiten: 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.

Kinderarbeid en andere vormen van mensenhandel: 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).

Niet-nakoming van verplichtingen op het gebied van milieurecht: 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.

Niet-nakoming van verplichtingen op het gebied van arbeidsrecht: 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.

Niet-nakoming van verplichtingen op het gebied van sociaal recht: 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.

Vervalsing van de mededinging: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Ernstige beroepsfout: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Gaf valse verklaringen af, hield informatie achter, was niet in staat vereiste documenten te verstrekken of verkreeg vertrouwelijke informatie over deze procedure: 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?

Belangenconflict als gevolg van deelneming aan de aanbestedingsprocedure: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Directe of indirecte betrokkenheid bij de voorbereiding van deze aanbestedingsprocedure: 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?

Voortijdige beëindiging, schadevergoeding of andere vergelijkbare sancties: 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?

Niet-nakoming van verplichtingen op grond van louter nationale uitsluitingsgronden: 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 wreap 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.

Niet-nakoming van de verplichting tot betaling van socialezekerheidsbijdragen: 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?

Niet-nakoming van de verplichting tot betaling van belastingen: 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?

Staking van bedrijfsactiviteiten: Has the tenderer's business conduct been stopped?

Faillissement: 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.

Regeling met schuldeisers: 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.

Insolventie: 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.

Activa beheerd door vereffenaar: 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.

Met faillissement vergelijkbare toestand uit hoofde van nationale recht: 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. Perceel

5.1. Perceel: LOT-0000

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

Beschrijving: 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.

Interne identificatiecode: 20260006

5.1.1. Doel

Aard van het contract: Diensten

Belangrijkste classificatie (cpv): 79340000 Reclame- en marketingdiensten
Aanvullende classificatie (cpv): 79341000 Reclamediensten, 79342000 Marketingdiensten

5.1.2. Plaats van uitvoering

Postadres: Rådhusgata 5
Stad: Oslo
Postcode: 0151
Onderverdeling land (NUTS): Oslo (NO081)
Land: Noorwegen

5.1.3. Geraamde duur

Begindatum: 06/07/2026
Einddatum van de duur: 05/07/2029

5.1.4. Verlenging

Maximumaantal verlengingen: 3
Overige informatie over verlengingen: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Waarde

Geraamde waarde exclusief btw: 90 000 000,00 NOK
Maximumwaarde van de raamovereenkomst: 90 000 000,00 NOK

5.1.6. Algemene informatie

Voorbehouden deelname:

Deelname is niet voorbehouden.

Aanbestedingsproject dat niet uit EU-fondsen wordt gefinancierd

De aanbesteding valt onder de Overeenkomst inzake overheidsopdrachten (GPA): neen

Deze aanbesteding is ook geschikt voor kleine en middelgrote ondernemingen (kmo's): ja

5.1.9. Selectiecriteria

Bronnen van selectiecriteria: Uniform Europees Aanbestedingsdocument (UEA), Aankondiging , Aanbestedingsstuk

Criterium: Andere economische of financiële eisen

Beschrijving van het selectie criterium: 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.

Criterium: Andere economische of financiële eisen

Beschrijving van het selectie criterium: 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.

Criterium: Andere economische of financiële eisen

Beschrijving van het selectiecriterium: 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.

De criteria zullen worden gebruikt om de gegadigden te selecteren die voor de tweede fase van de procedure zullen worden uitgenodigd

Criterium: Technici of technische instanties voor kwaliteitscontrole

Beschrijving van het selectiecriterium: 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).

Informatie over de tweede fase van een procedure in twee fasen:

Minimumaantal gegadigden dat voor de tweede fase van de procedure moet worden uitgenodigd: 3

Maximumaantal gegadigden dat voor de tweede fase van de procedure kan worden uitgenodigd: 7

De procedure verloopt in opeenvolgende fasen. In elke fase kunnen deelnemers afvallen

5.1.10. Gunningscriteria**Criterium:**

Type: Prijs

Naam: Price

Beschrijving: Price weighted with 40%.

Categorie van het gunningscriterium gewicht: Gewicht (punten, exact)

Gunningscriterium numerieke waarde: 40

Criterium:

Type: Kwaliteit

Naam: Quality

Beschrijving: The quality is weighted by 60%.

Categorie van het gunningscriterium gewicht: Gewicht (punten, exact)

Gunningscriterium numerieke waarde: 60

5.1.11. Aanbestedingsstukken

Talen waarin de aanbestedingsstukken officieel beschikbaar zijn: Noors

Termijn voor verzoeken om aanvullende informatie: 10/05/2026 22:00:00 (UTC+00:00) West-Europese tijd, GMT

Adres van de aanbestedingsstukken: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363>

5.1.12. Voorwaarden van de aanbesteding**Voorwaarden van de procedure:**

Vermoedelijke datum van verzending van de uitnodigingen tot inschrijving: 22/05/2026

Voorwaarden voor indiening:

Elektronische indiening: Vereist

Adres voor indiening: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363&GoTo=Tender>

Talen waarin inschrijvingen of verzoeken tot deelname kunnen worden ingediend: Noors

Elektronische catalogus: Toegestaan

Varianten: Niet toegestaan

Inschrijvers mogen meer dan één inschrijving indienen: Niet toegestaan

Uiterste datum voor de ontvangst van verzoeken tot deelname: 19/05/2026 10:00:58 (UTC+00:00) West-Europese tijd, GMT

Informatie die na het verstrijken van de indieningstermijn kan worden aangevuld:

Geen enkel document kan later worden ingediend.

Voorwaarden van het contract:

De uitvoering van de opdracht moet plaatsvinden binnen het kader van programma's voor maatwerkbedrijven: Neen

Voorwaarden met betrekking tot de uitvoering van de opdracht: See the tender documentation.

Een geheimhoudingsovereenkomst is vereist: ja

Elektronische facturering: Vereist

Er zal worden gebruikgemaakt van elektronische orderplaatsing: neen

Er zal worden gebruikgemaakt van elektronische betaling: ja

Financiële regeling: No special. See the tender documentation.

5.1.15. Technieken

Raamovereenkomst:

Raamovereenkomst, zonder hernieuwde oproep tot mededinging

Maximumaantal deelnemers: 1

Aanvullende categorieën kopers: A contract will be signed with one tenderer.

Informatie over het dynamische aankoopstelsel:

Geen dynamisch aankoopstelsel

5.1.16. Nadere inlichtingen, bemiddeling en evaluatie

Bemiddelingsorganisatie: Oslo tingrett

Organisatie voor beroepsprocedures: Oslo tingrett

Informatie over de termijnen voor beroep: 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.

Organisatie die informatie verstrekt over de voorschriften die op de plaats van de verrichtingen gelden inzake belasting: Oslo tingrett

Organisatie die informatie verstrekt over de voorschriften die op de plaats van de verrichtingen gelden inzake milieubescherming: Oslo tingrett

Organisatie die informatie verstrekt over de voorschriften die op de plaats van de verrichtingen gelden inzake de bescherming van de werknemers en inzake arbeidsvoorwaarden: Oslo tingrett

Organisatie die nadere inlichtingen over de aanbestedingsprocedure verstrekt: Entur AS

Organisatie die offlinetoegang verleent tot de aanbestedingsstukken: Entur AS

Organisatie die meer informatie geeft over beroepsprocedures: Entur AS

Organisatie die verzoeken tot deelname ontvangt: Entur AS

Organisatie die inschrijvingen verwerkt: Entur AS

8. Organisaties

8.1. ORG-0001

Officiële naam: Entur AS

Registratienummer: 917422575

Afdeling: Økonomi - Innkjøp

Postadres: Rådhusgata 5

Stad: Oslo

Postcode: 0151

Onderverdeling land (NUTS): Oslo (NO081)

Land: Noorwegen

Contactpunt: Martin Skaarer

E-mail: Martin.Skaarer@entur.org

Telefoon: +47 92260400

Rollen van deze organisatie:

Koper

Organisatie die nadere inlichtingen over de aanbestedingsprocedure verstrekt

Organisatie die offlinetoegang verleent tot de aanbestedingsstukken

Organisatie die verzoeken tot deelname ontvangt

Organisatie die inschrijvingen verwerkt

Organisatie die meer informatie geeft over beroepsprocedures

8.1. ORG-0002

Officiële naam: Oslo tingrett

Registratienummer: 926 725 939

Postadres: Postboks 2106 Vika

Stad: Oslo

Postcode: 0125

Onderverdeling land (NUTS): Oslo (NO081)

Land: Noorwegen

E-mail: oslo.tingrett@domstol.no

Telefoon: 22 03 52 00

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

Rollen van deze organisatie:

Organisatie voor beroepsprocedures

Bemiddelingsorganisatie

Organisatie die informatie verstrekt over de voorschriften die op de plaats van de verrichtingen gelden inzake belasting

Organisatie die informatie verstrekt over de voorschriften die op de plaats van de verrichtingen gelden inzake milieubescherming

Organisatie die informatie verstrekt over de voorschriften die op de plaats van de verrichtingen gelden inzake de bescherming van de werknemers en inzake arbeidsvoorwaarden

Informatie over een aankondiging

Identificatiecode/versie van de aankondiging: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Type formulier: Mededinging

Type aankondiging: Aankondiging van een opdracht of concessie – standaardregeling

Subtype aankondiging: 17

Verzenddatum van de aankondiging: 16/04/2026 11:48:10 (UTC+00:00) West-Europese tijd, GMT

Aankondiging datum verzending (eSender): 16/04/2026 12:00:55 (UTC+00:00) West-Europese tijd, GMT

Talen waarin deze aankondiging officieel beschikbaar is: Engels

Publicatienummer aankondiging: 263418-2026

Nummer uitgave PB S: 75/2026

Datum van bekendmaking: 17/04/2026