

310254-2026 - Procedura konkurencyjna

Norwegia – Usługi badania rynku – NRK 2026/327 Framework agreement Qualitative analyses
OJ S 87/2026 06/05/2026
Ogłoszenie o zamówieniu lub ogłoszenie o koncesji – tryb standardowy
Usługi

1. Nabywca

1.1. Nabywca

Oficjalna nazwa: Norsk rikskringkasting AS

E-mail: eva.solberg@nrk.no

Status prawny nabywcy: Podmiot prawa publicznego

Sektor działalności instytucji zamawiającej: Organizacja wypoczynku, kultura i religia

2. Procedura

2.1. Procedura

Tytuł: NRK 2026/327 Framework agreement Qualitative analyses

Opis: The aim of the procurement is to establish a framework agreement for qualitative insight services, including everything from recruitment to carrying out analyses. The contract shall support NRK's editorial and strategic development through traditional and innovative methods that adapt to a constantly changing media market. The procurement will be made in accordance with the Public Procurement Act dated 17 June 2016 no. 73 (LOA) and the public procurement regulations dated 12 August 2016 no. 974 (FOA) parts I and part III, as well as the provisions in this tender documentation. The contract will be awarded in accordance with the procedure open tender competition. It is emphasised that negotiations will not be allowed. Tenderers must therefore submit their best tender by the tender deadline.

Identyfikator procedury: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Wewnętrzny identyfikator: 2026/327

Rodzaj procedury: Otwarta

Procedura jest przyspieszona: nie

Główne aspekty procedury: NRK plans to enter into framework agreements with up to 4 tenderers divided between two defined categories/sub-contracts: Recruitment means retrieval of relevant participants for in-depth interviews, focus groups or other qualitative methods for talking to people. Content testing and strategic projects: Content testing means showing content NRK has created or develops to the target group for the content. This can be all possible types of content that shall be published on one of NRK's platforms, whether it is a TV series, audio content, news article or other type of content. Strategic projects means projects that deal with NRK's strategy, the brand of NRK or other specific sub-labels that NRK manages, or specific target groups NRK wants to reach or understand better. These projects have in common that they deal with more general problems, concepts or target groups - rather than specific content. Tenderers can submit tenders for one, or both categories. The selected category(s) shall be specified in Annex 1 - Tender Form. See Annex 1-5 Sub-Contract Recruitment and Annex 1-5 Sub-Contract Content Testing and Strategic Projects for further details on the assignment and the stated categories. The contract period is two years from when the contract is signed. The contracting authority has an option to extend the contract on verbatim terms for a further two years, one year at a time. The total contract period can be up to four years. The estimated value of the framework agreement, excluding VAT per category,

for a contract period of four years: Recruitment - NOK 1 million. Content testing and strategic projects - NOK 3 million The estimated value is based on historical data and the agreement has an upper framework of NOK 6 million. Both the estimate and the upper frame are a guideline and are without obligation for NRK as regards the actual call-off volume. See the tender documentation for complete information, 16 annexes.

2.1.1. Przeznaczenie

Charakter zamówienia: Usługi

Główna klasyfikacja (cpv): 79310000 Usługi badania rynku

Dodatkowa klasyfikacja (cpv): 79311000 Usługi w zakresie ankiet, 79311200 Usługi przeprowadzania badań ankietowych, 79311300 Usługi analizy ankiet, 79312000 Usługi testowania rynku, 79320000 Usługi badania opinii publicznej

2.1.2. Miejsce realizacji

Kraj: Norwegia

W dowolnym miejscu w danym państwie

2.1.4. Informacje ogólne

Podstawa prawna:

Dyrektywa 2014/24/UE

Anskaffelsesforskriften - The procurement is in accordance with the public procurement regulations (FOR-2016-08-12-974) parts I and part III.

2.1.6. Podstawy wykluczenia

Powody wykluczenia źródła: Jednolity europejski dokument zamówienia (ESPD), Dokumenty zamówienia, Uwaga

Korupcja: 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.

Nadużycia: 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).

Pranie pieniędzy lub finansowanie terroryzmu: 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).

Udział w organizacji przestępczej: 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)

Przestępstwa terrorystyczne lub przestępstwa związane z działalnością terrorystyczną: 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 out 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.

Praca dzieci i inne formy handlu ludźmi: 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).

Naruszenie obowiązków w dziedzinie prawa ochrony środowiska: 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.

Naruszenie obowiązków w dziedzinie prawa pracy: 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.

Naruszenie obowiązków w dziedzinie prawa socjalnego: 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.

Porozumienia z innymi wykonawcami mające na celu zakłócenie konkurencji: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

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

Wprowadzenie w błąd, zatajenie informacji, niemożność przedstawienia wymaganych dokumentów lub uzyskanie poufnych informacji na temat przedmiotowego postępowania: 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, or d) 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?

Konflikt interesów spowodowany udziałem w postępowaniu o udzielenie zamówienia: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Bezpośrednie lub pośrednie zaangażowanie w przygotowanie przedmiotowego postępowania o udzielenie zamówienia: 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?

Rozwiązanie umowy przed czasem, odszkodowania lub inne porównywalne sankcje: 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?

Naruszenie obowiązków określonych w podstawach wykluczenia o charakterze wyłącznie krajowym: 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?

Naruszenie obowiązku opłacenia składek na ubezpieczenie społeczne: 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?

Naruszenie obowiązku płatności podatków: 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?

Działalność gospodarcza jest zawieszona: 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.

Upadłość: 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.

Układ z wierzycielami: 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.

Niewypłacalność: 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.

Aktywami zarządza likwidator: 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.

Inna sytuacja podobna do upadłości wynikająca z prawa krajowego: 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. Część zamówienia

5.1. Część zamówienia: LOT-0000

Tytuł: NRK 2026/327 Framework agreement Qualitative analyses

Opis: The aim of the procurement is to establish a framework agreement for qualitative insight services, including everything from recruitment to carrying out analyses. The contract shall support NRK's editorial and strategic development through traditional and innovative methods that adapt to a constantly changing media market. The procurement will be made in accordance with the Public Procurement Act dated 17 June 2016 no. 73 (LOA) and the public procurement regulations dated 12 August 2016 no. 974 (FOA) parts I and part III, as well as the provisions in this tender documentation. The contract will be awarded in accordance with the procedure open tender competition. It is emphasised that negotiations will not be allowed. Tenderers must therefore submit their best tender by the tender deadline.

Wewnętrzny identyfikator: 2026/327

5.1.1. Przeznaczenie

Charakter zamówienia: Usługi

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5.1.2. Miejsce realizacji

Kraj: Norwegia

W dowolnym miejscu w danym państwie

5.1.3. Szacowany okres obowiązywania

Okres obowiązywania: 48 Miesiące

5.1.6. Informacje ogólne

Zastrzeżony udział:

Udział nie jest zastrzeżony.

Projekt zamówienia niefinansowany z funduszy UE

Zamówienie jest objęte zakresem Porozumienia w sprawie zamówień rządowych (GPA): nie
Przedmiotowe zamówienie jest odpowiednie również dla małych i średnich przedsiębiorstw (MŚP): nie

5.1.9. Kryteria kwalifikacji

Źródła kryteriów wyboru: Dokumenty zamówienia

5.1.11. Dokumenty zamówienia

Języki, w których dokumenty zamówienia są oficjalnie dostępne: norweski

Termin występowania z wnioskiem o dodatkowe informacje: 01/06/2026 10:00:00 (UTC+00:00) czas zachodnioeuropejski, GMT

Adres dokumentów zamówienia: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Warunki udzielenia zamówienia

Warunki zgłoszenia:

Zgłoszenie elektroniczne: Wymagane

Adres na potrzeby zgłoszenia: <https://permalink.mercell.com/280242115.aspx>

Języki, w których można składać oferty lub wnioski o dopuszczenie do udziału: norweski

Katalog elektroniczny: Niedozwolone

Oferty wariantowe: Niedozwolone

Termin składania ofert: 08/06/2026 10:00:00 (UTC+00:00) czas zachodnioeuropejski, GMT

Okres, przez który oferta musi pozostać ważna: 3 Miesiące

Informacje na temat publicznego otwarcia:

Data otwarcia: 08/06/2026 10:00:00 (UTC+00:00) czas zachodnioeuropejski, GMT

Warunki zamówienia:

Wykonanie zamówienia musi odbywać się w ramach programów zatrudnienia chronionego: Nie

Fakturowanie elektroniczne: Wymagane

Stosowane będą zlecenia elektroniczne: tak

Stosowane będą płatności elektroniczne: tak

5.1.15. Techniki

Umowa ramowa:

Umowa ramowa, bez ponownego poddania zamówienia procedurze konkurencyjnej

Maksymalna liczba uczestników: 4

Informacje o dynamicznym systemie zakupów:

Brak dynamicznego systemu zakupów

5.1.16. Dalsze informacje, mediacja i odwołanie

Organ odwoławczy: Oslo Tingrett

Informacje o terminach odwołania: After the award decision, the contracting authority will maintain a waiting period of minimum 10 days before the contract is signed. Any appeals must be submitted by the end of the waiting period.

Organizacja udzielająca dodatkowych informacji na temat procedur odwoławczych: Norsk rikskringkasting AS

8. Organizacje

8.1. ORG-0001

Oficjalna nazwa: Norsk rikskringkasting AS

Numer rejestracyjny: 976390512

Adres pocztowy: Bjørnstjerne Bjørnsons plass 1

Miejscowość: OSLO

Kod pocztowy: 0340

Podpodział krajowy (NUTS): Oslo (NO081)

Kraj: Norwegia

Punkt kontaktowy: Konserninnkjøp - NRK AS

E-mail: eva.solberg@nrk.no

Telefon: +47 23047000

Faks: +47 23048958

Adres strony internetowej: <http://www.nrk.no/>

Role tej organizacji:

Nabywca

Organizacja udzielająca dodatkowych informacji na temat procedur odwoławczych

8.1. ORG-0002

Oficjalna nazwa: Oslo Tingrett

Numer rejestracyjny: 926 725 939

Miejscowość: Oslo

Kod pocztowy: 0125

Podpodział krajowy (NUTS): Oslo (NO081)

Kraj: Norwegia

Role tej organizacji:

Organ odwoławczy

Informacje o ogłoszeniu

Identyfikator/wersja ogłoszenia: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Typ formularza: Procedura konkurencyjna

Rodzaj ogłoszenia: Ogłoszenie o zamówieniu lub ogłoszenie o koncesji – tryb standardowy

Podrodzaj ogłoszenia: 16

Ogłoszenie – data wysłania: 04/05/2026 14:39:35 (UTC+00:00) czas zachodnioeuropejski, GMT

Ogłoszenie - Data wysłania (eSender): 05/05/2026 05:41:11 (UTC+00:00) czas zachodnioeuropejski, GMT

Języki, w których przedmiotowe ogłoszenie jest oficjalnie dostępne: angielski

Numer publikacji ogłoszenia: 310254-2026

Numer wydania Dz.U. S: 87/2026

Data publikacji: 06/05/2026