

263418-2026 - Procedură concurențială

Norvegia – Servicii de publicitate și de comercializare – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Anunț de participare sau de concesiune - regim standard

Servicii

1. Cumpărător

1.1. Cumpărător

Denumire oficială: Entur AS

E-mail: Martin.Skaarer@entur.org

Activitatea entității contractante: Servicii feroviare

2. Procedură

2.1. Procedură

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

Descriere: 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.

Identificatorul procedurii: 255302bb-84ab-4363-8098-d4e784fc5d5e

Identificator intern: 20260006

Tip de procedură: Negociată cu publicarea prealabilă a unei proceduri concurențiale de ofertare / competitivă cu negociere

Procedura este accelerată: nu

Principalele caracteristici ale procedurii: See the tender documentation.

2.1.1. Scop

Natura contractului: Servicii

Clasificarea principală (cpv): 79340000 Servicii de publicitate și de comercializare

Clasificare suplimentară (cpv): 79341000 Servicii de publicitate, 79342000 Servicii de comercializare

2.1.2. Locul de executare

Adresă poștală: Rådhusgata 5

Localitate: Oslo

Cod poștal: 0151

Subdiviziunea țării (NUTS): Oslo (NO081)

Țara: Norvegia

2.1.3. Valoare

Valoarea estimată fără TVA: 90 000 000,00 NOK

Valoarea maximă a acordului-cadru: 90 000 000,00 NOK

2.1.4. Informații generale

Temei juridic:

Directiva 2014/25/UE

2.1.6. Motive de excludere

Sursele motivelor de excludere: Documentul european de achiziție unic (DEAU), Anunț, Document de achiziție

Corupție: 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.

Frauda: 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?

Combaterea spălării banilor sau a finanțării terorismului: 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?

Participarea la o organizație criminală: 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)

Infracțiuni teroriste sau infracțiuni legate de activități teroriste: 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.

Munca copiilor și alte forme de trafic de persoane: 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).

Încălcarea obligațiilor în domeniile legislației de mediu: 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.

Încălcarea obligațiilor în domeniile legislației muncii: 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.

Încălcarea obligațiilor în domeniile legislației sociale: 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.

Acorduri cu alți operatori economici care vizează denaturarea concurenței: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

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

Interpretare eronată, nedivulgare de informații, incapacitate de a furniza documentele necesare sau obținere de informații confidențiale referitoare la această procedură: 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?

Conflict de interese care decurge din participarea la procedura de achiziții publice: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Implicare directă sau indirectă în pregătirea acestei proceduri de achiziții publice: 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?

Încetare anticipată, daune-interese sau alte sancțiuni comparabile: 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?

Încălcarea obligațiilor stabilite în temeiul unor motive de excludere pur naționale: 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.

Încălcarea obligației de plată a contribuțiilor la asigurările sociale: 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?

Încălcarea obligației de plată a impozitelor: 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?

Activitățile economice sunt suspendate: Has the tenderer's business conduct been stopped?

Faliment: 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.

Concordat: 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.

Insolvență: 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.

Active administrate de lichidator: 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.

Situații similare, în temeiul legislației naționale, cum ar fi falimentul: 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. Lot

5.1. Lot: LOT-0000

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

Descriere: 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.

Identificator intern: 20260006

5.1.1. Scop

Natura contractului: Servicii

Clasificarea principală (cpv): 79340000 Servicii de publicitate și de comercializare

Clasificare suplimentară (cpv): 79341000 Servicii de publicitate, 79342000 Servicii de comercializare

5.1.2. Locul de executare

Adresă poștală: Rådhusgata 5

Localitate: Oslo

Cod poștal: 0151

Subdiviziunea țării (NUTS): Oslo (NO081)

Țara: Norvegia

5.1.3. Durata estimată

Data începerii: 06/07/2026

Data de sfârșit a duratei: 05/07/2029

5.1.4. Reînnoire

Numărul maxim de reînnoiri: 3

Alte informații despre reînnoire: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Valoare

Valoarea estimată fără TVA: 90 000 000,00 NOK

Valoarea maximă a acordului-cadru: 90 000 000,00 NOK

5.1.6. Informații generale

Participare rezervată:

Participarea nu este rezervată.

Proiect de achiziții publice nefinanțat din fonduri UE

Achiziția face obiectul Acordului privind achizițiile publice (AAP): nu

Această procedură de achiziții publice este adecvată și pentru întreprinderile mici și mijlocii (IMM-uri): da

5.1.9. Criterii de selecție

Sursele criteriilor de selecție: Documentul european de achiziție unic (DEAU), Anunț, Document de achiziție

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: 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.

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: 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.

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: 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.

Criteriile vor fi utilizate pentru a selecta candidații care urmează să fie invitați în a doua etapă a procedurii

Criteriu: Tehnicienii sau organisme tehnice pentru controlul calității

Descrierea criteriului de selecție: 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).

Informații privind a doua etapă a unei proceduri în două etape:

Numărul minim de candidați care urmează să fie invitați în a doua etapă a procedurii: 3

Numărul maxim de candidați care urmează să fie invitați în a doua etapă a procedurii: 7

Procedura se va desfășura în mai multe etape. În fiecare etapă, unii participanți pot fi eliminați

5.1.10. Criterii de atribuire

Criteriu:

Tip: Preț

Denumire: Price

Descriere: Price weighted with 40%.

Categorie a criteriului de atribuire greutate: Ponderare (puncte, valoare exactă)

Număr legat de criteriul de atribuire: 40

Criteriu:

Tip: Calitate

Denumire: Quality

Descriere: The quality is weighted by 60%.

Categorie a criteriului de atribuire greutate: Ponderare (puncte, valoare exactă)

Număr legat de criteriul de atribuire: 60

5.1.11. Documentele achiziției

Limbile în care documentele achiziției sunt disponibile oficial: norvegiană

Termenul-limită pentru solicitarea de informații suplimentare: 10/05/2026 22:00:00 (UTC+00:00) ora Europei Occidentale, GMT

Unde se găsesc documentele achiziției: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363>

5.1.12. Condițiile achiziției publice

Condițiile procedurii:

Data estimată de trimitere a invitațiilor de depunere a ofertelor: 22/05/2026

Condiții de depunere:

Depunere electronică: Obligatorie

Adresa de depunere: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363&GoTo=Tender>

Limbile în care pot fi depuse ofertele sau cererile de participare: norvegiană

Catalog electronic: Autorizată

Variante: Nu este permisă

Ofertanții pot depune mai multe oferte: Nu este permisă

Termenul-limită pentru primirea cererilor de participare: 19/05/2026 10:00:58 (UTC+00:00) ora Europei Occidentale, GMT

Informații care pot fi completate după termenul-limită de depunere:

Niciun document nu poate fi transmis ulterior.

Clauzele contractuale:

Executarea contractului trebuie efectuată în cadrul unor programe de angajare protejată: Nu

Condiții privind executarea contractului: See the tender documentation.

Este necesar un acord de confidențialitate: da

Facturare electronică: Obligatorie

Se va utiliza comanda electronică: nu

Se va utiliza plata electronică: da

Acord financiar: No special. See the tender documentation.

5.1.15. Aspecte tehnice

Acord-cadru:

Acord-cadru, fără reluarea procedurii concurențiale

Numărul maxim de participanți: 1

Alte categorii de achizitori: A contract will be signed with one tenderer.

Informații despre sistemul dinamic de achiziții:

Nu există un sistem dinamic de achiziție

5.1.16. Informații suplimentare, mediere și căi de atac

Organizație de mediere: Oslo tingrett

Organizația responsabilă cu căile de atac: Oslo tingrett

Informații privind termenele-limită pentru reexaminare: 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.

Organizația care furnizează informații referitoare la cadrul legislativ general privind impozitarea aplicabil în locul în care urmează să fie executat contractul: Oslo tingrett

Organizația care furnizează informații referitoare la cadrul legislativ general privind protecția mediului aplicabil în locul în care urmează să fie executat contractul: Oslo tingrett

Organizația care furnizează informații referitoare la cadrul legislativ general privind protecția muncii aplicabil în locul în care urmează să fie executat contractul: Oslo tingrett

Organizația care furnizează informații suplimentare cu privire la procedura de achiziții: Entur AS

Organizația care oferă acces offline la documentele achiziției: Entur AS

Organizația care furnizează mai multe informații cu privire la căile de atac: Entur AS

Organizația care primește cererile de participare: Entur AS

Organizația care prelucrează ofertele: Entur AS

8. Organizații

8.1. ORG-0001

Denumire oficială: Entur AS

Număr de înregistrare: 917422575

Departament: Økonomi - Innkjøp

Adresă poștală: Rådhusgata 5

Localitate: Oslo

Cod poștal: 0151

Subdiviziunea țării (NUTS): Oslo (NO081)

Țara: Norvegia

Punct de contact: Martin Skaarer

E-mail: Martin.Skaarer@entur.org

Telefon: +47 92260400

Rolurile acestei organizații:

Cumpărător

Organizația care furnizează informații suplimentare cu privire la procedura de achiziții

Organizația care oferă acces offline la documentele achiziției

Organizația care primește cererile de participare

Organizația care prelucrează ofertele

Organizația care furnizează mai multe informații cu privire la căile de atac

8.1. ORG-0002

Denumire oficială: Oslo tingrett

Număr de înregistrare: 926 725 939

Adresă poștală: Postboks 2106 Vika

Localitate: Oslo

Cod poștal: 0125

Subdiviziunea țării (NUTS): Oslo (NO081)

Țara: Norvegia

E-mail: oslo.tingrett@domstol.no

Telefon: 22 03 52 00

Adresa de internet: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

Rolurile acestei organizații:

Organizația responsabilă cu căile de atac

Organizație de mediere

Organizația care furnizează informații referitoare la cadrul legislativ general privind impozitarea aplicabil în locul în care urmează să fie executat contractul

Organizația care furnizează informații referitoare la cadrul legislativ general privind protecția mediului aplicabil în locul în care urmează să fie executat contractul

Organizația care furnizează informații referitoare la cadrul legislativ general privind protecția muncii aplicabil în locul în care urmează să fie executat contractul

Informații privind anunțul

Identificatorul versiunea anunțului: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Tip de formular: Procedură concurențială

Tip de anunț: Anunț de participare sau de concesiune - regim standard

Subtipul anunțului: 17

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