

263418-2026 - Súťaž

Nórsko – Reklamné a marketingové služby – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Oznámenie o vyhlásení verejného obstarávania alebo oznámenie o koncesii – štandardný režim Služby

1. Kupujúci

1.1. Kupujúci

Úradný názov: Entur AS

E-mail: Martin.Skaarer@entur.org

Činnosť obstarávateľa: Železničné služby

2. Postup

2.1. Postup

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

Opis: 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.

Identifikátor postupu: 255302bb-84ab-4363-8098-d4e784fc5d5e

Interný identifikátor: 20260006

Druh postupu: Rokovacie konanie so zverejnením výzvy na súťaž/súťažné obstarávanie s rokovacím konaním

Postup je zrýchlený: nie

Hlavné prvky postupu: See the tender documentation.

2.1.1. Účel

Druh zmluvy: Služby

Hlavná klasifikácia (cpv): 79340000 Reklamné a marketingové služby

Doplňujúca klasifikácia (cpv): 79341000 Reklamné služby, 79342000 Marketingové služby

2.1.2. Miesto plnenia

Poštová adresa: Rådhusgata 5

Mesto: Oslo

PSČ: 0151

Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)

Krajina: Nórsko

2.1.3. Hodnota

Predpokladaná hodnota bez DPH: 90 000 000,00 NOK

Maximálna hodnota rámcovej dohody: 90 000 000,00 NOK

2.1.4. Všeobecné informácie

Právny základ:

Smernica 2014/25/EÚ

2.1.6. Dôvody na vylúčenie

Zdroje dôvodov na vylúčenie: Jednotný európsky dokument pre obstarávanie (JED), Oznámenie, Súťažný podklad

Korupcia: 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.

Podvod: 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?

Pranie špinavých peňazí alebo financovanie terorizmu: 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?

Účasť v zločineckej organizácii: 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)

Teroristické trestné činy alebo trestné činy spojené s teroristickými činnosťami: 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.

Detská práca a iné formy obchodovania s ľuďmi: 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).

Porušenie povinností v oblasti environmentálneho práva: 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.

Porušenie povinností v oblasti pracovného práva: 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.

Porušenie povinností v oblasti sociálneho práva: 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.

Dohody s inými hospodárskymi subjektmi s cieľom narušiť hospodársku súťaž: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

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

Nepravdivé informácie, neposkytnutie informácií, neschopnosť predložiť požadované dokumenty alebo získanie dôverných informácií o tomto postupe: 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?

Konflikt záujmov z dôvodu účasti na postupe obstarávania: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Priama alebo nepriama účasť na príprave tohto postupu obstarávania: 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?

Predčasné ukončenie zmluvy, škody alebo iné porovnateľné sankcie: 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?

Porušenie povinností stanovených na základe čisto vnútroštátnych dôvodov vylúčenia: 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.

Porušenie povinnosti platiť príspevky na sociálne zabezpečenie: 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?

Porušenie povinnosti platiť dane: 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?

Pozastavené podnikateľské činnosti: Has the tenderer's business conduct been stopped?

Konkurz: 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.

Dohoda s veriteľmi: 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.

Platobná neschopnosť: 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.

Aktíva spravované likvidátorom: 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.

Podobná situácia ako úpadok podľa vnútroštátneho práva: 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. Časť

5.1. Časť: LOT-0000

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

Opis: 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.

Interný identifikátor: 20260006

5.1.1. Účel

Druh zmluvy: Služby

Hlavná klasifikácia (cpv): 79340000 Reklamné a marketingové služby

Doplňujúca klasifikácia (cpv): 79341000 Reklamné služby, 79342000 Marketingové služby

5.1.2. Miesto plnenia

Poštová adresa: Rådhusgata 5

Mesto: Oslo

PSČ: 0151

Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)

Krajina: Nórsko

5.1.3. Predpokladané trvanie

Dátum začatia: 06/07/2026

Dátum konca trvania: 05/07/2029

5.1.4. Obnovenie

Maximálny počet obnovení: 3

Ďalšie informácie o obnovení: The framework agreement can be extended for 1+1+1 year.
See the attached contract, SSA-R and annexes.

5.1.5. Hodnota

Predpokladaná hodnota bez DPH: 90 000 000,00 NOK

Maximálna hodnota rámcovej dohody: 90 000 000,00 NOK

5.1.6. Všeobecné informácie

Vyhradená účasť:

Účasť nie je vyhradená.

Projekt verejného obstarávania nie je financovaný z prostriedkov EÚ

Na toto verejné obstarávanie sa vzťahuje Dohoda o vládnom obstarávaní (GPA): nie

Toto verejné obstarávanie je vhodné aj pre malé a stredné podniky (MSP): áno

5.1.9. Kritériá výberu

Zdroje výberových kritérií: Jednotný európsky dokument pre obstarávanie (JED), Oznámenie, Súťažný podklad

Kritérium: Iné ekonomické alebo finančné požiadavky

Popis výberového kritéria: 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.

Kritérium: Iné ekonomické alebo finančné požiadavky

Popis výberového kritéria: 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.

Kritérium: Iné ekonomické alebo finančné požiadavky

Popis výberového kritéria: 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.

Kritériá sa použijú na výber záujemcov, ktorí budú pozvaní do druhej fázy postupu

Kritérium: Technici alebo technické orgány pre kontrolu kvality

Popis výberového kritéria: 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).

Informácie o druhej fáze dvojfázového postupu:

Minimálny počet záujemcov, ktorí budú pozvaní do druhej fázy postupu: 3

Maximálny počet záujemcov, ktorí budú pozvaní do druhej fázy postupu: 7
Postup prebieha v po sebe nasledujúcich fázach. V každej fáze môžu byť niektorí účastníci vylúčení

5.1.10. Kritériá na vyhodnotenie ponúk

Kritérium:

Typ: Cena

Názov: Price

Opis: Price weighted with 40%.

Kategória kritéria na vyhodnotenie ponúk hmotnosť: Váha (body, presne)

Číslo kritéria na vyhodnotenie ponúk: 40

Kritérium:

Typ: Kvalita

Názov: Quality

Opis: The quality is weighted by 60%.

Kategória kritéria na vyhodnotenie ponúk hmotnosť: Váha (body, presne)

Číslo kritéria na vyhodnotenie ponúk: 60

5.1.11. Súťažné podklady

Jazyky, v ktorých sú súťažné podklady oficiálne k dispozícii: nórcina

Lehota na vyžiadanie doplňujúcich informácií: 10/05/2026 22:00:00 (UTC+00:00)

západoeurópsky čas, GMT

Adresa súťažných podkladov: <https://tendsign.com/doc.aspx?MeFormsNoticeId=89363>

5.1.12. Podmienky verejného obstarávania

Podmienky postupu:

Predpokladaný dátum odoslania výziev na predkladanie ponúk: 22/05/2026

Podmienky predkladania:

Elektronické predkladanie: Povinná

Adresa na predkladanie: [https://tendsign.com/doc.aspx?](https://tendsign.com/doc.aspx?MeFormsNoticeId=89363&GoTo=Tender)

[MeFormsNoticeId=89363&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticeId=89363&GoTo=Tender)

Jazyky, v ktorých možno predložiť ponuky alebo žiadosti o účasť: nórcina

Elektronický katalóg: Povolená

Varianty: Nie je povolená

Uchádzači môžu predložiť viac ako jednu ponuku: Nie je povolená

Lehota na prijímanie žiadostí o účasť: 19/05/2026 10:00:58 (UTC+00:00) západoeurópsky čas, GMT

Informácie, ktoré možno doplniť po uplynutí lehoty na predkladanie ponúk:

Žiadne dokumenty nemožno predložiť neskôr.

Podmienky zmluvy:

Plnenie zmluvy sa musí vykonať v rámci programov chránených pracovísk: Nie

Podmienky týkajúce sa plnenia zmluvy: See the tender documentation.

Vyžaduje sa dohoda o nezverejňovaní informácií: áno

Elektronická fakturácia: Povinná

Bude sa využívať elektronické objednávanie: nie

Bude sa využívať elektronická platba: áno

Mechanizmus financovania: No special. See the tender documentation.

5.1.15. Techniky

Rámcová dohoda:

Rámcová dohoda, bez opätovného vyhlásenia súťaže

Maximálny počet účastníkov: 1

Doplňujúce krytie kupujúceho: A contract will be signed with one tenderer.

Informácie o dynamickom nákupnom systéme:

Žiadny dynamický nákupný systém

5.1.16. Ďalšie informácie, mediácia a preskúmanie

Sprostredkovateľská organizácia: Oslo tingrett

Organizácia pre preskúmanie: Oslo tingrett

Informácie o lehotách na preskúmanie: 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.

Organizácia poskytujúca informácie týkajúce sa všeobecného regulačného rámca pre dane uplatňovaného v mieste plnenia zákazky: Oslo tingrett

Organizácia poskytujúca informácie týkajúce sa všeobecného regulačného rámca pre ochranu životného prostredia uplatňovaného v mieste plnenia zákazky: Oslo tingrett

Organizácia poskytujúca informácie týkajúce sa všeobecného regulačného rámca pre ochranu zamestnanosti a pracovné podmienky uplatňovaného v mieste plnenia zákazky: Oslo tingrett

Organizácia poskytujúca doplňujúce informácie o postupe verejného obstarávania: Entur AS

Organizácia poskytujúca offline prístup k súťažným podkladom: Entur AS

Organizácia poskytujúca ďalšie informácie o postupy preskúmania: Entur AS

Organizácia prijímajúca žiadosti o účasť: Entur AS

Organizácia spracúvajúca ponuky: Entur AS

8. Organizácie

8.1. ORG-0001

Úradný názov: Entur AS

Registračné číslo: 917422575

Oddelenie: Økonomi - Innkjøp

Poštová adresa: Rådhusgata 5

Mesto: Oslo

PSČ: 0151

Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)

Krajina: Nórsko

Kontaktné miesto: Martin Skaarer

E-mail: Martin.Skaarer@entur.org

Telefón: +47 92260400

Roly tejto organizácie:

Kupujúci

Organizácia poskytujúca doplňujúce informácie o postupe verejného obstarávania

Organizácia poskytujúca offline prístup k súťažným podkladom

Organizácia prijímajúca žiadosti o účasť

Organizácia spracúvajúca ponuky

Organizácia poskytujúca ďalšie informácie o postupy preskúmania

8.1. ORG-0002

Úradný názov: Oslo tingrett

Registračné číslo: 926 725 939

Poštová adresa: Postboks 2106 Vik

Mesto: Oslo

PSČ: 0125

Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)

Krajina: Nórsko

E-mail: oslo.tingrett@domstol.no

Telefón: 22 03 52 00

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

Roly tejto organizácie:

Organizácia pre preskúmanie

Sprostredkovateľská organizácia

Organizácia poskytujúca informácie týkajúce sa všeobecného regulačného rámca pre dane uplatňovaného v mieste plnenia zákazky

Organizácia poskytujúca informácie týkajúce sa všeobecného regulačného rámca pre ochranu životného prostredia uplatňovaného v mieste plnenia zákazky

Organizácia poskytujúca informácie týkajúce sa všeobecného regulačného rámca pre ochranu zamestnanosti a pracovné podmienky uplatňovaného v mieste plnenia zákazky

Informácie o oznámení

Identifikátor/verzia oznámenia: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Typ formulára: Súťaž

Typ oznámenia: Oznámenie o vyhlásení verejného obstarávania alebo oznámenie o koncesii – štandardný režim

Podtyp oznámenia: 17

Dátum odoslania oznámenia: 16/04/2026 11:48:10 (UTC+00:00) západoeurópsky čas, GMT

Dátum odoslania oznámenia (eSender): 16/04/2026 12:00:55 (UTC+00:00) západoeurópsky čas, GMT

Jazyky, v ktorých je toto oznámenie oficiálne k dispozícii: angličtina

Číslo uverejnenia oznámenia: 263418-2026

Číslo vydania série S úradného vestníka: 75/2026

Dátum uverejnenia: 17/04/2026