

683715-2026 - Súťaž

Nórsko – Služby pre vzťahy s verejnosťou – 2026/28: Framework agreement communication services

OJ S 192/2026 05/10/2026

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

1. Kupujúci

1.1. Kupujúci

Úradný názov: Patentstyret

E-mail: kristine@odinprosjekt.no

Typ kupujúceho podľa právnych predpisov: Verejný podnik

Činnosť verejného obstarávateľa: Všeobecné verejné služby

2. Postup

2.1. Postup

Názov: 2026/28: Framework agreement communication services

Opis: Patentstyret, hereafter called the contracting authority, intends to enter into a framework agreement for communication services, i.a. for strategic consultancy, branding, PR and advertising. Tenderers shall contribute in both the long-term strategy work and the ongoing communication work, and ensure uniform and targeted communication across channels and initiatives. Based on previous years' procurements, the Contracting Authority, without obligations, estimates a value of approx. NOK 6,000,000 during the agreement period, including options. This constitutes the maximum consumption in the framework agreement. The standard contract that is used is SSA-R. See Annex 1 for a more detailed account of what is included in the contract.

Identifikátor postupu: 993b0508-2f83-44fc-bbdb-beecbfa1e183

Interný identifikátor: 2026/28

Druh postupu: Verejná súťaž

Postup je zrýchlený: nie

Hlavné prvky postupu: The procurement shall be made in accordance with the Public Procurement Act of 17 June 2016 (LOA) and the Public Procurement Regulations (FOA) FOR 2016-08-12-974 parts I and part III (above the EEA threshold). The contract will be awarded in accordance with the open tender contest procedure, cf. FOA § 13-1(1). This means that all interested tenderers can submit tender offers. Negotiations are not allowed, and tenders cannot be amended after the tender deadline.

2.1.1. Účel

Druh zmluvy: Služby

Hlavná klasifikácia (cpv): 79416000 Služby pre vzťahy s verejnosťou

Doplňujúca klasifikácia (cpv): 79400000 Poradenské služby v oblasti obchodu a riadenia a súvisiace služby (podnikateľské poradenstvo), 79413000 Poradenské služby pre riadenie marketingu, 79416200 Poradenské služby pre vzťahy s verejnosťou, 79420000 Služby súvisiace s riadením

2.1.2. Miesto plnenia

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

Krajina: Nórsko

2.1.4. Všeobecné informácie

Právny základ:

Smernica 2014/24/EÚ

Anskaffelsesforskriften - The procurement shall be made in accordance with the Public Procurement Act of 17 June 2016 (LOA) and the Public Procurement Regulations (FOA) FOR 2016-08-12-974 parts I and part III (above the EEA threshold). The contract will be awarded in accordance with the open tender contest procedure, cf. FOA § 13-1(1). This means that all interested tenderers can submit tender offers.

2.1.6. Dôvody na vylúčenie

Zdroje dôvodov na vylúčenie: Jednotný európsky dokument pre obstarávanie (JED)

5. Časť

5.1. Časť: LOT-0000

Názov: 2026/28: Framework agreement communication services

Opis: Patentstyret, hereafter called the contracting authority, intends to enter into a framework agreement for communication services, i.a. for strategic consultancy, branding, PR and advertising. Tenderers shall contribute in both the long-term strategy work and the ongoing communication work, and ensure uniform and targeted communication across channels and initiatives. Based on previous years' procurements, the Contracting Authority, without obligations, estimates a value of approx. NOK 6,000,000 during the agreement period, including options. This constitutes the maximum consumption in the framework agreement. The standard contract that is used is SSA-R. See Annex 1 for a more detailed account of what is included in the contract.

Interný identifikátor: 2026/28

5.1.1. Účel

Druh zmluvy: Služby

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5.1.2. Miesto plnenia

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

Krajina: Nórsko

5.1.3. Predpokladané trvanie

Trvanie: 48 Mesiac

5.1.6. Všeobecné informácie

Vyhradená účasť:

Účasť nie je vyhradená.

Je povinné uviesť mená a odbornú kvalifikáciu zamestnancov určených na plnenie zmluvy:

Požiadavka na ponuku

Projekt verejného obstarávania nie je financovaný z prostriedkov EÚ

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

5.1.9. Kritériá výberu

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

Kritérium: Iné ekonomické alebo finančné požiadavky

Popis výberového kritéria: Requirement: Norwegian tenderers must have their tax, employer contributions and VAT payments in order. Documentation: Tax certificate for tax and VAT. The tax certificate must not be more than six (6) months old. Norwegian tenderers who are not VAT obliged must provide confirmation of this from the Norwegian tax authorities.

Kritérium: Registrácia v obchodnom registri

Popis výberového kritéria: Requirement: Tenderers shall document that the company is legally established. Documentation: Norwegian companies: Company Registration Certificate Foreign companies: Proof that the company is registered in a professional registry as determined by the law of the country where the tenderer is established. The certificate must not be more than 12 months old.

Kritérium: Iné ekonomické alebo finančné požiadavky

Popis výberového kritéria: Requirement: Tenderers must have sufficient financial capacity to carry out the assignment/contract. Sufficient finances means credit worthiness.

Documentation: A credit rating based on the most recent financial figures. The rating shall be carried out by a credit rating company with licence to conduct this service. The contracting authority reserves the right to obtain credit rating information independent to the submitted documentation from the tenderer.

Kritérium: Referencie na špecifikované služby

Popis výberového kritéria: Requirement: Tenderers shall have good experience from assignments with a comparable value to this contract. Documentation: Tenderers shall fill in Annex 5 - References. All points in the reference list shall be completed with genuine information. 3 reference assignments shall be completed. The references must not be older than 3 years. The references will be contacted if necessary.

Kritérium: Certifikáty od inštitútov pre kontrolu kvality

Popis výberového kritéria: Requirement: Tenderers shall have a good and well-functioning quality assurance and management system for the services that shall be provided.

Documentation: Description and documentation of the quality assurance system. If a tenderer is certified in accordance with ISO 9001 or equivalent standards, it is sufficient to submit a copy of a valid certificate.

5.1.10. Kritériá na vyhodnotenie ponúk

Kritérium:

Typ: Cena

Názov: Hourly rate

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

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

Číslo kritéria na vyhodnotenie ponúk: 20

Kritérium:

Typ: Kvalita

Názov: Assignment comprehension and solution proposal

Opis: Tenderers shall respond to the relevant points stated in the case assignment. The response shall be a maximum of 2,500 words. The response shall be followed by an oral presentation. The presentation does not exceed 40 minutes. Responses to the case assignment outlined below will be what will be evaluated. Case assignment: From unknown to relevant – building knowledge among Norwegian SMEs Patentstyret is a government entity with an important social mission, but knowledge among our primary target groups is low. Many Norwegian small and medium sized do not know what value intellectual property rights can have for their business – or that the Norwegian Industrial Property Office can help them. We're not in a position where we can buy visibility through big campaigns. We must build knowledge gradually, credible and purposeful. Your assignment: Start from one concrete target group within Norwegian SMEs. Develop a proposal for how the Norwegian Industrial Property Office can increase the knowledge and relevance of this group over the next 12 months. We would like you to describe: • What target group you choose and why • Which barriers and insights form the basis for the approach. • Concrete measures and channels that you recommend • How you will measure effect during and at the end of the period. • How you will work closely with our internal team through the process • Description of an experience project that shows competence and experience within similar types of communication work. The following will be emphasised in the evaluation: • Target group understanding: Ability to identify and prioritise relevant segments within SMB. • Insight based approach: Ability to connect needs and barriers to concrete measures • Accuracy in message: Ability to develop relevant and action-triggering messages • Prioritising ability: Ability to choose measures that give the highest effect and opt out of less relevant measures • Utilisation of own channels: Ability to understand how website, CRM and existing sites can be used efficiently. • Effect focus: Ability to define targets, KPIs and how measures are optimised • Realism and feasibility: Ability to present measures that are credible and feasible within the Norwegian Industrial Property Office's resources and given frameworks in the case response. Presentation: Relevant tenderers who submit a tender will be invited to present their tender to the Customer in connection with the evaluation of the award criteria "assignment comprehension and solution proposal". The case shall be solved and presented by one or several persons offered for the contract. The objective of the presentation is to give the contracting authority better insight into the tenderer's assessment and approach to the assignment. The presentation shall not include new information beyond what is stated in the written reply, as it is this that is the basis for evaluation. The contracting authority can reduce the number of suppliers that are called in for presentation. Such a reduction will, in such cases, be made after an assessment of the award criteria and will not indicate that the tenderer's tender is rejected or rejected. The presentations are planned to be held in weeks 44-45 and held by the Norwegian Industrial Property Office. The exact time of the presentation will be communicated after the tender deadline. The actual presentation shall not exceed 40 minutes.

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

Číslo kritéria na vyhodnotenie ponúk: 50

Kritérium:

Typ: Kvalita

Názov: Competence and experience

Opis: Emphasis will be put on the competence and experience of the resources the tenderer offers for the assignment. Emphasis will be put on this: - Relevant work experience - Relevance of reference projects. - Education CVs shall be completed in accordance with Annex 6 - CV template, be at maximum 3 A4 pages, and include relevant assignments from the last 3 years with a statement of duration.

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

Číslo kritéria na vyhodnotenie ponúk: 20

Kritérium:

Typ: Kvalita

Názov: Transfer of competence

Opis: Emphasis will be put on how the tenderer plans to share knowledge with the Norwegian Industrial Property Office's internal communication team through methodology and concrete measures, as a natural part of the delivery. The aim is that the Norwegian Industrial Property Office through the cooperation builds professional knowledge and competence within communication, and that not valuable competence and insight remains exclusive at the tenderer. The response shall be a maximum of 500 words.

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

Číslo kritéria na vyhodnotenie ponúk: 10

5.1.11. Súťažné podklady

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

Lehota na vyžiadanie doplňujúcich informácií: 20/10/2026 10:00:00 (UTC+00:00)

západoeurópsky čas, GMT

Adresa súťažných podkladov: <https://permalink.mercell.com/289838483.aspx>

5.1.12. Podmienky verejného obstarávania**Podmienky predkladania:**

Elektronické predkladanie: Povinná

Adresa na predkladanie: <https://permalink.mercell.com/289838483.aspx>

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

Elektronický katalóg: Nie je povolená

Varianty: Nie je povolená

Lehota na prijímanie ponúk: 30/10/2026 11:00:00 (UTC+00:00) západoeurópsky čas, GMT

Doba, počas ktorej musí ponuka zostať platná: 3 Mesiace

Informácie o verejnom otváraní ponúk:

Dátum otvorenia: 30/10/2026 11:00:00 (UTC+00:00) západoeurópsky čas, GMT

Podmienky zmluvy:

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

Elektronická fakturácia: Povinná

Bude sa využívať elektronické objednávanie: áno

Bude sa využívať elektronická platba: áno

5.1.15. Techniky**Rámcová dohoda:**

Rámcová dohoda, bez opätovného vyhlásenia súťaže

Maximálny počet účastníkov: 1

Informácie o dynamickom nákupnom systéme:

Žiadny dynamický nákupný systém

5.1.16. Ďalšie informácie, mediácia a preskúmanie

Organizácia pre preskúmanie: Oslo Tingrett

Informácie o lehotách na preskúmanie: Any appeals are to be sent in writing to the contracting authority. The waiting period is 10 days calculated from the day after the award of contract notification has been sent and a contract will be signed at the earliest after the waiting period has expired. Tenderers can also appeal to KOFA (see KOFA.no for the deadlines and terms).

Organizácia poskytujúca ďalšie informácie o postupy preskúmania: Odin Prosjekt AS

8. Organizácie

8.1. ORG-0001

Úradný názov: Patentstyret
Registračné číslo: 971526157
Poštová adresa: Pb. 4863 Nydalen
Mesto: OSLO
PSČ: 0422
Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)
Krajina: Nórsko
Kontaktné miesto: Kristine Isobel Bateman
E-mail: kristine@odinprosjekt.no
Telefón: +47 22387300
Fax: +47 22387301
Internetová adresa: <http://www.patentstyret.no>

Roly tejto organizácie:

Kupujúci

8.1. ORG-0002

Úradný názov: Oslo Tingrett
Registračné číslo: 926725939
Mesto: Oslo
PSČ: 0125
Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)
Krajina: Nórsko

Roly tejto organizácie:

Organizácia pre preskúmanie

8.1. ORG-0003

Úradný názov: Odin Prosjekt AS
Registračné číslo: Odin Prosjekt AS
Oddelenie: Odin Prosjekt AS
Poštová adresa: Sorgenfrigata 6E
Mesto: Oslo
PSČ: 0367
Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)
Krajina: Nórsko

Roly tejto organizácie:

Organizácia poskytujúca ďalšie informácie o postupy preskúmania

Informácie o oznámení

Identifikátor/verzia oznámenia: a6f7ed7c-e3d9-46ec-8869-a1d47a2ac2e6 - 01

Typ formulára: Súťaž

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

Podtyp oznámenia: 16

Dátum odoslania oznámenia: 02/10/2026 11:09:05 (UTC+00:00) západoeurópsky čas, GMT

Dátum odoslania oznámenia (eSender): 02/10/2026 11:12:09 (UTC+00:00) západoeurópsky čas, GMT

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

Číslo uverejnenia oznámenia: 683715-2026
Číslo vydania série S úradného vestníka: 192/2026
Dátum uverejnenia: 05/10/2026