

263418-2026 - Javni razpis

Norveška – Storitve oglaševanja in trženja – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Obvestilo o koncesiji ali naročilu – standardna ureditev
Storitve

1. Kupec

1.1. Kupec

Uradno ime: Entur AS

E-naslov: Martin.Skaarer@entur.org

Dejavnost naročnika: Železniški promet

2. Postopek

2.1. Postopek

Naslov: 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.

Identifikator postopka: 255302bb-84ab-4363-8098-d4e784fc5d5e

Notranji identifikator: 20260006

Vrsta postopka: S pogajanjem, s predhodno objavo javnega razpisa / konkurenčni postopek s pogajanjem

Postopek je pospešen: ne

Glavne značilnosti postopka: See the tender documentation.

2.1.1. Namen

Vrsta javnega naročila: Storitve

Glavna klasifikacijska oznaka (cpv): 79340000 Storitve oglaševanja in trženja

Dodatna klasifikacija (cpv): 79341000 Oglaševalske storitve, 79342000 Storitve trženja

2.1.2. Kraj izvajanja

Poštni naslov: Rådhusgata 5

Mesto: Oslo

Poštna številka: 0151

Podregija države (NUTS): Oslo (NO081)

Država: Norveška

2.1.3. Vrednost

Ocenjena vrednost brez DDV: 90 000 000,00 NOK

Najvišja vrednost okvirnega sporazuma: 90 000 000,00 NOK

2.1.4. Splošne informacije

Pravna podlaga:

Direktiva 2014/25/EU

2.1.6. Razlogi za izključitev

Viri izključitvenih razlogov: Enotni evropski dokument v zvezi z oddajo javnega naročila, Obvestilo, Dokument v zvezi z oddajo naročila

Korupcija: 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.

Goljufije: 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?

Pranje denarja ali financiranje terorizma: 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?

Sodelovanje v hudodelski združbi: 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)

Teroristična kazniva dejanja ali kazniva dejanja, povezana s terorističnimi dejavnostmi: 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.

Delo otrok in druge oblike trgovine z ljudmi: 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).

Kršitev obveznosti na področju okoljskega prava: 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.

Kršitev obveznosti na področju delovnega prava: 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.

Kršitev obveznosti na področju socialnega prava: 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.

Dogovori z drugimi gospodarskimi subjekti z namenom izkrivljanja konkurence: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Huda kršitev poklicnih pravil: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Napačno prikazovanje, prikrivanje informacij, nezmožnost predložitve zahtevane dokumentacije ali pridobivanje zaupnih informacij o tem postopku: 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?

Nasprotje interesov zaradi njegovega sodelovanja v postopku oddaje javnega naročila: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Neposredno ali posredno sodelovanje pri pripravi tega postopka oddaje javnega naročila: 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?

Predčasna odpoved pogodbe, odškodnina ali druge primerljive sankcije: 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?

Kršitev obveznosti, določenih na podlagi izključno nacionalnih razlogov za izključitev: 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.

Kršitev obveznosti v zvezi s plačilom prispevkov za socialno varnost: 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?

Kršitev obveznosti v zvezi s plačilom davkov: 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?

Poslovne dejavnosti so začasno ustavljene: Has the tenderer's business conduct been stopped?

Stečaj: 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.

Dogovor z upniki: 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.

Plačilna nesposobnost: 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.

Sredstva upravlja stečajni upravitelj: 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.

Položaj, ki je v skladu z nacionalno zakonodajo podoben stečaju: 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. Sklop

5.1. Sklop: LOT-0000

Naslov: 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.

Notranji identifikator: 20260006

5.1.1. Namen

Vrsta javnega naročila: Storitve

Glavna klasifikacijska oznaka (cpv): 79340000 Storitve oglaševanja in trženja

Dodatna klasifikacija (cpv): 79341000 Oglaševalske storitve, 79342000 Storitve trženja

5.1.2. Kraj izvajanja

Poštni naslov: Rådhusgata 5

Mesto: Oslo

Poštna številka: 0151

Podregija države (NUTS): Oslo (NO081)

Država: Norveška

5.1.3. Predvideno trajanje

Datum začetka: 06/07/2026

Datum zaključka trajanja: 05/07/2029

5.1.4. Podaljšanje

Največje število podaljšanj: 3

Dodatne informacije o podaljšanju: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Vrednost

Ocenjena vrednost brez DDV: 90 000 000,00 NOK

Najvišja vrednost okvirnega sporazuma: 90 000 000,00 NOK

5.1.6. Splošne informacije

Pridržana udeležba:

Udeležba ni pridržana.

Projekt javnega naročanja se ne financira s sredstvi EU

Javno naročilo je zajeto v Sporazumu o javnih naročilih: ne

To javno naročilo je primerno tudi za mala in srednja podjetja (MSP): da

5.1.9. Merila za izbor

Viri izbirnih kriterijev: Enotni evropski dokument v zvezi z oddajo javnega naročila, Obvestilo, Dokument v zvezi z oddajo naročila

Merilo: Druge ekonomske ali finančne zahteve

Opis merila za izbor: 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.

Merilo: Druge ekonomske ali finančne zahteve

Opis merila za izbor: 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.

Merilo: Druge ekonomske ali finančne zahteve

Opis merila za izbor: 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.

Merila se bodo uporabila za izbiro kandidatov, ki se povabijo k sodelovanju v drugi stopnji postopka

Merilo: Tehniki ali tehnična telesa za nadzor kakovosti

Opis merila za izbor: 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).

Informacija o drugi stopnji dvostopenjskega postopka:

Najmanjše število kandidatov, ki se povabijo k sodelovanju v drugi stopnji postopka: 3
Največje število kandidatov, ki se povabijo k sodelovanju v drugi stopnji postopka: 7
Postopek se bo odvijal v zaporednih stopnjah. Na vsaki stopnji se lahko izločijo nekateri sodelujoči

5.1.10. Merila za oddajo javnega naročila

Merilo:

Vrsta: Cena

Ime: Price

Opis: Price weighted with 40%.

Kategorija merila za oddajo javnega naročila teža: Ponder (točke, točno)

Številka v merilu za oddajo: 40

Merilo:

Vrsta: Kakovost

Ime: Quality

Opis: The quality is weighted by 60%.

Kategorija merila za oddajo javnega naročila teža: Ponder (točke, točno)

Številka v merilu za oddajo: 60

5.1.11. Dokumenti v zvezi z oddajo javnega naročila

Jeziki, v katerih so uradno na voljo dokumenti v zvezi z oddajo javnega naročila: norveščina
Rok za zahtevanje dodatnih informacij: 10/05/2026 22:00:00 (UTC+00:00) Zahodnoevropski čas, GMT

Naslov dokumentov v zvezi z oddajo javnega naročila: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363>

5.1.12. Pogoji javnega naročila

Pogoji postopka:

Predvideni datum pošiljanja povabil k predložitvi ponudb: 22/05/2026

Pogoji za predložitev:

Elektronska predložitev: Obvezno

Naslov za predložitev: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363&GoTo=Tender>

Jeziki, v katerih se lahko oddajo ponudbe ali prijave za sodelovanje: norveščina

Elektronski katalog: Dovoljeno

Variantne ponudbe: Ni dovoljeno

Ponudniki lahko predložijo več kot eno ponudbo: Ni dovoljeno

Rok za prejem prijav za sodelovanje: 19/05/2026 10:00:58 (UTC+00:00) Zahodnoevropski čas, GMT

Informacije, ki se lahko dodajo po roku za predložitev:

Pozneje ni več mogoče predložiti dokumentov.

Pogoji javnega naročila:

Izvajanje javnega naročila je treba zagotoviti v okviru programov zaščitene zaposlovanja: Ne

Pogoji, povezani z izvajanjem javnega naročila: See the tender documentation.

Zahteva se sporazum o nerazkrivanju podatkov: da

Elektronsko izdajanje računov: Obvezno

Uporabljen bo elektronsko naročanje: ne

Uporabljen bo elektronsko plačevanje: da

Finančna ureditev: No special. See the tender documentation.

5.1.15. Tehnike

Okvirni sporazum:

Okvirni sporazum brez ponovnega odpiranja konkurence
Največje število udeležencev: 1
Dodatni kupci: A contract will be signed with one tenderer.
Informacije o dinamičnem nabavnem sistemu:
Ni dinamičnega nabavnega sistema

5.1.16. Dodatne informacije, mediacija in revizija

Organizacija za mediacijo: Oslo tingrett
Organizacija za revizijo: Oslo tingrett
Informacije o rokih za revizijo: 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.
Organizacija, ki daje informacije o splošnem regulativnem okviru glede davkov, ki se uporablja v kraju izvajanja naročila: Oslo tingrett
Organizacija, ki daje informacije o splošnem regulativnem okviru glede varstva okolja, ki se uporablja v kraju izvajanja naročila: Oslo tingrett
Organizacija, ki daje informacije o splošnem regulativnem okviru glede zaščite delovnega mesta in pogojev za delo, ki se uporablja v kraju izvajanja naročila: Oslo tingrett
Organizacija, ki daje na voljo dodatne informacije o postopku za oddajo javnega naročila: Entur AS
Organizacija, ki omogoča nespletni dostop do dokumentov v zvezi z oddajo javnega naročila: Entur AS
Organizacija, ki daje dodatne informacije o revizijskih postopkih: Entur AS
Organizacija, ki prejema prijave za sodelovanje: Entur AS
Organizacija, ki obdeluje ponudbe: Entur AS

8. Organizacije

8.1. ORG-0001

Uradno ime: Entur AS
Registrska številka: 917422575
Služba: Økonomi - Innkjøp
Poštni naslov: Rådhusgata 5
Mesto: Oslo
Poštna številka: 0151
Podregija države (NUTS): Oslo (NO081)
Država: Norveška
Kontaktna točka: Martin Skaarer
E-naslov: Martin.Skaarer@entur.org
Tel.: +47 92260400

Vloge te organizacije:

Kupec
Organizacija, ki daje na voljo dodatne informacije o postopku za oddajo javnega naročila
Organizacija, ki omogoča nespletni dostop do dokumentov v zvezi z oddajo javnega naročila
Organizacija, ki prejema prijave za sodelovanje
Organizacija, ki obdeluje ponudbe
Organizacija, ki daje dodatne informacije o revizijskih postopkih

8.1. ORG-0002

Uradno ime: Oslo tingrett

Registrska številka: 926 725 939
Poštni naslov: Postboks 2106 Vika
Mesto: Oslo
Poštna številka: 0125
Podregija države (NUTS): Oslo (NO081)
Država: Norveška
E-naslov: oslo.tingrett@domstol.no
Tel.: 22 03 52 00
Spletni naslov: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

Vloge te organizacije:

Organizacija za revizijo
Organizacija za mediacijo
Organizacija, ki daje informacije o splošnem regulativnem okviru glede davkov, ki se uporablja v kraju izvajanja naročila
Organizacija, ki daje informacije o splošnem regulativnem okviru glede varstva okolja, ki se uporablja v kraju izvajanja naročila
Organizacija, ki daje informacije o splošnem regulativnem okviru glede zaščite delovnega mesta in pogojev za delo, ki se uporablja v kraju izvajanja naročila

Informacije o obvestilu

Identifikator/različica obvestila: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01
Vrsta obrazca: Javni razpis
Vrsta obvestila: Obvestilo o koncesiji ali naročilu – standardna ureditev
Podvrsta obvestila: 17
Datum pošiljanja obvestila: 16/04/2026 11:48:10 (UTC+00:00) Zahodnoevropski čas, GMT
Datum pošiljanja obvestila (ePošiljatelja): 16/04/2026 12:00:55 (UTC+00:00) Zahodnoevropski čas, GMT
Jeziki, v katerih je uradno dostopno to obvestilo: angleščina
Številka objave obvestila: 263418-2026
Številka izdaje UL S: 75/2026
Datum objave: 17/04/2026