

310254-2026 - Javni razpis

Norveška – Storitve tržnih raziskav – NRK 2026/327 Framework agreement Qualitative analyses
OJ S 87/2026 06/05/2026
Obvestilo o koncesiji ali naročilu – standardna ureditev
Storitve

1. Kupec

1.1. Kupec

Uradno ime: Norsk rikskringkasting AS
E-naslov: eva.solberg@nrk.no
Pravna vrsta kupca: Oseba javnega prava
Dejavnost javnega naročnika: Rekreativna, kultura in vera

2. Postopek

2.1. Postopek

Naslov: NRK 2026/327 Framework agreement Qualitative analyses
Opis: The aim of the procurement is to establish a framework agreement for qualitative insight services, including everything from recruitment to carrying out analyses. The contract shall support NRK's editorial and strategic development through traditional and innovative methods that adapt to a constantly changing media market. The procurement will be made in accordance with the Public Procurement Act dated 17 June 2016 no. 73 (LOA) and the public procurement regulations dated 12 August 2016 no. 974 (FOA) parts I and part III, as well as the provisions in this tender documentation. The contract will be awarded in accordance with the procedure open tender competition. It is emphasised that negotiations will not be allowed. Tenderers must therefore submit their best tender by the tender deadline.
Identifikator postopka: bbefda53-f059-47d1-ac31-0db6e9cee0b9
Notranji identifikator: 2026/327
Vrsta postopka: Odprti postopek
Postopek je pospešen: ne
Glavne značilnosti postopka: NRK plans to enter into framework agreements with up to 4 tenderers divided between two defined categories/sub-contracts: Recruitment means retrieval of relevant participants for in-depth interviews, focus groups or other qualitative methods for talking to people. Content testing and strategic projects: Content testing means showing content NRK has created or develops to the target group for the content. This can be all possible types of content that shall be published on one of NRK's platforms, whether it is a TV series, audio content, news article or other type of content. Strategic projects means projects that deal with NRK's strategy, the brand of NRK or other specific sub-labels that NRK manages, or specific target groups NRK wants to reach or understand better. These projects have in common that they deal with more general problems, concepts or target groups - rather than specific content. Tenderers can submit tenders for one, or both categories. The selected category(s) shall be specified in Annex 1 - Tender Form. See Annex 1-5 Sub-Contract Recruitment and Annex 1-5 Sub-Contract Content Testing and Strategic Projects for further details on the assignment and the stated categories. The contract period is two years from when the contract is signed. The contracting authority has an option to extend the contract on verbatim terms for a further two years, one year at a time. The total contract period can be up to four years. The estimated value of the framework agreement, excluding VAT per category,

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

2.1.1. Namen

Vrsta javnega naročila: Storitve

Glavna klasifikacijska oznaka (cpv): 79310000 Storitve tržnih raziskav

Dodatna klasifikacija (cpv): 79311000 Storitve anketiranja, 79311200 Storitve izvajanja anket, 79311300 Storitve analize anket, 79312000 Storitve testiranja trgov, 79320000 Storitve raziskav javnega mnenja

2.1.2. Kraj izvajanja

Država: Norveška

Kjer koli v določeni državi

2.1.4. Splošne informacije

Pravna podlaga:

Direktiva 2014/24/EU

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

2.1.6. Razlogi za izključitev

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

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? Fraud included in Article 1 of the Convention on protection of the Financial Interests of the European Communities (EFT C 316 of 27.11.1995, p. 48).

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? Money laundering or financing terrorism As defined in Article 1 of the European Parliament and

Council Directive 2005/60/EF of 26 October 2005 on preventive measures against the use of the financial system for money laundering and financing terrorism (EUT L 309 of 25.11.2005, p. 15).

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 connected to terrorist activities by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Acts of terrorism or criminal acts relating to terrorist activity as defined in Article 1 and 3 of the Council's framework decision 2002/475/RIA of 13 June 2002 on combating terrorism (EFT L 164, af 22.6.2002, p. 3). This rejection reason also includes incitement to, participation or attempts to commit such actions as included in Article 4 in the mentioned framework decision.

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: Have the tenderer: a) given grossly incorrect information when notifying the information required to verify that there is no basis for rejection, or of the qualification requirements being met, b) failed to provide such information, c) subject to immediately submitting the supporting documents requested by the

Contracting Authority, ord) improperly affecting the Contracting Authority's decision process to acquire confidential information that could give this an unlawful advantage in connection with competition, or negligently has given misleading information that can have a significant influence on decisions on rejection, selection or award?

Nasprotje interesov zaradi njegovega sodelovanja v postopku oddaje javnega naročila: Are tenderers 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: The contracting authority shall state that in Norway there are national rejection reasons. These shall be described in the procurement documents. Tenderers must respond to whether they are in one or more of the situations described in the national rejection reasons. Will the purely national rejection reasons, as stated in the relevant notice or in the procurement documents, apply?

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 his tax and duty obligations in the country in which he is established, and in the contracting authority's member state, if this is a different country than what he is established in?

Poslovne dejavnosti so začasno ustavljene: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

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 made mandatory in accordance with the current national law without the possibility for exceptions.

Položaj, ki je v skladu z nacionalno zakonodajo podoben stečaju: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

5. Sklop

5.1. Sklop: LOT-0000

Naslov: NRK 2026/327 Framework agreement Qualitative analyses

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

Notranji identifikator: 2026/327

5.1.1. Namen

Vrsta javnega naročila: Storitve

Glavna klasifikacijska oznaka (cpv): 79310000 Storitve tržnih raziskav

Dodatna klasifikacija (cpv): 79311000 Storitve anketiranja, 79311200 Storitve izvajanja anket, 79311300 Storitve analize anket, 79312000 Storitve testiranja trgov, 79320000 Storitve raziskav javnega mnenja

5.1.2. Kraj izvajanja

Država: Norveška

Kjer koli v določeni državi

5.1.3. Predvideno trajanje

Trajanje: 48 Meseci

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): ne

5.1.9. Merila za izbor

Viri izbirnih kriterijev: Dokument v zvezi z oddajo naročila

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: 01/06/2026 10:00:00 (UTC+00:00) Zahodnoevropski čas, GMT

Naslov dokumentov v zvezi z oddajo javnega naročila: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Pogoji javnega naročila

Pogoji za predložitev:

Elektronska predložitev: Obvezno

Naslov za predložitev: <https://permalink.mercell.com/280242115.aspx>

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

Elektronski katalog: Ni dovoljeno

Variantne ponudbe: Ni dovoljeno

Rok za prejem ponudb: 08/06/2026 10:00:00 (UTC+00:00) Zahodnoevropski čas, GMT

Obdobje, v katerem mora ponudba ostati veljavna: 3 Meseci

Informacije o javnem odpiranju:

Datum odprtja: 08/06/2026 10:00:00 (UTC+00:00) Zahodnoevropski čas, GMT

Pogoji javnega naročila:

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

Elektronsko izdajanje računov: Obvezno

Uporabljeno bo elektronsko naročanje: da

Uporabljeno bo elektronsko plačevanje: da

5.1.15. Tehnike

Okvirni sporazum:

Okvirni sporazum brez ponovnega odpiranja konkurence

Največje število udeležencev: 4

Informacije o dinamičnem nabavnem sistemu:

Ni dinamičnega nabavnega sistema

5.1.16. Dodatne informacije, mediacija in revizija

Organizacija za revizijo: Oslo Tingrett

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

Organizacija, ki daje dodatne informacije o revizijskih postopkih: Norsk rikskringkasting AS

8. Organizacije

8.1. ORG-0001

Uradno ime: Norsk rikskringkasting AS

Registrska številka: 976390512

Poštni naslov: Bjørnstjerne Bjørnsons plass 1

Mesto: OSLO

Poštna številka: 0340

Podregija države (NUTS): Oslo (NO081)

Država: Norveška

Kontaktna točka: Konserninnkjøp - NRK AS

E-naslov: eva.solberg@nrk.no

Tel.: +47 23047000

Faks: +47 23048958

Spletni naslov: <http://www.nrk.no/>

Vloge te organizacije:

Kupec

Organizacija, ki daje dodatne informacije o revizijskih postopkih

8.1. ORG-0002

Uradno ime: Oslo Tingrett

Registrska številka: 926 725 939

Mesto: Oslo

Poštna številka: 0125

Podregija države (NUTS): Oslo (NO081)

Država: Norveška

Vloge te organizacije:

Organizacija za revizijo

Informacije o obvestilu

Identifikator/različica obvestila: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Vrsta obrazca: Javni razpis

Vrsta obvestila: Obvestilo o koncesiji ali naročilu – standardna ureditev

Podvrsta obvestila: 16

Datum pošiljanja obvestila: 04/05/2026 14:39:35 (UTC+00:00) Zahodnoevropski čas, GMT

Datum pošiljanja obvestila (ePošiljatelja): 05/05/2026 05:41:11 (UTC+00:00) Zahodnoevropski čas, GMT

Jeziki, v katerih je uradno dostopno to obvestilo: angleščina

Številka objave obvestila: 310254-2026

Številka izdaje UL S: 87/2026

Datum objave: 06/05/2026