

616953-2026 - Javni razpis

Norveška – Storitve oglaševanja in trženja – 2026/695 - Framework agreement Branding, marketing, performance management and mediaevalg (Stage 1 - Qualification phase).

OJ S 173/2026 08/09/2026

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: 2026/695 - Framework agreement Branding, marketing, performance management and mediaevalg (Stage 1 - Qualification phase).

Opis: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and mediaevalg. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Identifikator postopka: abae78ba-b319-4487-8fcf-d61667fedcd6

Notranji identifikator: 2026/695

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

Postopek je pospešen: ne

Glavne značilnosti postopka: The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and mediaevalg, and insight into the commercial market. A framework agreement shall be signed with one tenderer. Please see the attached tender documentation (12 annexes) for complete information on the competition.

2.1.1. Namen

Vrsta javnega naročila: Storitve

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

Dodatna klasifikacija (cpv): 79310000 Storitve tržnih raziskav, 79313000 Storitve revizije poslovanja, 79341200 Storitve upravljanja oglaševanja, 79341400 Storitve oglaševalskih kampanj, 79342000 Storitve trženja, 79400000 Podjetniško in managersko svetovanje ter s tem povezane storitve, 79413000 Storitve svetovanja na področju trženja

2.1.2. Kraj izvajanja

Država: Norveška

2.1.4. Splošne informacije

Pravna podlaga:

Direktiva 2014/24/EU

Anskaffelsesforskriften - The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and mediaevalg, and insight into the commercial market.

2.1.6. Razlogi za izključitev

Viri izključitvenih razlogov: 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, by enforceable judgement 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 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, of 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, or d) 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: 2026/695 - Framework agreement Branding, marketing, performance management and medievallg (Stage 1 - Qualification phase).

Opis: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and medievallg. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Notranji identifikator: 2026/695

5.1.1. Namen

Vrsta javnega naročila: Storitve

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

Dodatna klasifikacija (cpv): 79310000 Storitve tržnih raziskav, 79313000 Storitve revizije poslovanja, 79341200 Storitve upravljanja oglaševanja, 79341400 Storitve oglaševalskih kampanj, 79342000 Storitve trženja, 79400000 Podjetniško in managersko svetovanje ter s tem povezane storitve, 79413000 Storitve svetovanja na področju trženja

5.1.2. Kraj izvajanja

Država: Norveška

Kjer koli v določeni državi

5.1.3. Predvideno trajanje

Trajanje: 60 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

5.1.9. Merila za izbor

Viri izbirnih kriterijev: Obvestilo

Merilo: Tehniki ali tehnična telesa za nadzor kakovosti

Opis merila za izbor: Experience and competence. Description of the most important relevant deliveries in the last three years. Capacity and professional breadth. Overview of the agency's capacity and relevant professional environments and a description of technical systems and tools that are relevant. See the competition description for complete information.

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

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: 3

Postopek se bo odvijal v zaporednih stopnjah. Na vsaki stopnji se lahko izločijo nekateri sodelujoči

Kupec si pridržuje pravico, da javno naročilo odda na podlagi prvotnih ponudb brez dodatnih pogajanj

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

5.1.12. Pogoji javnega naročila

Pogoji za predložitev:

Elektronska predložitev: Obvezno

Naslov za predložitev: <https://permalink.mercell.com/290374920.aspx>

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

Elektronski katalog: Ni dovoljeno

Variantne ponudbe: Ni dovoljeno

Rok za prejem prijav za sodelovanje: 05/10/2026 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

Uporabljen bo elektronsko naročanje: da

Uporabljen bo elektronsko plačevanje: da

5.1.15. Tehnike

Okvirni sporazum:

Okvirni sporazum brez ponovnega odpiranja konkurence

Največje število udeležencev: 1

Obrazložitev trajanja okvirnega sporazuma: Complex procurement that requires deep social understanding, long-term competence transfer, technical integration with NRK's systems and measuring long-term reputational effects. See the procurement documents for a complete account.

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: A petition for a provisional injunction against the contracting authority's decision to reject a request for participation in the competition due to a lack of fulfilment of formal or qualification requirements, cf. point 6 "Qualification Requirements" and point 7 "Requirement for Requests to Participate in a Competition", or not to select a tenderer to submit a tender, cf. point 8 "Selection of Tenderers". shall be submitted at the latest 15 days from the day after the tenderer received the notification of rejection/non-selection. Waiting period: 10 days calculated from the day after notification of selection of supplier will be sent out
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: 984 195 796
Mesto: Oslo
Poštna številka: 0174
Podregija države (NUTS): Oslo (NO081)
Država: Norveška

Vloge te organizacije:

Organizacija za revizijo

Informacije o obvestilu

Identifikator/različica obvestila: d9119870-5eb4-4b48-8585-f0b88f0b219b - 01

Vrsta obrazca: Javni razpis

Vrsta obvestila: Obvestilo o koncesiji ali naročilu – standardna ureditev

Podvrsta obvestila: 16

Datum pošiljanja obvestila: 04/09/2026 13:52:34 (UTC+00:00) Zahodnoevropski čas, GMT

Datum pošiljanja obvestila (ePošiljatelja): 04/09/2026 14:39:12 (UTC+00:00) Zahodnoevropski čas, GMT

Jeziki, v katerih je uradno dostopno to obvestilo: angleščina

Številka objave obvestila: 616953-2026

Številka izdaje UL S: 173/2026

Datum objave: 08/09/2026