

263418-2026 - Konkurrensetsättning

Norge – Reklam och marknadsföring – Framework agreement for media consultancy services and media procurements for Entur.

OJ S 75/2026 17/04/2026

Meddelande om upphandling eller koncession – standardsystem

Tjänster

1. Upphandlare

1.1. Upphandlare

Officiellt namn: Entur AS

E-postadress: Martin.Skaarer@entur.org

Den upphandlande enhetens verksamhet: Järnvägstjänster

2. Förfarande

2.1. Förfarande

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

Beskrivning: 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.

Förfarandets identifierare: 255302bb-84ab-4363-8098-d4e784fc5d5e

Intern identifierare: 20260006

Typ av förfarande: Förhandlat förfarande med föregående meddelande om upphandling/under konkurrens

Förfarandet är påskyndat: nej

Förfarandets viktigaste kännetecken: See the tender documentation.

2.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79340000 Reklam och marknadsföring

Ytterligare klassificering (cpv): 79341000 Reklam, 79342000 Marknadsföring

2.1.2. Leveransplats

Postadress: Rådhusgata 5

Ort: Oslo

Postnummer: 0151

Del av land (NUTS): Oslo (NO081)

Land: Norge

2.1.3. Värde

Beräknat värde exklusive moms: 90 000 000,00 NOK

Högsta värde för ramavtalet: 90 000 000,00 NOK

2.1.4. Allmänna upplysningar

Rättslig grund:

Direktiv 2014/25/EU

2.1.6. Uteslutningsgrunder

Källor till uteslutningsgrunder: Europeiskt enhetligt upphandlingsdokument, Meddelande, Upphandlingsdokument

Korruption: 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.

Bedrägerier: 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?

Penningtvätt eller finansiering av terrorism: 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?

Deltagande i en kriminell organisation: 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)

Terroristbrott eller brott med anknytning till terroristverksamhet: 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.

Barnarbete och andra former av människohandel: 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).

Åsidosättande av skyldigheter enligt miljölagstiftningen: 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.

Åsidosättande av skyldigheter enligt arbetsrätten: 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.

Åsidosättande av skyldigheter enligt sociallagstiftningen: 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.

Avtal med andra ekonomiska aktörer med syfte att snedvrda konkurrensen: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Allvarligt fel i yrkesutövningen: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Har lämnat oriktiga uppgifter, har undanhållit information, kan inte förete de handlingar som krävs eller har tillägnat sig konfidentiell information om förfarandet: 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?

Intressekonflikt på grund av deltagande i upphandlingsförfarandet: Is the tenderer aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Direkt eller indirekt deltagande i förberedelserna av detta upphandlingsförfarande: 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?

Förtida uppsägning, skadestånd eller andra jämförbara sanktioner: 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?

Åsidosättande av skyldigheter som fastställts enligt nationella uteslutningsgrunder: 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.

Åsidosättande av skyldigheten att betala sociala avgifter: 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?

Åsidosättande av skyldigheten att betala skatter: 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?

Avbruten näringsverksamhet: Has the tenderer's business conduct been stopped?

Konkurs: 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.

Ackordsuppgörelse med borgenärer: 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.

Insolvens: 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.

Tvångsförvaltning: 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.

Situation som enligt nationell lagstiftning motsvarar konkurs: 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. Del (anbudsområde)

5.1. Del (anbudsområde): LOT-0000

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

Beskrivning: 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.

Intern identifierare: 20260006

5.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79340000 Reklam och marknadsföring

5.1.2. Leveransplats

Postadress: Rådhusgata 5

Ort: Oslo

Postnummer: 0151

Del av land (NUTS): Oslo (NO081)

Land: Norge

5.1.3. Uppskattad löptid

Startdatum: 06/07/2026

Slutdatum för varaktighet: 05/07/2029

5.1.4. Förlängning

Högst antal förlängningar: 3

Ytterligare information om förlängningar: The framework agreement can be extended for 1+1+1 year. See the attached contract, SSA-R and annexes.

5.1.5. Värde

Beräknat värde exklusive moms: 90 000 000,00 NOK

Högsta värde för ramavtalet: 90 000 000,00 NOK

5.1.6. Allmänna upplysningar

Reserverad upphandling:

Deltagande är inte reserverat.

Upphandlingsprojekt som inte finansieras med EU-medel

Upphandlingen omfattas av Världshandelsorganisationens avtal om offentlig upphandling, GPA : nej

Upphandlingen är också lämplig för små och medelstora företag: ja

5.1.9. Urvalskriterier

Källor till urvalskriterier: Europeiskt enhetligt upphandlingsdokument, Meddelande, Upphandlingsdokument

Kriterium: Andra ekonomiska eller finansiella krav

Beskrivning av urvalskriterium: 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.

Kriterium: Andra ekonomiska eller finansiella krav

Beskrivning av urvalskriterium: 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.

Kriterium: Andra ekonomiska eller finansiella krav

Beskrivning av urvalskriterium: 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.

Kriterierna kommer att användas för att välja anbudssökande som bjuds in att delta i det andra steget i förfarandet

Kriterium: Tekniker eller tekniska organ för kvalitetskontroll

Beskrivning av urvalskriterium: 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).

Information om det andra steget i ett förfarande med två steg:

Minsta antalet anbudssökande som inbjuds att delta i andra steget i förfarandet: 3
Högsta antalet anbudssökande som inbjuds att delta i andra steget i förfarandet: 7
Förfarandet kommer att äga rum i på varandra följande steg. I varje steg kan några deltagare komma att uteslutas

5.1.10. Tilldelningskriterier

Kriterium:

Typ: Pris

Namn: Price

Beskrivning: Price weighted with 40%.

Kategori av tilldelningskriteriet vikt: Viktning (poängtal, exakt)

Sifferangivelse för tilldelningskriterium: 40

Kriterium:

Typ: Kvalitet

Namn: Quality

Beskrivning: The quality is weighted by 60%.

Kategori av tilldelningskriteriet vikt: Viktning (poängtal, exakt)

Sifferangivelse för tilldelningskriterium: 60

5.1.11. Upphandlingsdokument

Språk som upphandlingsdokumenten är officiellt tillgängliga på: norska

Sista dag för att begära kompletterande information: 10/05/2026 22:00:00 (UTC+00:00)

Västeuropeisk tid

Adress till upphandlingsdokumenten: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363>

5.1.12. Upphandlingsvillkor

Villkor för förfarandet:

Beräknat datum för avsändning av inbjudan att lämna anbud: 22/05/2026

Villkor för inlämning:

Elektronisk inlämning: Krävs

Adress för inlämning: <https://tendsign.com/doc.aspx?MeFormsNoticId=89363&GoTo=Tender>

De språk som kan användas i anbuderna eller anbudsansökningarna: norska

Elektronisk katalog: Tillåten

Alternativa anbud: Ej tillåten

Anbudsgivare får lämna in fler än ett anbud: Ej tillåten

Tidsfrist för mottagande av anbudsansökningar: 19/05/2026 10:00:58 (UTC+00:00)

Västeuropeisk tid

Information som kan kompletteras efter det att inlämningsfristen har löpt ut:

Ingen information om leverantören kan kompletteras efter det att inlämningsfristen har löpt ut.

Kontraktsvillkor:

Kontraktet måste genomföras inom ramen för program för skyddad anställning: Nej

Villkor som gäller genomförandet av kontraktet: See the tender documentation.

Sekretessavtal krävs: ja

Elektronisk fakturering: Krävs

Elektronisk beställning kommer att användas: nej

Elektronisk betalning kommer att användas: ja

Ekonomiska arrangemang: No special. See the tender documentation.

5.1.15. Metoder

Ramavtal:

Ramavtal utan förnyad konkurrensutsättning

Högst antal deltagare: 1

Ytterligare köparkategorier: A contract will be signed with one tenderer.

Information om det dynamiska inköpssystemet:

Upphandlingen avser inte ett dynamiskt inköpssystem

5.1.16. Kompletterande information, medling och prövning

Medlingsorganisation: Oslo tingrett

Prövningsorganisation: Oslo tingrett

Information om tidsfrist för prövning: 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.

Organisation som tillhandahåller information om det allmänna regelverk för skatter som ska tillämpas på den plats där kontraktet ska genomföras: Oslo tingrett

Organisation som tillhandahåller information om det allmänna regelverk för miljöskydd som ska tillämpas på den plats där kontraktet ska genomföras: Oslo tingrett

Organisation som tillhandahåller information om det allmänna regelverk för anställningsskydd och arbetsvillkor som ska tillämpas på den plats där kontraktet ska genomföras: Oslo tingrett

Organisation som ger kompletterande information om upphandlingsförfarandet: Entur AS

Organisation som ger offlineåtkomst till upphandlingsdokumenten: Entur AS

Organisation som ger mer information om prövningsförfaranden: Entur AS

Organisation som mottar anbudsansökningar: Entur AS

Organisation som behandlar anbud: Entur AS

8. Organisationer

8.1. ORG-0001

Officiellt namn: Entur AS

Registreringsnummer: 917422575

Avdelning: Økonomi - Innkjøp

Postadress: Rådhusgata 5

Ort: Oslo

Postnummer: 0151

Del av land (NUTS): Oslo (NO081)

Land: Norge

Kontaktpunkt: Martin Skaarer

E-postadress: Martin.Skaarer@entur.org

Tfn: +47 92260400

Den här organisationens roller:

Upphandlare

Organisation som ger kompletterande information om upphandlingsförfarandet

Organisation som ger offlineåtkomst till upphandlingsdokumenten

Organisation som mottar anbudsansökningar

Organisation som behandlar anbud

Organisation som ger mer information om prövningsförfaranden

8.1. ORG-0002

Officiellt namn: Oslo tingrett

Registreringsnummer: 926 725 939

Postadress: Postboks 2106 Vika

Ort: Oslo

Postnummer: 0125

Del av land (NUTS): Oslo (NO081)

Land: Norge

E-postadress: oslo.tingrett@domstol.no

Tfn: 22 03 52 00

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

Den här organisationens roller:

Prövningsorganisation

Medlingsorganisation

Organisation som tillhandahåller information om det allmänna regelverk för skatter som ska tillämpas på den plats där kontraktet ska genomföras

Organisation som tillhandahåller information om det allmänna regelverk för miljöskydd som ska tillämpas på den plats där kontraktet ska genomföras

Organisation som tillhandahåller information om det allmänna regelverk för anställningsskydd och arbetsvillkor som ska tillämpas på den plats där kontraktet ska genomföras

Information om meddelandet

Identifierare/version för meddelandet: 2a689862-8b5b-45b5-b938-dcad914a47e0 - 01

Formulärtyp: Konkurrensutsättning

Meddelandetyp: Meddelande om upphandling eller koncession – standardsystem

Meddelandets undertyp: 17

Avsändningsdatum för meddelandet: 16/04/2026 11:48:10 (UTC+00:00) Västeuropeisk tid

Datum för avsändning av meddelandet (eSender): 16/04/2026 12:00:55 (UTC+00:00)

Västeuropeisk tid

Språk som det här meddelandet finns officiellt tillgängligt på: engelska

Meddelandets publiceringsnummer: 263418-2026

EUT S-nummer: 75/2026

Publiceringsdatum: 17/04/2026