

686203-2026 - Konkurrensetsättning

Norge – Public relations – 2026/28: Framework agreement communication services

OJ S 193/2026 06/10/2026

Meddelande om upphandling eller koncession – standardsystem - Meddelande om ändring
Tjänster

1. Upphandlare

1.1. Upphandlare

Officiellt namn: Patentstyret

E-postadress: kristine@odinprosjekt.no

Köparens rättsliga status: Offentligt företag

Den upphandlande myndighetens verksamhet: Allmän offentlig förvaltning

2. Förfarande

2.1. Förfarande

Titel: 2026/28: Framework agreement communication services

Beskrivning: 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.

Förfarandets identifierare: 993b0508-2f83-44fc-bbdb-beecbfa1e183

Intern identifierare: 2026/28

Typ av förfarande: Öppet

Förfarandet är påskyndat: nej

Förfarandets viktigaste kännetecken: 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. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79416000 Public relations

Ytterligare klassificering (cpv): 79400000 Företags- och managementrådgivning samt tillhörande tjänster, 79413000 Konsulttjänster för marknadsföring, 79416200 Konsulttjänster för public relations, 79420000 Managementtjänster

2.1.2. Leveransplats

Del av land (NUTS): Oslo (NO081)

Land: Norge

2.1.4. Allmänna upplysningar

Rättslig grund:

Direktiv 2014/24/EU

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.

Anskaffelsesforskriften - The procurement is governed by the Public Procurement Act of 17 June 2016 No. 73 (LOA) and the Public Procurement Regulations of 12 August 2016 No. 974 (FOA), Parts I and III (procurements above the EEA threshold values). The contract will be awarded by means of an open procedure, cf. FOA section 13-1 (1). This means that all interested suppliers may submit a tender.

2.1.6. Uteslutningsgrunder

Källor till uteslutningsgrunder: Begäran om europeiskt enhetligt upphandlingsdokument

5. Del (anbudsområde)

5.1. Del (anbudsområde): LOT-0000

Titel: 2026/28: Framework agreement communication services

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Intern identifierare: 2026/28

5.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79416000 Public relations

Ytterligare klassificering (cpv): 79400000 Företags- och managementrådgivning samt tillhörande tjänster, 79413000 Konsulttjänster för marknadsföring, 79416200 Konsulttjänster för public relations, 79420000 Managementtjänster

5.1.2. Leveransplats

Del av land (NUTS): Oslo (NO081)

Land: Norge

5.1.3. Uppskattad löptid

Varaktighet: 48 Månader

5.1.6. Allmänna upplysningar

Reserverad upphandling:

Deltagande är inte reserverat.

Namn på och yrkeskvalifikationer för den personal som ska utföra kontraktet måste anges:
Ska anges i anbudet
Upphandlingsprojekt som inte finansieras med EU-medel
Upphandlingen omfattas av Världshandelsorganisationens avtal om offentlig upphandling, GPA
: ja

5.1.9. Urvalskriterier

Källor till urvalskriterier: Meddelande, Upphandlingsdokument

Kriterium: Andra ekonomiska eller finansiella krav

Beskrivning av urvalskriterium: 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.

Kriterium: Registrering i ett handelsregister

Beskrivning av urvalskriterium: 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.

Kriterium: Andra ekonomiska eller finansiella krav

Beskrivning av urvalskriterium: 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.

Kriterium: Referenser på angivna tjänster

Beskrivning av urvalskriterium: 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.

Kriterium: Certifikat från kvalitetskontrollinstitut

Beskrivning av urvalskriterium: 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. Tilldelningskriterier

Kriterium:

Typ: Pris

Namn: Hourly rate

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

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 20

Kriterium:

Typ: Kvalitet

Namn: Assignment comprehension and solution proposal

Beskrivning: 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.

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 50

Kriterium:

Typ: Kvalitet

Namn: Competence and experience

Beskrivning: 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.

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 20

Kriterium:

Typ: Kvalitet

Namn: Transfer of competence

Beskrivning: 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.

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 10

5.1.11. Upphandlingsdokument

Språk som upphandlingsdokumenten är officiellt tillgängliga på: norska

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

Västeuropeisk tid

Adress till upphandlingsdokumenten: <https://permalink.mercell.com/289838483.aspx>

5.1.12. Upphandlingsvillkor

Villkor för inlämning:

Elektronisk inlämning: Krävs

Adress för inlämning: <https://permalink.mercell.com/289838483.aspx>

De språk som kan användas i anbud eller anbudsansökningarna: norska

Elektronisk katalog: Ej tillåten

Alternativa anbud: Ej tillåten

Tidsfrist för mottagande av anbud: 05/11/2026 11:00:00 (UTC+00:00) Västeuropeisk tid

Varaktighet under vilken anbudet måste förbli giltigt: 3 Månader

Information om offentlig anbudsöppning:

Öppningsdatum: 05/11/2026 11:00:00 (UTC+00:00) Västeuropeisk tid

Kontraktsvillkor:

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

Elektronisk fakturering: Krävs

Elektronisk beställning kommer att användas: ja

Elektronisk betalning kommer att användas: ja

5.1.15. Metoder

Ramavtal:

Ramavtal utan förnyad konkurrensutsättning

Högst antal deltagare: 1

Information om det dynamiska inköpssystemet:

Upphandlingen avser inte ett dynamiskt inköpssystem

5.1.16. Kompletterande information, medling och prövning

Prövningsorganisation: Oslo Tingrett

Information om tidsfrist för prövning: 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). Organisation som ger mer information om prövningsförfaranden: Odin Prosjekt AS

8. Organisationer

8.1. ORG-0001

Officiellt namn: Patentstyret
Registreringsnummer: 971526157
Postadress: Pb. 4863 Nydalen
Ort: OSLO
Postnummer: 0422
Del av land (NUTS): Oslo (NO081)
Land: Norge
Kontaktpunkt: Kristine Isobel Bateman
E-postadress: kristine@odinprosjekt.no
Tfn: +47 22387300
Fax: +47 22387301
Webbadress: <http://www.patentstyret.no>
Den här organisationens roller:
Upphandlare

8.1. ORG-0002

Officiellt namn: Oslo Tingrett
Registreringsnummer: 926725939
Ort: Oslo
Postnummer: 0125
Del av land (NUTS): Oslo (NO081)
Land: Norge
Den här organisationens roller:
Prövningsorganisation

8.1. ORG-0003

Officiellt namn: Odin Prosjekt AS
Registreringsnummer: Odin Prosjekt AS
Avdelning: Odin Prosjekt AS
Postadress: Sorgenfrigata 6E
Ort: Oslo
Postnummer: 0367
Del av land (NUTS): Oslo (NO081)
Land: Norge
Den här organisationens roller:
Organisation som ger mer information om prövningsförfaranden

10. Ändring

Version av det föregående meddelandet som ska ändras: a6f7ed7c-e3d9-46ec-8869-a1d47a2ac2e6-01

Huvudskälet till ändringen: Information uppdaterad

Beskrivning: The deadline for submission of tenders has been extended to 5 November.

Consequently, the deadlines set out in the timetable for this competition will be postponed by approximately the same period. Deadlines stated in Merccell take precedence over those stated in the tender documents.

10.1. Ändring

Identifierare för avsnitt: PROCEDURE

10.1. Ändring

Identifierare för avsnitt: LOT-0000

Information om meddelandet

Identifierare/version för meddelandet: 04d469fa-fb50-4b89-b676-b9c354a7a257 - 01

Formulärtyp: Konkurrensutsättning

Meddelandetyp: Meddelande om upphandling eller koncession – standardsystem

Meddelandets undertyp: 16

Avsändningsdatum för meddelandet: 05/10/2026 09:47:00 (UTC+00:00) Västeuropeisk tid

Datum för avsändning av meddelandet (eSender): 05/10/2026 09:47:07 (UTC+00:00)

Västeuropeisk tid

Språk som det här meddelandet finns officiellt tillgängligt på: engelska

Meddelandets publiceringsnummer: 686203-2026

EUT S-nummer: 193/2026

Publiceringsdatum: 06/10/2026