

101369-2026 - Competition

France – Graphic design services – Conception, déploiement, pilotage et suivi d'une nouvelle édition de campagne « La Construction »

OJ S 30/2026 12/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comité de concertation et de coordination de l'apprentissage du BTP

Email: aristide.toudja@ccca-btp.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Conception, déploiement, pilotage et suivi d'une nouvelle édition de campagne « La Construction »

Description: Le marché a pour objet la conception, le déploiement, le pilotage et le suivi d'une nouvelle édition de la campagne « La Construction », allant de la promotion des métiers et de l'apprentissage BTP au recrutement d'apprentis, en intégrant le dispositif « Boost Apprentissage BTP », avec l'organisation de temps forts dédiés à cette opération d'acquisition digitale

Procedure identifier: b7606321-dfb9-42a0-b82c-d286dbba31c8

Internal identifier: P2026.003

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

Additional classification (cpv): 79822500 Graphic design services

2.1.2. Place of performance

Postal address: 19 rue du Père Corentin

Town: Paris

Postcode: 75014

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.4. General information

Additional information: Garanties environnementales Garanties professionnelles et techniques
Garanties économiques et financières

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Conception, déploiement, pilotage et suivi d'une nouvelle édition de campagne « La Construction »

Description: Le marché a pour objet la conception, le déploiement, le pilotage et le suivi d'une nouvelle édition de la campagne « La Construction », allant de la promotion des métiers et de l'apprentissage BTP au recrutement d'apprentis, en intégrant le dispositif « Boost Apprentissage BTP », avec l'organisation de temps forts dédiés à cette opération d'acquisition digitale

Internal identifier: S-PF-1778657

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

Additional classification (cpv): 79822500 Graphic design services

5.1.2. Place of performance

Postal address: 19 rue du Père Corentin

Town: Paris

Postcode: 75014

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 01/02/2027

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 4

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Approach to reducing environmental impacts: Other

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1778657>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Variants: Allowed

Deadline for receipt of tenders: 13/03/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, with reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal judiciaire de Paris

Organisation providing more information on the review procedures: Tribunal judiciaire de Paris

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: D784C297-ED40-BA14-DC7DC2200134C08F

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: Comité de concertation et de coordination de l'apprentissage du BTP

Registration number: 81709

Postal address: 19 rue du Père Corentin

Town: Paris

Postcode: 75014

Country subdivision (NUTS): Paris (FR101)

Country: France
Contact point: Comité de concertation et de coordination de l'apprentissage du BTP
Email: aristide.toudja@ccca-btp.fr
Telephone: 0140642600
Internet address: <https://www.ccca-btp.fr/>
Buyer profile: <https://www.marches-publics.info/>
Roles of this organisation:
Buyer

8.1. ORG-0003

Official name: Tribunal judiciaire de Paris
Registration number: D784C2B5-CD2E-52FF-F7BEF87C42A499E9
Postal address: 29-45 Avenue de la Porte de Clichy
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: tj-paris@justice.fr
Telephone: 0144325151
Internet address: <https://www.tribunal-de-paris.justice.fr/75>
Roles of this organisation:
Review organisation

8.1. ORG-0004

Official name: Tribunal judiciaire de Paris
Registration number: D784C2C4-AE7C-E018-DB1A01379C9BADB3
Postal address: 29-45 Avenue de la Porte de Clichy
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: tj-paris@justice.fr
Telephone: 0144325151
Internet address: <https://www.tribunal-de-paris.justice.fr/75>
Roles of this organisation:
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 51cedde2-5bfe-4de5-9643-694ee03ef80e - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
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