

115748-2026 - Competition

France – Direct marketing services – QUALIFICATION ET SUIVI DES ENTREPRISES APPLICABLES AUX MARCHÉS DE PRESTATIONS DE MARKETING STRATEGIQUES ET DIGITAL OJ S 34/2026 18/02/2026

Notice on the existence of a qualification system Services

1. Buyer

1.1. Buyer

Official name: Alterna Energie (86)

Email: elisabeth.fraudeau@soregies.fr

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting entity: Production, transport or distribution of gas or heat

2. Procedure

2.1. Procedure

Title: QUALIFICATION ET SUIVI DES ENTREPRISES APPLICABLES AUX MARCHÉS DE PRESTATIONS DE MARKETING STRATEGIQUES ET DIGITAL

Description: cf : dossier de consultation

Procedure identifier: 2871fb12-4fd2-4e26-aa19-318ba512e7bd

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342100 Direct marketing services

2.1.4. General information

Additional information: La procédure est portée par ALTERNA ENERGIE, les prestations pourront être commandées par les entités SOREGIES et ALTERNA ENERGIE auprès des entreprises qualifiées.

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Prestations Marketing stratégique, acquisition digitale et croissance

Description: cf : dossier de consultation

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342100 Direct marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Vienne (FRI34)

Country: France

5.1.3. Estimated duration

Duration: 72 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Procurement Project not financed with EU Funds.

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

Additional information: Le présent système de qualification a une durée de 6 ans soit le 29 février 2032

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-securises.fr>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-securises.fr>

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

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: yes

Electronic payment will be used: no

Financial arrangement: -

5.1.16. Further information, mediation and review

Mediation organisation: TRIBUNAL ADMINISTRATIF DE POITIERS

Review organisation: TRIBUNAL ADMINISTRATIF DE POITIERS

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed: Alterna Energie (86)

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed: Alterna Energie (86)

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: Alterna Energie (86)

Organisation providing additional information about the procurement procedure: Alterna Energie (86)

Organisation providing offline access to the procurement documents: Alterna Energie (86)

Organisation providing more information on the review procedures: TRIBUNAL ADMINISTRATIF DE POITIERS

Organisation receiving requests to participate: Alterna Energie (86)

Organisation processing tenders: Alterna Energie (86)

5.1. Lot: LOT-0002

Title: Prestations de Pricing, structuration d'offres et croissance commerciale

Description: cf : dossier de consultation

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342100 Direct marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Vienne (FRI34)

Country: France

5.1.3. Estimated duration

Duration: 72 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Procurement Project not financed with EU Funds.

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

Additional information: Le présent système de qualification a une durée de 6 ans soit le 29 février 2032

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

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Address of the procurement documents: <https://www.marches-securises.fr>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-securises.fr>

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

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: yes

Electronic payment will be used: no

Financial arrangement: -

5.1.16. Further information, mediation and review

Mediation organisation: TRIBUNAL ADMINISTRATIF DE POITIERS

Review organisation: TRIBUNAL ADMINISTRATIF DE POITIERS

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed: Alterna Energie (86)

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed: Alterna Energie (86)

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: Alterna Energie (86)

Organisation providing additional information about the procurement procedure: Alterna Energie (86)

Organisation providing offline access to the procurement documents: Alterna Energie (86)

Organisation providing more information on the review procedures: TRIBUNAL ADMINISTRATIF DE POITIERS

Organisation receiving requests to participate: Alterna Energie (86)

Organisation processing tenders: Alterna Energie (86)

8. Organisations

8.1. ORG-0001

Official name: Alterna Energie (86)

Registration number: 48333915600034

Department: Service Achats

Postal address: 78 avenue Jacques coeur CS 10000

Town: Poitiers

Postcode: 86068

Country subdivision (NUTS): Vienne (FRI34)

Country: France

Email: elisabeth.fraudeau@soregies.fr

Telephone: +33 549605458

Internet address: <https://www.marches-securises.fr>

Information exchange endpoint (URL): <http://www.soregies.fr>

Buyer profile: <https://www.marches-securises.fr>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed

8.1. ORG-0003

Official name: TRIBUNAL ADMINISTRATIF DE POITIERS

Registration number: 17860004500029

Postal address: 15 RUE DE BLOSSAC

Town: Poitiers

Postcode: 86000

Country subdivision (NUTS): Vienne (FRI34)

Country: France

Email: greffe.ta-poitiers@juradm.fr

Telephone: +33 549607919

Internet address: <http://poitiers.tribunal-administratif.fr/>

Information exchange endpoint (URL): <https://www.marches-securises.fr>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

Notice information

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