

160018-2026 - Competition

France – Hardware consultancy services – Production de contenus numériques relatifs aux sites Internet .gouv.fr et de produits numériques, comprenant des prestations de conception et design, de développement et de référencement naturel (SEO).

OJ S 47/2026 09/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Service d'information du gouvernement

Email: sig-marches@pm.gouv.fr

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Production de contenus numériques relatifs aux sites Internet .gouv.fr et de produits numériques, comprenant des prestations de conception et design, de développement et de référencement naturel (SEO).

Description: Le présent accord-cadre a pour objet la production de contenus numériques relatifs aux sites Internet .gouv.fr et de produits numériques, comprenant des prestations de conception et design, de développement et de référencement naturel (SEO).

Procedure identifier: 7374076e-2628-4070-9a82-8661b53d7328

Internal identifier: Prod_SIG_2025_06

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Appel d'offres ouvert

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72100000 Hardware consultancy services

2.1.2. Place of performance

Town: Paris

Postcode: 75

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Sans objet

Applicable cross-border law: Sans objet

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Conception & design de sites internet et de produits numériques

Description: Conception design de sites internet et de produits numériques

Internal identifier: Lot 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72266000 Software consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 5 065 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scénario de commande Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Description: Critère 1 : Prix 40 points

Criterion:

Type: Quality

Name: Sous-critère 2-1 : Qualité et qualification de l'équipe, références professionnelles (10 points) ; Sous-critère 2-2 : Organisation & Méthodologie de travail (15 points) et Sous-critère 2-3 : Réponses aux attentes spécifiques du lot (35 points)

Description: Critère 2 : Valeur technique 60 points

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: French

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 20/04/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

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, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: Service d'information du gouvernement

5.1. Lot: LOT-0002

Title: Développement et maintenance évolutives de sites internet et de produits numériques

Description: Développement et maintenance évolutives de sites internet et de produits numériques

Internal identifier: Lot 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72246000 Systems consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 6 205 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scenario de commande Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Description: Critère 1 : Prix 40 points

Criterion:

Type: Quality

Name: Sous-critère 2-1 : Qualité et qualification de l'équipe, références professionnelles (10 points), Sous-critère 2-2 : Organisation & Méthodologie de travail (15 points) et Sous-critère 2-3 : Réponses aux attentes spécifiques du lot (35 points)

Description: Critère 1 : Valeur technique 60 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 20/04/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

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, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: Service d'information du gouvernement

5.1. Lot: LOT-0003

Title: Référencement naturel (SEO) de sites internet et produits numériques

Description: Référencement naturel (SEO) de sites internet et produits numériques

Internal identifier: Lot 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 365 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scenario de commande Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats

Description: Critère 1 : Prix 40 points

Criterion:

Type: Quality

Name: Sous-critère 2-1 : Qualité et qualification de l'équipe, références professionnelles (10 points), Sous-critère 2-2 : Organisation & Méthodologie de travail (15 points) et Sous-critère 2-3 : Réponses aux attentes spécifiques du lot (35 points)

Description: Critère 2 : Valeur technique 60 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 20/04/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

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, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: Service d'information du gouvernement

8. Organisations

8.1. ORG-0001

Official name: Service d'information du gouvernement

Registration number: 11000201100044

Department: 75

Postal address: 20 avenue de Ségur

Town: Paris

Postcode: 75005

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Pôle achat - budget

Email: sig-marches@pm.gouv.fr

Telephone: 0142755456

Internet address: <https://www.info.gouv.fr/organisation/service-d-information-du-gouvernement-sig>

Buyer profile: <https://www.marches-publics.gouv.fr/entreprise>

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Tribunal Administratif de Paris

Registration number: 17750005500013

Department: 75

Postal address: 7 rue de Jouy

Town: Paris

Postcode: 75004

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: greffe.ta-paris@juradm.fr

Telephone: 01 44 59 44 00

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: cffbc581-8812-423d-a0e4-8d3a28f4053c - 01

Form type: Competition

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