

234392-2026 - Competition

Switzerland – Education and training services – **Référencement Prestataires Formations digitales**
OJ S 67/2026 07/04/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Service achats de l'IMAD

Email: Achats@imad-ge.ch

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Référencement Prestataires Formations digitales

Description: Ce présent appel d'offres lancé par le campus vise à référencer des prestataires (au maximum 2 par lot) capables d'accompagner IMAD sur toute la chaîne de valeur de la formation digitale – de la stratégie à l'optimisation en passant par la conception, la production et le déploiement de solutions innovantes et mesurables. Les soumissionnaires peuvent librement répondre à un ou plusieurs lots, en fonction de leur valeur ajoutée. Les différents lots mis au concours sont les suivants : · Lot 1 : définit le cadre stratégique global. : applique ce cadre au pilotage des projets. conçoit (spécifie) les dispositifs, produit et intègre les modules e-learning. · Lot 2 : produit les dispositifs pédagogiques avancés (simulation/serious game) lorsque justifié. · Lot 3 : produit les contenus audiovisuels et les assets motions. · Lot 4 : produit designs graphiques et UI Learning

Procedure identifier: 85e1d333-2bcf-40fc-9485-8c9da312ab4c

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 4

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 4

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Conseil stratégie globale Digital Learning (Macro) - Pilotage de projet digital learning - Ingénierie pédagogique & Learning Experience Design & Production e-learning & intégration LMS

Description: · Accompagner le campus IMAD à la définition, la formalisation et la mise à jour de sa trajectoire Digital Learning à horizon 2030. · Appliquer la stratégie globale à des projets spécifiques et assurer un pilotage de ces projets. · Conception et production de produits et de ressources digital learning. Concevoir, produire et livrer des dispositifs pédagogiques digitaux complets, robustes, accessibles et compatibles LMS, incluant : La conception pédagogique et UX learning ; La production de modules e-learning interactifs ; L'intégration technique dans le LMS Saba Cloud ; La documentation, la maintenance initiale et la gestion de versions.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

5.1.2. Place of performance

Town: Grand-Lancy

Postcode: 1212

Country subdivision (NUTS): Genève (CH013)

Country: Switzerland

5.1.3. Estimated duration

Duration: 1 095 Days

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: 12 mois supplémentaires après accord client

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

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: Quality

Description: Critères d'adjudication

Description of the method to be used if weighting cannot be expressed by criteria: Les critères d'adjudication sont définis dans les documents.

5.1.11. Procurement documents

Access to certain procurement documents is restricted

Information about restricted documents is available at: <https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpudWxsLCJwcm9qZWNoZW90SWQ>

Ad hoc communication channel:

Name: Simap.ch

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Allowed

Address for submission: [https://www.simap.ch/fr/redirect?](https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoichJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpuZDwxsLjCjwcm9qZWNO0SWQ)

[context=eyJwYWdlIjoichJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpuZDwxsLjCjwcm9qZWNO0SWQ](https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoichJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpuZDwxsLjCjwcm9qZWNO0SWQ)

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 13/05/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 365 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Conditions relating to the performance of the contract: Plus d'informations dans la publication officielle sur simap.ch

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: Plus d'informations dans la publication officielle sur simap.ch

5.1.15. Techniques**Framework agreement:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif fédéral

Information about review deadlines: Voies de droit Le présent appel d'offres peut faire l'objet d'un recours auprès de la Chambre administrative de la Cour de justice, 10 rue Saint-Léger, case postale 1956, 1211 Genève 1, dans les dix jours dès sa publication. Le recours doit être signé, se référer au présent appel d'offres, contenir les conclusions dûment motivées avec indication des moyens de preuve.

Organisation providing additional information about the procurement procedure: Service achats de l'IMAD

5.1. Lot: LOT-0002

Title: Médias pédagogiques avancés (simulation, serious-games, scénarios complexes)

Description: Concevoir et produire des dispositifs pédagogiques avancés lorsque la complexité métier et les objectifs d'apprentissage ou les compétences visées (prise de décision, raisonnement clinique, gestion de situations sensibles, coordination, analyse de risques le justifient. Ce lot est activé uniquement si la pertinence pédagogique est démontrée dans la demande spécifique (Lot 2) et validée par le Campus IMAD.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

5.1.2. Place of performance

Town: Grand-Lancy
Postcode: 1212
Country subdivision (NUTS): Genève (CH013)
Country: Switzerland

5.1.3. Estimated duration

Duration: 1 095 Days

5.1.4. Renewal

Maximum renewals: 1
Other information about renewals: 12 mois supplémentaires après accord client

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

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: Quality

Description: Critères d'adjudication

Description of the method to be used if weighting cannot be expressed by criteria: Les critères d'adjudication sont définis dans les documents.

5.1.11. Procurement documents

Access to certain procurement documents is restricted

Information about restricted documents is available at: <https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUiOm51bGwslm9yZ0kljpdWxsLCJwcm9qZWNO0SWQ>

Ad hoc communication channel:

Name: Simap.ch

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUiOm51bGwslm9yZ0kljpdWxsLCJwcm9qZWNO0SWQ>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 13/05/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 365 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known
Conditions relating to the performance of the contract: Plus d'informations dans la publication officielle sur simap.ch
Electronic invoicing: Required
Electronic ordering will be used: no
Electronic payment will be used: yes
Financial arrangement: Plus d'informations dans la publication officielle sur simap.ch

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif fédéral

Information about review deadlines: Voies de droit Le présent appel d'offres peut faire l'objet d'un recours auprès de la Chambre administrative de la Cour de justice, 10 rue Saint-Léger, case postale 1956, 1211 Genève 1, dans les dix jours dès sa publication. Le recours doit être signé, se référer au présent appel d'offres, contenir les conclusions dûment motivées avec indication des moyens de preuve.

Organisation providing additional information about the procurement procedure: Service achats de l'IMAD

5.1. Lot: LOT-0003

Title: Production audiovisuelle pédagogique

Description: Produire des contenus audiovisuels pédagogiques de haute qualité, adaptés aux objectifs d'apprentissage et cohérents avec l'identité du Campus IMAD. Ce lot couvre exclusivement la production vidéo, audio et motion design.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

5.1.2. Place of performance

Town: Grand-Lancy

Postcode: 1212

Country subdivision (NUTS): Genève (CH013)

Country: Switzerland

5.1.3. Estimated duration

Duration: 1 094 Days

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: 12 mois supplémentaires après accord client

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

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: Quality

Description: Critères d'adjudication

Description of the method to be used if weighting cannot be expressed by criteria: Les critères d'adjudication sont définis dans les documents.

5.1.11. Procurement documents

Access to certain procurement documents is restricted

Information about restricted documents is available at: <https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpudWxsLlCJwcm9qZWN0SWQ>

Ad hoc communication channel:

Name: Simap.ch

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpudWxsLlCJwcm9qZWN0SWQ>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 13/05/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 365 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Conditions relating to the performance of the contract: Plus d'informations dans la publication officielle sur simap.ch

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: Plus d'informations dans la publication officielle sur simap.ch

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif fédéral

Information about review deadlines: Voies de droit Le présent appel d'offres peut faire l'objet d'un recours auprès de la Chambre administrative de la Cour de justice, 10 rue Saint-Léger,

case postale 1956, 1211 Genève 1, dans les dix jours dès sa publication. Le recours doit être signé, se référer au présent appel d'offres, contenir les conclusions dûment motivées avec indication des moyens de preuve.

Organisation providing additional information about the procurement procedure: Service achats de l'IMAD

5.1. Lot: LOT-0004

Title: Design graphique & UI learning

Description: Concevoir et produire les éléments graphiques et UI nécessaires aux dispositifs de formation digitale, en cohérence avec la charte Campus IMAD et les standards UX learning définis dans les autres lots. Ce lot couvre exclusivement la création graphique, l'illustration, l'UI learning et les assets réutilisables.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80000000 Education and training services

5.1.2. Place of performance

Town: Grand-Lancy

Postcode: 1212

Country subdivision (NUTS): Genève (CH013)

Country: Switzerland

5.1.3. Estimated duration

Duration: 1 092 Days

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: 12 mois supplémentaires après accord client

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

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: Quality

Description: Critères d'adjudication

Description of the method to be used if weighting cannot be expressed by criteria: Les critères d'adjudication sont définis dans les documents.

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[context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpudWxsLCJwcm9qZWNO0SWQ](https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpudWxsLCJwcm9qZWNO0SWQ)

Ad hoc communication channel:

Name: Simap.ch

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.simap.ch/fr/redirect?context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUiOm51bGwslm9yZ0lkIjpudWxsLjCJwcm9qZWN0SWQ>

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

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Variants: Not allowed

Tenderers may submit more than one tender: Allowed

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Duration during which the tender must remain valid: 365 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Conditions relating to the performance of the contract: Plus d'informations dans la publication officielle sur simap.ch

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: Plus d'informations dans la publication officielle sur simap.ch

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif fédéral

Information about review deadlines: Voies de droit Le présent appel d'offres peut faire l'objet d'un recours auprès de la Chambre administrative de la Cour de justice, 10 rue Saint-Léger, case postale 1956, 1211 Genève 1, dans les dix jours dès sa publication. Le recours doit être signé, se référer au présent appel d'offres, contenir les conclusions dûment motivées avec indication des moyens de preuve.

Organisation providing additional information about the procurement procedure: Service achats de l'IMAD

8. Organisations

8.1. ORG-0001

Official name: Service achats de l'IMAD

Registration number: 1c8e1d1a-d427-4c54-a69c-3c9318602cbe

Postal address: IMAD, Esplanade de Pont-Rouge 5

Town: Grand-Lancy 1

Postcode: 1212

Country subdivision (NUTS): Genève (CH013)

Country: Switzerland

Email: Achats@imad-ge.ch

Telephone: +41224202000

Internet address: <https://imad-ge.ch>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Tribunal administratif fédéral

Registration number: BVGER

Postal address: Postfach

Town: St. Gallen

Postcode: 9023

Country subdivision (NUTS): St. Gallen (CH055)

Country: Switzerland

Email: info@bvger.admin.ch

Telephone: +41584652626

Internet address: <https://www.bvger.ch>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Simap.ch

Registration number: CH001

Postal address: Holzikofenweg 36

Town: Bern

Postcode: 3003

Country subdivision (NUTS): Bern / Berne (CH021)

Country: Switzerland

Email: support@simap.ch

Telephone: +41584646388

Internet address: <https://www.simap.ch>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 9867454e-5be1-4c72-a80a-001b3039230f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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OJ S issue number: 67/2026

Publication date: 07/04/2026