

242110-2026 - Result

France – Advertising management services – Mise à disposition, entretien, maintenance et exploitation de mobiliers urbains publicitaires et non publicitaires

OJ S 69/2026 09/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ville de Saint-Cloud

Email: juridique@saintcloud.fr

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mise à disposition, entretien, maintenance et exploitation de mobiliers urbains publicitaires et non publicitaires

Description: Mise à disposition, entretien, maintenance et exploitation de mobiliers urbains publicitaires et non publicitaires

Procedure identifier: d71f6473-fe6a-4714-8dda-a061f3005441

Previous notice: 06b0e922-42e8-4cd7-bdfa-fbb2542d6bb8-02

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 45233293 Installation of street furniture, 34928400 Urban furniture

2.1.2. Place of performance

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

Additional information: Cette consultation est lancée après déclaration sans suite (en date du 22/09/25) pour des raisons spécifiques ne résultant pas de l'infructuosité de la procédure initiale (avis publié au Parisien n°25196 du 27/08/25).

2.1.4. General information

Legal basis:

Directive 2014/23/EU

5. Lot

5.1. Lot: LOT-0001

Title: Mise à disposition, entretien, maintenance et exploitation de mobiliers urbains publicitaires et non publicitaires

Description: Énoncée au contrat de concession valant cahier des charges

Internal identifier: LOT UNIQUE

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 45233293 Installation of street furniture, 34928400 Urban furniture

5.1.2. Place of performance

Town: Saint-Cloud

Postcode: 92210

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

5.1.3. Estimated duration

Duration: 15 Years

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Price

Description: Valeur financière : Cohérence et pertinence du compte d'exploitation prévisionnel et de celle de la redevance (15 pts) et Cohérence et pertinence de la grille des tarifs (15 pts)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Valeur technique: Adéquation des moyens humains et techniques avec les conditions d'exécution du service (10 pts); Qualité des mobiliers urbains et de leur implantation (seulement pour les publicitaires) (30 pts); Adaptation de la méthodologie et des délais de mise en oeuvre (10 pts); Qualité du service (10 pts); Impact environnemental des mobiliers urbains (10 pts);

Category of award weight criterion: Weight (points, exact)

Award criterion number: 70

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal administratif de Cergy-Pontoise

Review organisation: Tribunal administratif de Cergy-Pontoise

Organisation providing additional information about the procurement procedure: Ville de Saint-Cloud

Organisation providing offline access to the procurement documents: Ville de Saint-Cloud

Organisation providing more information on the review procedures: Tribunal administratif de Cergy-Pontoise

6. Results

Value of all contracts awarded in this notice: 10 000 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: JC DECAUX France - Direction régionale Ile de France nord

Tender:

Tender identifier: OFFRE JC DECAUX France - Direction régionale Ile de France nord

Identifier of lot or group of lots: LOT-0001

Value of the tender: 10 000 000,00 EUR

Contract information:

Identifier of the contract: CONTRAT JC DECAUX France - Direction régionale Ile de France nord

Date of the conclusion of the contract: 27/02/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: Ville de Saint-Cloud

Registration number: 21920064900016

Postal address: 13 Place Charles de Gaulle

Town: Saint-Cloud

Postcode: 92210

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

Email: juridique@saintcloud.fr

Telephone: +33147715476

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Tribunal administratif de Cergy-Pontoise

Registration number: 17950702500015

Postal address: 2/4, boulevard de l'Hautil

Town: Cergy-Ponsoise

Postcode: 95000

Country subdivision (NUTS): Val-de-Marne (FR107)

Country: France

Email: greffe.ta-cergy-pontoise@juradm.fr

Telephone: +33130173400

Fax: +33130173459

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

8.1. ORG-0003

Official name: JC DECAUX France - Direction régionale Ile de France nord

Size of the economic operator: Large

Registration number: 622 044 501 00139

Postal address: 17, rue Soyer

Town: Neuilly-sur-Seine Cedex

Postcode: 92523

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 05fb9fa6-b37b-4a0a-aedb-2255fb1a3e70 - 01

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