

272426-2026 - Competition

France – Market research services – 2026-0419 REALISATION D'UN BAROMETRE ANNUEL D'IMAGE AUPRES DES DECIDEURS

OJ S 77/2026 21/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Inria

Email: sam@inria.fr

Legal type of the buyer: Central government authority

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: 2026-0419 REALISATION D'UN BAROMETRE ANNUEL D'IMAGE AUPRES DES DECIDEURS

Description: REALISATION D'UN BAROMETRE ANNUEL D'IMAGE AUPRES DES DECIDEURS

Procedure identifier: 3b1fbb7d-39d2-4260-a1c5-624bfef6ae34

Internal identifier: 2026-0419

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

2.1.2. Place of performance

Country subdivision (NUTS): Yvelines (FR103)

Country: France

2.1.3. Value

Estimated value excluding VAT: 200 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Sans objet

Applicable cross-border law: Sans objet

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: 2026-0419 REALISATION D'UN BAROMETRE ANNUEL D'IMAGE AUPRES DES DECIDEURS

Description: REALISATION D'UN BAROMETRE ANNUEL D'IMAGE AUPRES DES DECIDEURS

Internal identifier: 2026-0419

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

5.1.2. Place of performance

Town: le chesnay

Postcode: 78153

Country subdivision (NUTS): Yvelines (FR103)

Country: France

Additional information: Plus d'informations dans le DCE

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 200 000,00 EUR

Maximum value of the framework agreement: 250 000,00 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

Additional information: 1) Type et forme de marché: le marché prend la forme d'un accord cadre à bons de commande, mono attributaire. Compte tenu de ses caractéristiques, la présente consultation est passée sous la forme d'une procédure avec négociation en application des articles L.2124-3 – R.2124-3 et R.2142-15 à R.2142-18 du code de la commande publique. Le présent marché est à prix unitaires conformément au BPU et au DQE joint à l'accord cadre. 2) Le montant: Le montant total maximum de commandes est estimée de 250 000 Euros HT toutes reconductions comprises . 3) Durée : 12 mois à compter de sa date de notification et reconductible tacitement trois fois par périodes de 12 mois chacune. La durée totale du marché, périodes de reconduction comprises, ne saurait excéder 48 mois. 4) Critère de sélection: Valeur technique (50%) ; Prix (40%); Performance environnementale (10%) « valeur technique » : tout candidat dont la note au critère « valeur technique » sera inférieure à 50/100 verra son offre éliminée de l'analyse. 5) Négociation: A l'issue d'un premier examen des offres, l'Inria se réserve la possibilité de négocier avec les trois candidats les mieux classés. Toutefois, en application de l'article R2123-5 du Code de la Commande Publique, Inria se réserve la possibilité d'attribuer le marché sans négociations.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Le prix sur 40 points

Description: L'examen du critère se fera au regard du montant total sur 4 ans du DQE HT complété par le candidat.

5.1.11. Procurement documents

Deadline for requesting additional information: 29/04/2026 20:00:00 (UTC+00:00) Western European Time, GMT

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

Ad hoc communication channel:

Name: PLACE

URL: <https://www.marches-publics.gouv.fr/?page=entreprise.EntrepriseHome>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/?page=entrepriseHome>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 22/05/2026 17:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Terms of contract:

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

Conditions relating to the performance of the contract: plus d'informations dans le DCE

Electronic invoicing: Not allowed

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: 1 000

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Inria

Review organisation: tribunal administratif de versailles

Information about review deadlines: Plus d'informations dans le DCE

Organisation providing additional information about the procurement procedure: Inria

Organisation providing offline access to the procurement documents: Inria

Organisation providing more information on the review procedures: Inria

Organisation receiving requests to participate: Inria

Organisation processing tenders: Inria

8. Organisations

8.1. ORG-0001

Official name: Inria

Registration number: 18008904700013
Department: services achats marchés
Postal address: domaine du voluceau
Town: le chesnay
Postcode: 78153
Country subdivision (NUTS): Yvelines (FR103)
Country: France
Contact point: service achats marchés
Email: sam@inria.fr
Telephone: 0139635438
Internet address: <http://www.Inria.fr>
Information exchange endpoint (URL): <https://www.marches-publics.gouv.fr/?page=entreprise.EntrepriseHome>
Buyer profile: <https://www.marches-publics.gouv.fr/?page=entreprise.EntrepriseHome>

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 more information on the review procedures
Mediation organisation

8.1. ORG-0002

Official name: tribunal administratif de versailles
Registration number: 18008904700013
Postal address: domaine du voluceau
Town: Versailles
Postcode: 78011
Country subdivision (NUTS): Yvelines (FR103)
Country: France
Contact point: tribunal administratif de versailles
Email: greffe.ta-versailles@juradm.fr
Telephone: 0139205400
Internet address: <https://versailles.tribunal-administratif.fr/>
Information exchange endpoint (URL): <https://versailles.tribunal-administraif.fr/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 3b2b4270-9071-40d0-9c6f-3e6909b23cc0 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 20/04/2026 12:22:46 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: French
Notice publication number: 272426-2026
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