

279826-2026 - Competition

France – Advertising campaign services – Prestations d’accompagnement pour la CAMPAGNE DE RECRUTEMENT ET D’ATTRACTIVITE AUPRES DES JEUNES SUR LES FORMATIONS INGENIEURS AGRO

OJ S 79/2026 23/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: AGROPARISTECH

Email: istelite.moreirafernandes@agroparistech.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Prestations d’accompagnement pour la CAMPAGNE DE RECRUTEMENT ET D’ATTRACTIVITE AUPRES DES JEUNES SUR LES FORMATIONS INGENIEURS AGRO

Description: Ce marché vise à concevoir, exécuter et évaluer une campagne d’attractivité de recrutement et d’information auprès des jeunes, des prescripteurs de l’orientation et des leaders d’opinions sur les formations ingénieurs agro des établissements d’enseignement supérieur publics et des établissements privés supérieurs privés d’intérêt général (EESPIG). Il s’agit d’un programme d’attractivité multi-par

Procedure identifier: 5c11ad46-c160-4c04-ba49-c5f0482ee6e9

Internal identifier: 26CP02

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79313000 Performance review services

2.1.2. Place of performance

Country: France

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 1 355 000,00 EUR

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: Campagne d'attractivité et de recrutement au niveau national, à destination des enfants et des étudiants, des parents d'élèves, des enseignants et prescripteurs de l'orientation avec une déclinaison régionale

Description: Ce lot vise à conquérir l'attention et convaincre les cibles de devenir ingénieur agro, et in fine, d'augmenter la taille du vivier de recrutement des écoles et le nombre de diplômés à recruter par le monde économique. En renouvelant les imaginaires associés à l'ingénierie agronomique, en dépassant l'imaginaire de la ferme mais sans la renier, cette campagne permettra de renforcer l'attractivité des formations publiques/privées et des métiers exercés par les ingénieurs agro, auprès des jeunes publics et des talents en devenir. Les ingénieurs agro doivent être positionnées comme une réponse concrète aux enjeux contemporains et futurs, en montrant le rôle central de ces professionnels dans la transformation des systèmes agricoles, alimentaires, environnementaux et territoriaux.

Internal identifier: 26CP02

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Quantity: 1 125 000

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 10/07/2026

Duration: 3 Years

5.1.5. Value

Estimated value excluding VAT: 225 000,00 EUR

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: Tender requirement

Procurement Project fully or partially financed with EU Funds.

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

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

5.1.7. Strategic procurement

The procurement falls within the scope of the European Parliament and Council 2009/33/EC (Clean Vehicles Directive – CVD)

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: 40%

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

Award criterion number: 100

Category of award fixed criterion: Fixed value (total)

Award criterion number: 100

5.1.11. Procurement documents

Deadline for requesting additional information: 02/06/2026 00:00:00 (UTC+00:00) Western European Time, GMT

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

Ad hoc communication channel:

Name: PLACE

URL: <https://www.marches-publics.gouv.fr/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

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

Electronic catalogue: Allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 09/06/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Information about public opening:

Opening date: 09/06/2026 11:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

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

A non-disclosure agreement is required: yes

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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

Mediation organisation: AGROPARISTECH

Review organisation: Tribunal Administratif

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

Web address of tax legislation: <https://www.agroparistech.fr/>

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

Web address of environmental legislation: <https://www.agroparistech.fr/>

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: AGROPARISTECH

Web address of employment legislation: <https://www.agroparistech.fr/>

Organisation providing additional information about the procurement procedure: AGROPARISTECH

Organisation providing offline access to the procurement documents: AGROPARISTECH

Organisation providing more information on the review procedures: Tribunal Administratif

Organisation receiving requests to participate: AGROPARISTECH

Organisation processing tenders: AGROPARISTECH

5.1. Lot: LOT-0002

Title: Relations publiques et relation presse

Description: Ce lot devra concevoir un plaidoyer pour appuyer, dans une logique d'ambassadorial, les actions locales d'Avenir-Agro sur le terrain avec des arguments forts, pour relayer également notre sujet auprès de la presse et des leaders d'opinion sans oublier les acteurs publics et professionnels.

Internal identifier: Lot 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Quantity: 0

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 10/07/2026

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 150 000,00 EUR

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: Tender requirement

Procurement Project fully or partially financed with EU Funds.

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

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: 40%

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

Award criterion number: 100

Category of award fixed criterion: Fixed value (total)

Award criterion number: 100

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: French

Languages in which the procurement documents (or their parts) are unofficially available: French

Deadline for requesting additional information: 02/06/2026 00:00:00 (UTC+00:00) Western European Time, GMT

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

Ad hoc communication channel:

Name: PLACE

URL: <https://www.marches-publics.gouv.fr/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

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: 09/06/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Information about public opening:

Opening date: 09/06/2026 11:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

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

A non-disclosure agreement is required: yes

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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

Mediation organisation: AGROPARISTECH

Review organisation: Tribunal Administratif

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

Web address of tax legislation: <https://www.agroparistech.fr/>

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

Web address of environmental legislation: <https://www.agroparistech.fr/>

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: AGROPARISTECH

Web address of employment legislation: <https://www.agroparistech.fr/>

Organisation providing additional information about the procurement procedure: AGROPARISTECH

Organisation providing offline access to the procurement documents: AGROPARISTECH

Organisation providing more information on the review procedures: Tribunal Administratif

Organisation receiving requests to participate: AGROPARISTECH

Organisation processing tenders: AGROPARISTECH

5.1. Lot: LOT-0003

Title: Evaluation – baromètre d'image

Description: L'objectif est d'évaluer l'impact de la campagne d'attractivité et l'efficacité du dispositif pour faire progresser l'image des ingénieurs agro.

Internal identifier: Lot 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79300000 Market and economic research; polling and statistics

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 10/07/2026

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 80 000,00 EUR

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: Tender requirement

Procurement Project fully or partially financed with EU Funds.

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

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

5.1.7. Strategic procurement

Approach to reducing environmental impacts: Other
Green Procurement Criteria: No Green Public Procurement criteria
Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: 40%

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

Award criterion number: 100

Category of award fixed criterion: Fixed value (total)

Award criterion number: 1

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: French

Deadline for requesting additional information: 02/06/2026 00:00:00 (UTC+00:00) Western European Time, GMT

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

Ad hoc communication channel:

Name: PLACE

URL: <https://www.marches-publics.gouv.fr>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

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: Not allowed

Deadline for receipt of tenders: 09/06/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Information about public opening:

Opening date: 09/06/2026 11:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

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

A non-disclosure agreement is required: yes

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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

Mediation organisation: AGROPARISTECH

Review organisation: Tribunal Administratif

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

Web address of tax legislation: <https://www.agroparistech.fr>

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

Web address of environmental legislation: <https://www.agroparistech.fr>

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: AGROPARISTECH

Web address of employment legislation: <https://www.agroparistech.fr>

Organisation providing additional information about the procurement procedure: AGROPARISTECH

Organisation providing offline access to the procurement documents: AGROPARISTECH

Organisation providing more information on the review procedures: AGROPARISTECH

Organisation receiving requests to participate: AGROPARISTECH

Organisation processing tenders: AGROPARISTECH

8. Organisations

8.1. ORG-0001

Official name: AGROPARISTECH

Registration number: 13000285000043

Department: AGROPARISTECH

Town: PALAISEAU

Postcode: 91120

Country subdivision (NUTS): Essonne (FR104)

Country: France

Contact point: Istelite Moreira

Email: istelite.moreirafernandes@agroparistech.fr

Telephone: 0189100040

Internet address: <https://www.agroparistech.fr>

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

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

Roles of this organisation:

Buyer

TED eSender

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

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-0002**

Official name: Tribunal Administratif

Registration number: 177 800 059 00012

Department: Versailles

Town: Versailles

Postcode: 78000

Country subdivision (NUTS): Yvelines (FR103)

Country: France

Telephone: 01 39 20 54 00

Internet address: <https://versailles.tribunal-administratif.fr/>

Information exchange endpoint (URL): <https://versailles.tribunal-administratif.fr/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: a8b529b9-ade4-49f7-b292-cadee8bc07f0 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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