

303968-2026 - Competition

France – Advertising and marketing services – Mandat d'achat d'espaces publicitaires

OJ S 85/2026 04/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: EPPDCSI - UNIVERSCIENCE Etablissement public à caractère industriel et commercial créé par décret interministériel du 3 décembre 2009

Email: Christine.KAUFFMANN@universcience.fr

Legal type of the buyer: Central government authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Mandat d'achat d'espaces publicitaires

Description: Accord-cadre mono-attributaire non-alloté, donnant lieu à l'émission de bons de commandes, en application des articles R. 2112-6, 1°, R. 2162-1, R. 2162-4 2° et R. 2162-13 à R. 2162-14 du code de la commande publique. Procédure d'appel d'offres ouvert en application des articles L.2124-2 et R.2124-2 1° du code de la commande publique. L'accord-cadre sur sa durée totale est conclu : - Pas de montant minimum - Un montant maximum sur la durée totale de l'accord-cadre fixé à 7 000 000 euro(s) HT

Procedure identifier: 735af806-394e-4eb1-9fec-44849f5c9e1e

Internal identifier: 26FS-DDPC-19610-O

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400

Advertising campaign services

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Mandat d'achat d'espaces publicitaires

Description: Accord-cadre mono-attributaire non-alloté, donnant lieu à l'émission de bons de commandes, en application des articles R. 2112-6, 1°, R. 2162-1, R. 2162-4 2° et R. 2162-13

à R. 2162-14 du code de la commande publique. Procédure d'appel d'offres ouvert en application des articles L.2124-2 et R.2124-2 1° du code de la commande publique. L'accord-cadre sur sa durée totale est conclu : - Pas de montant minimum - Un montant maximum sur la durée totale de l'accord-cadre fixé à 7 000 000 euro(s) HT
Internal identifier: S-PF-1815520

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341400 Advertising campaign services

5.1.3. Estimated duration

Start date: 01/08/2026

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: La durée de l'accord-cadre est de 1 (un) an à compter de sa date de notification. Il pourra être renouvelé tacitement 3 (trois) fois 1 (un) an sans que sa durée totale, reconduction comprise, ne puisse excéder 4 (quatre) ans. Le Titulaire ne peut refuser la reconduction

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 required

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

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1815520>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=demat.termes&IDM=1815520>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 08/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 09/06/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Cite Des Sciences

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: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Paris

Information about review deadlines: Tribunal administratif de Paris 7 rue de Jouy 75181 Paris cedex 04

Organisation providing additional information about the procurement procedure: EPPDCSI-UNIVERSCIENCE

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: ACD28898-DFF9-EA15-F974F31DEBED2785

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: EPPDCSI - UNIVERSCIENCE Etablissement public à caractère industriel et commercial créé par décret interministériel du 3 décembre 2009

Registration number: 13630

Postal address: Avenue Franklin D. Roosevelt

Town: Paris

Postcode: 75008

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: EPPDCSI

Email: Christine.KAUFFMANN@universcience.fr

Telephone: 0140058070

Internet address: <http://www.universcience.fr/fr/accueil>

Buyer profile: <http://www.universcience.fr/fr/accueil>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: EPPDCSI- UNIVERSCIENCE

Registration number: ACD288BE-A6FF-B0D2-9C8CE6EF4FC03762

Postal address: Batiment Méliès/ Daja 30 avenue corentin Cariou

Town: Paris

Postcode: 75019

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Mme Stéphanie Zahn

Email: stephanie.zahn@universcience.fr

Telephone: 0140058065

Fax: 0140058497

Roles of this organisation:

Organisation providing additional information about the procurement procedure

8.1. ORG-0004

Official name: Tribunal administratif de Paris

Registration number: ACD288CE-A484-B0EA-53765CCE1304B436

Postal address: 7 rue de Jouy

Town: Paris

Postcode: 75181

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: greffe.ta-paris@juradm.fr

Telephone: 0144594400

Fax: 0144594646

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 8adb92ad-4129-4e71-b88f-4ea9ae357a5e - 01

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Notice type: Contract or concession notice – standard regime

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