

311781-2026 - Competition

France – Training-film and video-tape production – PRESTATIONS DE PRODUCTION DE CONTENUS VIDEOS, AUDIOS ET MOTION DESIGN A DES FINS PEDAGOGIQUES, COMMERCIALES ET DE COMMUNICATION POUR KEDGE BS

OJ S 87/2026 06/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: KEDGE BUSINESS SCHOOL

Email: pole.achats@kedgebs.com

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: PRESTATIONS DE PRODUCTION DE CONTENUS VIDEOS, AUDIOS ET MOTION DESIGN A DES FINS PEDAGOGIQUES, COMMERCIALES ET DE COMMUNICATION POUR KEDGE BS

Description: Dans le cadre de la digitalisation de ses enseignements et de ses modes de diffusion, KEDGE BS a la nécessité d'assurer tout ou partie de la production de contenus vidéos et/ou audios en collaboration avec les parties prenantes dédiés à ces missions. Les principaux « départements clients » sont : - La Direction des Programmes et la Faculté - La Direction Recrutement, Marketing et Communication - La Direction Solutions Entreprises (B2B) - La Direction Générale Dans ce cadre, KEDGE BS est à la recherche de prestataires qui répondent aux enjeux suivants : - Réactivité : maintenir des délais d'exécution courts en prenant en compte les aller / retours inhérent à la finalisation des projets. - Technicité et expertise en accord avec les tendances du marché et les modes de consommation digitaux de contenu - Force de proposition et innovation Dans le cadre de ses activités KEDGE BS collabore avec différents prestataires. Les titulaires des présents lots pourront être amenés à collaborer avec ces prestataires notamment sur les périmètres suivants : - Conseil en communication - Marketing digital - Événementiel - Site web - Contenus pédagogiques

Procedure identifier: 098d1e11-2b7e-45fa-92b7-15295a9126bb

Internal identifier: Productions videos, audios et motion design

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111100 Training-film and video-tape production

Additional classification (cpv): 92111220 Advertising video-tape production, 92111260

Information video-tape production, 92111320 Entertainment video-tape production

2.1.3. Value

Estimated value excluding VAT: 420 000,00 EUR

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: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Prestations de production de vidéos pédagogiques

Description: Conception et réalisation de contenus audiovisuels dédiés à l'apprentissage (e-learning, tutoriels, captations)

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111100 Training-film and video-tape production

Additional classification (cpv): 92111100 Training-film and video-tape production, 92111220

Advertising video-tape production, 92111260 Information video-tape production, 92111320

Entertainment video-tape production

5.1.3. Estimated duration

Start date: 13/07/2026

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 180 000,00 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

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=1814221>

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/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1814221>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 05/06/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 05/06/2026 18:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Bordeaux

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: L'exécution du marché est soumise aux conditions de propriété intellectuelle et de confidentialité définies dans le dossier de consultation (cf CCME)

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 judiciaire de Bordeaux

Organisation providing more information on the review procedures: Tribunal judiciaire de Bordeaux

5.1. Lot: LOT-0002

Title: Prestations de production de vidéos de communication

Description: Création de contenus promotionnels, institutionnels et événementiels (brand content, réseaux sociaux, motion design)

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111100 Training-film and video-tape production

Additional classification (cpv): 92111260 Information video-tape production, 92111220

Advertising video-tape production, 92111260 Information video-tape production, 92111320

Entertainment video-tape production

5.1.3. Estimated duration

Start date: 13/07/2026

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 240 000,00 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

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/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1814221>

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/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1814221>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 05/06/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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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 judiciaire de Bordeaux

Organisation providing more information on the review procedures: Tribunal judiciaire de Bordeaux

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: 7F1EE293-B577-0D33-831721119A8B7383

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: KEDGE BUSINESS SCHOOL

Registration number: 53161

Postal address: 680 Cours de la Libération

Town: Talence

Postcode: 33405

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Contact point: Beurnier Jean-Daniel

Email: pole.achats@kedgebs.com

Telephone: 0556845555

Internet address: <http://www.kedge.edu>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Tribunal judiciaire de Bordeaux

Registration number: 7F1EE2D8-9369-AE8C-49291384A8586742

Postal address: 30 rue des Frères Bonie

Town: Bordeaux

Postcode: 33000

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Email: tj-bordeaux@justice.fr

Telephone: 0547339000

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: Tribunal judiciaire de Bordeaux

Registration number: 7F1EE301-08A8-1DFF-89943D6F70C4369F

Postal address: 30 rue des Frères Bonie

Town: Bordeaux

Postcode: 33000

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Email: tj-bordeaux@justice.fr

Telephone: 0547339000

Roles of this organisation:

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: a737f5da-e94a-4a20-9064-14e48cc2236c - 01

Form type: Competition

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Notice subtype: 16

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