

368340-2026 - Competition

France – Evaluation consultancy services – Prestations de conseils et d'actions de communication pour le compte de la direction de la communication du CNFPT

OJ S 102/2026 29/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: CNFPT - Direction de l'achat public

Email: achat.public@cnfpt.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Prestations de conseils et d'actions de communication pour le compte de la direction de la communication du CNFPT

Description: Il s'agit d'un marché de conseil en communication, de conception et de réalisation de supports de communication, d'achat d'espaces publicitaires et de réalisation du magazine interne du CNFPT

Procedure identifier: 9ec0ce5f-2840-44e2-bb65-dd98cca289f7

Internal identifier: ACH26005

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79419000 Evaluation consultancy services

Additional classification (cpv): 79341100 Advertising consultancy services, 79970000

Publishing services

2.1.2. Place of performance

Postal address: Cnfpt Direction de la communication 80 rue de reuilly

Town: Paris cedex 12

Postcode: 75012

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 2 400 000,00 EUR

2.1.4. General information

Additional information: Le candidat individuel, ou chaque membre du groupement, ne doit pas entrer dans l'un des cas d'exclusion de la procédure de passation prévus par le code de la commande publique. L'ensemble du dossier de consultation peut être obtenu gratuitement par téléchargement sur le profil acheteur <https://cnfpt.marches-publics.info/>. Page d'aide :

<https://www.marches-publics.info/pratique-assistance.htm#pbm>, n° d'assistance : 0892 14 00 04 et adresse mail : Support-entreprises@Aws-France.com. Les personnes téléchargeant le Dce sont invitées à s'identifier au moyen d'adresses mail valides afin d'être tenues informées d'éventuelles modifications ou réponses aux questions qui pourraient être diffusées en cours de consultation. Les recours ouverts aux candidats sont les suivants : référé précontractuel avant la signature du contrat (articles L.551-1 à 12 Cja) ; référé contractuel après la signature du contrat, dans les 31 jours qui suivent la publication de l'avis d'attribution du contrat, ou, à défaut d'un tel avis, dans les 6 mois qui suivent la date de conclusion de celui-ci (dans les conditions décrites aux articles L.551-13 à 23 Cja) ; recours en contestation de validité du contrat « Tarn-et-Garonne » dans un délai de 2 mois à compter des mesures de publicité appropriées. Les recours doivent être adressés au tribunal territorialement compétent est fixé conformément aux dispositions de l'article R. 312-11 du code de justice administrative, soit, sauf exception prévue à cet article, celui dans le ressort duquel se trouve le lieu prévu pour l'exécution du contrat. Site internet : www.conseil-etat.fr/tribunaux-cours/la-carte-des-juridictions-administratives ou liste Les coordonnées du tribunal sont disponibles sur le site du Conseil d'Etat

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: Lot n°1

Description: Il s'agit d'un marché de conseil en communication, de conception et de réalisation de supports de communication et d'achat d'espaces publicitaires

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79419000 Evaluation consultancy services

Additional classification (cpv): 79419000 Evaluation consultancy services, 79341100

Advertising consultancy services, 79970000 Publishing services

Options:

Description of the options: Reconductions

5.1.2. Place of performance

Postal address: Cnft Direction de la communication 80 rue de reuilly

Town: Paris cedex 12

Postcode: 75012

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 04/04/2027

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Le contrat est reconduit de manière tacite pour trois (3) périodes supplémentaires d'un an chacune

5.1.5. Value

Estimated value excluding VAT: 1 600 000,00 EUR

5.1.6. General information

This is a recurrent procurement

Description: 2031

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 not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

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=1826585>

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=1826585>

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: 08/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 7 Months

Information about public opening:

Opening date: 08/07/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Paris

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

Organisation providing more information on the review procedures: Tribunal administratif de Paris

5.1. Lot: LOT-0002

Title: Lot n°2

Description: Il s'agit d'un marché de réalisation du magazine interne du CNFPT

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79419000 Evaluation consultancy services

Additional classification (cpv): 79970000 Publishing services, 79341100 Advertising consultancy services, 79970000 Publishing services

Options:

Description of the options: Reconductions

5.1.2. Place of performance

Postal address: Cnfpt Direction de la communication 80 rue de reuilly

Town: Paris cedex 12

Postcode: 75012

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 04/04/2027

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Le contrat est reconduit de manière tacite pour trois (3) périodes supplémentaires d'un an chacune

5.1.5. Value

Estimated value excluding VAT: 800 000,00 EUR

5.1.6. General information

This is a recurrent procurement

Description: 2031

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 not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

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=1826585>

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=1826585>

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: 08/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 7 Months

Information about public opening:

Opening date: 08/07/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Paris

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

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes
Registration number: 1F92AF09-96CA-8674-124408E99595BBF2
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: CNFPT - Direction de l'achat public
Registration number: 67034
Postal address: 80 rue de Reuilly Cs 41232
Town: Paris
Postcode: 75578
Country subdivision (NUTS): Paris (FR101)
Country: France
Contact point: MEHADDI Belkacem
Email: achat.public@cnfpt.fr
Telephone: 0155274400
Internet address: <http://www.cnfpt.fr>
Buyer profile: <https://cnfpt.marches-publics.info/>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Tribunal administratif de Paris
Registration number: 1F92AF48-CD37-3373-B75E22CAC8F18A9D
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
Internet address: <http://paris.tribunal-administratif.fr/>

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: Tribunal administratif de Paris
Registration number: 1F92AFB1-DB8F-3F45-8472E66F3CF9BAAD

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

Roles of this organisation:

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: d7acc593-be65-41e3-81ec-33e0a6533338 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 27/05/2026 15:10:18 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 368340-2026
OJ S issue number: 102/2026
Publication date: 29/05/2026