

379926-2026 - Competition

France – Advertising and marketing services – Prestations de street marketing pour la Région Auvergne Rhône Alpes
OJ S 105/2026 03/06/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Région Auvergne Rhône Alpes
Email: contactmarche@auvergnerhonealpes.fr
Legal type of the buyer: Regional authority
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Prestations de street marketing pour la Région Auvergne Rhône Alpes
Description: Prestations de street marketing pour la Région Auvergne Rhône Alpes
Procedure identifier: d8c68bd0-7826-4978-9a9d-ea6d6fb3f831
Internal identifier: DAF_2026_000135
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

2.1.2. Place of performance

Town: Région Auvergne Rhône Alpes
Country subdivision (NUTS): Rhône (FRK26)
Country: France
Additional information: 2 000 000 Euros HT pour la durée totale du marché, soit 500 000 Euros HT par année d'exécution.

2.1.3. Value

Estimated value excluding VAT: 0,00 EUR
Maximum value of the framework agreement: 2 000 000,00 EUR

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-0001

Title: DAF_2026_000135
Description: Prestations de street marketing
Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Postal address: 101 cours Charlemagne
Town: Région Auvergne Rhône Alpes
Postcode: 69269
Country subdivision (NUTS): Rhône (FRK26)
Country: France

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 0,00 EUR
Maximum value of the framework agreement: 2 000 000,00 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

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

Additional information: Durée : 12 mois renouvelable 3 fois pour la même durée, soit un accord-cadre d'une durée maximum de 48 mois.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: Critère Prix

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Organisation, méthodologie et qualité d'exécution

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Cas pratique

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Performances environnementales
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: <https://marchespublics.auvergnerhonealpes.eu>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://marchespublics.auvergnerhonealpes.eu>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 09/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

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: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal administratif de Lyon

Review organisation: Tribunal administratif de Lyon

Information about review deadlines: Référé précontractuel : avant la signature du marché (article L.551-1 du code de justice administrative). Référé suspension : avant la signature du marché (article L.521-1 du code de justice administrative). Référé contractuel : après la signature du marché (article L.551-13 du code de justice administrative). Recours en contestation de la validité du contrat dans un délai de deux mois à compter de la publication de l'avis de publicité de la conclusion du contrat. Cet avis prendra la forme d'un avis d'attribution et sera publié sur le site Internet de l'acheteur et le cas échéant sur les mêmes supports que l'avis d'appel public à la concurrence. Recours pour excès de pouvoir contre la déclaration de sans suite dans un délai de deux mois à compter de la notification de cette décision au candidat.

Organisation providing additional information about the procurement procedure: Région Auvergne Rhône Alpes

Organisation providing offline access to the procurement documents: Région Auvergne Rhône Alpes

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

8. Organisations

8.1. ORG-0001

Official name: Région Auvergne Rhône Alpes

Registration number: 20005376700014

Department: COM

Postal address: 101 cours Charlemagne

Town: Lyon cedex 2

Postcode: 69269

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Contact point: Contact Marché

Email: contactmarche@auvergnerhonealpes.fr

Telephone: 0426733700

Information exchange endpoint (URL): <https://marchespublics.auvergnerhonealpes.eu>

Buyer profile: <https://marchespublics.auvergnerhonealpes.eu>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Tribunal administratif de Lyon

Registration number: 17690005800015

Postal address: 184 rue Duguesclin

Town: Lyon

Postcode: 69003

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Email: greffe.ta-lyon@juradm.fr

Telephone: +3487635000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

Notice information

Notice identifier/version: fd9cef47-6612-4d52-a42b-35b7befdbc5c - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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