

404853-2026 - Competition

France – Advertising campaign services – Diffusion de supports de communication

OJ S 112/2026 12/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Métropole européenne de Lille

Email: CPA-Cabinet@lillemetropole.fr

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Diffusion de supports de communication

Description: Diffusion de supports de communication.

Procedure identifier: dffc1c08-6594-4d25-b7aa-ce74a1092d82

Internal identifier: 26CA04

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

2.1.2. Place of performance

Country subdivision (NUTS): Nord (FRE11)

Country: France

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: Distribution de main à main

Description: Distribution des outils de promotion de la MEL de la main à la main permet de toucher directement la cible dans des lieux stratégiques et/ou pendant des événements sur le territoire de la MEL.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Nord (FRE11)

Country: France

5.1.3. Estimated duration

Other duration: Unknown

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://marchespublics596280.fr/entreprise/consultation/584514?orgAcronyme=5C371>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://marchespublics596280.fr/entreprise/consultation/584514?orgAcronyme=5C371>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 15/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 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: 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 Lille

Information about review deadlines: voir documents de la consultation

Organisation providing additional information about the procurement procedure: Métropole européenne de Lille

Organisation providing offline access to the procurement documents: Métropole européenne de Lille

Organisation receiving requests to participate: Métropole européenne de Lille

Organisation processing tenders: Métropole européenne de Lille

5.1. Lot: LOT-0002

Title: Diffusion sur points de dépôts

Description: Distribution par des dépôts ciblés sur des sites de la Métropole ou hors Métropole. Le titulaire du marché peut être amené à procéder à trois types de dépôt : sur réseau avec présentoir, sur réseau sans présentoir, sur zone géographique.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Nord (FRE11)

Country: France

5.1.3. Estimated duration

Other duration: Unknown

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://marchespublics596280.fr/entreprise/consultation/584514?orgAcronyme=5C371>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://marchespublics596280.fr/entreprise/consultation/584514?orgAcronyme=5C371>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 15/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 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: 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 Lille

Information about review deadlines: voir documents de la consultation

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Organisation receiving requests to participate: Métropole européenne de Lille

Organisation processing tenders: Métropole européenne de Lille

8. Organisations

8.1. ORG-0001

Official name: Métropole européenne de Lille

Registration number: 20009320100081

Postal address: 2 boulevard des Cités Unies – CS 70043

Town: Lille

Postcode: 59040

Country subdivision (NUTS): Nord (FRE11)

Country: France

Contact point: Cabinet du Président

Email: CPA-Cabinet@lillemetropole.fr

Telephone: +33 320212223

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

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1. **ORG-0002**

Official name: Tribunal administratif de Lille

Registration number: 17590003400026

Postal address: 5 rue Geoffroy Saint Hilaire, CS 62039

Town: Lille

Postcode: 59014

Country subdivision (NUTS): Nord (FRE11)

Country: France

Internet address: <http://lille.tribunal-administratif.fr/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 31a08258-5eff-4976-83d8-41b2e230ee60 - 01

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