

448914-2026 - Competition

France – Advertising services – Mise à disposition, installation, entretien, maintenance et exploitation de mobiliers urbains publicitaires et d’affichage pour la Ville de Dunkerque et le réseau de de transport de la Communauté urbaine de Dunkerque

OJ S 123/2026 30/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Communauté Urbaine de Dunkerque

Email: commandepublique@tud.fr

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mise à disposition, installation, entretien, maintenance et exploitation de mobiliers urbains publicitaires et d’affichage pour la Ville de Dunkerque et le réseau de de transport de la Communauté urbaine de Dunkerque

Description: Mise à disposition, installation, entretien, maintenance et exploitation de mobiliers urbains publicitaires et d’affichage pour la Ville de Dunkerque et le réseau de de transport de la Communauté urbaine de Dunkerque

Procedure identifier: 2096e0f1-2352-4197-b3b8-5283f5450f5f

Internal identifier: 2026_CONCESSION_MUP

Main features of the procedure: Le contrat envisagé est une concession de service au sens qui lui est donné par l’article L.1121-1 du code de la commande publique. Il a pour objet de déterminer les conditions dans lesquelles le Concédant confie au Concessionnaire la mise à disposition, l’installation, l’entretien, la maintenance et l’exploitation de mobiliers urbains publicitaires, dans le cadre d’une occupation temporaire du domaine public, sur l’ensemble du territoire de la Communauté Urbaine de Dunkerque (s’agissant exclusivement des abribus) et sur le territoire de la Ville de Dunkerque (s’agissant exclusivement des panneaux d’affichage publicitaire et des panneaux d’affichage libre). Pendant toute la durée du contrat, le concédant accorde au concessionnaire le droit d’exploiter publicitairement les mobiliers urbains installés sur leur domaine public en contrepartie de leurs mises à dispositions à titre gracieux et du versement d’une redevance.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Town: DUNKERQUE

Postcode: 59140

Country subdivision (NUTS): Nord (FRE11)

Country: France

Additional information: Durée de la concession fixée à 18 ans

2.1.3. Value

Estimated value excluding VAT: 60 000 000,00 EUR

2.1.4. General information

Legal basis:

Other

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law:

Bankruptcy:

Corruption:

Arrangement with creditors:

Participation in a criminal organisation:

Agreements with other economic operators aimed at distorting competition:

Breaching of obligations in the fields of environmental law:

Money laundering or terrorist financing:

Fraud:

Child labour and including other forms of trafficking in human beings:

Insolvency:

Breaching of obligations in the fields of labour law:

Assets being administered by liquidator:

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure:

Conflict of interest due to its participation in the procurement procedure:

Direct or indirect involvement in the preparation of this procurement procedure:

Early termination, damages, or other comparable sanctions:

Breaching of obligations in the fields of social law:

Business activities are suspended:

Terrorist offences or offences linked to terrorist activities:

5. Lot

5.1. Lot: LOT-0001

Title: Mobiliers urbains publicitaires et d'affichage pour la Ville de Dunkerque et le réseau de de transport de la Communauté urbaine de Dunkerque

Description: Mise à disposition, installation, entretien, maintenance et exploitation de mobiliers urbains publicitaires et d'affichage pour la Ville de Dunkerque et le réseau de de transport de la Communauté urbaine de Dunkerque

Internal identifier: 2026_CONCESSION_MUP

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Town: DUNKERQUE

Postcode: 59140

Country subdivision (NUTS): Nord (FRE11)

Country: France

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2045

5.1.5. Value

Estimated value excluding VAT: 60 000 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: CRITERE D'ATTRIBUTION

Description: Les sous-critères du critère "QUALITE FINANCIERE DE L'OFFRE" sont identifiés dans le règlement de la consultation.

Criterion:

Type: Quality

Name: CRITERE D'ATTRIBUTION

Description: Les sous-critères du critère "QUALITE D'EXPLOITATION" sont définis dans le règlement de la consultation.

Criterion:

Type: Quality

Name: CRITERE D'ATTRIBUTION

Description: CRITERE "DEVELOPPEMENT DURABLE"

Description of the method to be used if weighting cannot be expressed by criteria: Se référer au règlement de la consultation

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-securises.fr>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 18/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.16. Further information, mediation and review

Mediation organisation: Communauté Urbaine de Dunkerque

Review organisation: Tribunal administratif de Lille

Information about review deadlines: Se référer au règlement de la consultation

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed: Communauté Urbaine de Dunkerque

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed: Communauté Urbaine de Dunkerque

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: Communauté Urbaine de Dunkerque

Organisation providing additional information about the procurement procedure: Communauté Urbaine de Dunkerque

Organisation providing offline access to the procurement documents: Communauté Urbaine de Dunkerque

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

Organisation processing tenders: Communauté Urbaine de Dunkerque

8. Organisations

8.1. ORG-0001

Official name: Communauté Urbaine de Dunkerque

Registration number: 24590042800013

Postal address: Pertuis de la Marine BP 85530

Town: Dunkerque

Postcode: 59386

Country subdivision (NUTS): Nord (FRE11)

Country: France

Email: [commandepublique@cud.fr](mailto:commandepublique@ cud.fr)

Telephone: +33 328627060

Internet address: <https://www.marches-securises.fr>

Information exchange endpoint (URL): <http://www.communaute-urbaine-dunkerque.fr>

Buyer profile: <https://www.marches-securises.fr>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation processing tenders

Mediation organisation

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed

8.1. ORG-0003

Official name: Tribunal administratif de Lille

Registration number: 17590003400026

Postal address: 5 RUE GEOFFROY SAINT HILAIRE

Town: LILLE
Postcode: 59000
Country subdivision (NUTS): Nord (FRE11)
Country: France
Email: greffe.ta-lille@juradm.fr
Telephone: +33 359542342
Internet address: <https://lille.tribunal-administratif.fr>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 225ac782-c617-4a91-b6d7-fe3189c705b8 - 01

Form type: Competition

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