

452299-2026 - Competition

France – Advertising campaign services – STRATEGIE, ACHATS D'ESPACES ET PARTENARIATS MEDIAS SOCIAUX POUR LES CAMPAGNES DE COMMUNICATION DE L'ECOLE NATIONALE DE LA MAGISTRATURE

OJ S 124/2026 01/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: ECOLE NATIONALE DE LA MAGISTRATURE

Email: marchespublics.enm@justice.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: STRATEGIE, ACHATS D'ESPACES ET PARTENARIATS MEDIAS SOCIAUX POUR LES CAMPAGNES DE COMMUNICATION DE L'ECOLE NATIONALE DE LA MAGISTRATURE

Description: Le présent accord-cadre a pour objet la conception et la mise en œuvre d'une stratégie, achats d'espaces et partenariats médias sociaux pour les campagnes de communication de l'Ecole Nationale de la Magistrature.

Procedure identifier: 39cad5a9-1b1e-45bd-9028-b2cc965c8e63

Internal identifier: PPP269-165/6101/26ENM04

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): Gironde (FRI12)

Country: France

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Country subdivision (NUTS): Gironde (FRI12)

Country: France

2.1.3. Value

Maximum value of the framework agreement: 350 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0001

Title: STRATEGIE, ACHATS D'ESPACES ET PARTENARIATS MEDIAS SOCIAUX POUR LES CAMPAGNES DE COMMUNICATION DE L'ECOLE NATIONALE DE LA MAGISTRATURE

Description: Le présent accord-cadre a pour objet la conception et la mise en œuvre d'une stratégie, achats d'espaces et partenariats médias sociaux pour les campagnes de communication de l'Ecole Nationale de la Magistrature.

Internal identifier: 26ENM04_1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services

5.1.2. Place of performance

Postal address: 10, rue des Frères Bonie

Town: BORDEAUX CEDEX

Postcode: 33080

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Additional information: ECOLE NATIONALE DE LA MAGISTRATURE

5.1.3. Estimated duration

Start date: 26/10/2026

Duration end date: 25/10/2030

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Le marché comporte trois reconductions.

5.1.5. Value

Maximum value of the framework agreement: 350 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

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

Additional information: Le montant estimé de l'accord-cadre est de 43 000 € HT par an et de 172 000 € HT pour 4 ans, révisions tarifaires incluses. Ce montant est fourni à titre indicatif, il n'est pas contractuel et ne saurait engager l'Ecole Nationale de la Magistrature sur le montant de ses futures dépenses. Si un marché similaire venait à être conclu, il le serait sur cette même estimation. La procédure de mise en concurrence prend en compte le montant total

envisagé. L'accord cadre est conclu sans minimum mais avec un montant maximum de 350 000 € HT sur toute la durée du marché, reconductions comprises et prestations similaires incluses.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: PRIX

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

Award criterion number: 50

Criterion:

Type: Quality

Description: Valeur technique

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

Award criterion number: 40

Criterion:

Type: Quality

Description: Critère performance environnementale : présentation de la méthodologie visant à réduire l'empreinte environnementale des campagnes de communication sur les médias sociaux

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

Award criterion number: 10

5.1.11. Procurement documents

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

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 03/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

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

Mediation organisation: Le Médiateur des entreprises

Review organisation: Tribunal administratif de Bordeaux

Information about review deadlines: Organisation fournissant les informations sur les recours et les délais : Conseil d'Etat

Organisation providing additional information about the procurement procedure: ECOLE NATIONALE DE LA MAGISTRATURE

Organisation providing more information on the review procedures: Conseil d'Etat

Organisation receiving requests to participate: ECOLE NATIONALE DE LA MAGISTRATURE

8. Organisations

8.1. ORG-0001

Official name: ECOLE NATIONALE DE LA MAGISTRATURE

Registration number: 19332239300011

Postal address: 10, rue des Frères Bonie

Town: BORDEAUX CEDEX

Postcode: 33080

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Contact point: Cécile Attané

Email: marchespublics.enm@justice.fr

Telephone: +33 524071479

Internet address: <https://www.enm.justice.fr/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Le Médiateur des entreprises

Registration number: 11002001300097

Postal address: 98-102 rue de Richelieu

Town: Paris

Postcode: 75002

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: mediateur.des-entreprises@finances.gouv.fr

Telephone: +33 153178938

Roles of this organisation:

Mediation organisation

8.1. ORG-0003

Official name: Conseil d'Etat

Registration number: 11000027000014

Postal address: 1, place du Palais-Royal

Town: Paris Cedex 1

Postcode: 75001

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: contact@conseil-etat.fr

Telephone: +33 806000360

Internet address: <https://www.conseil-etat.fr/>

Roles of this organisation:

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: Tribunal administratif de Bordeaux

Registration number: 17330005400025

Postal address: 9, rue Tastet

Town: Bordeaux Cedex

Postcode: 33063

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: greffe.ta-bordeaux@juradm.fr

Telephone: +33 556993800

Fax: +33 556243903

Internet address: <https://bordeaux.tribunal-administratif.fr/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 27c576e5-63a2-4dc5-920a-7da5eab17679 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 30/06/2026 13:58:44 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 452299-2026

OJ S issue number: 124/2026

Publication date: 01/07/2026