

478028-2026 - Competition

France – Oceanography and hydrology services – Référencement (SEO), développement, gestion et traductions automatiques des sites web institutionnels de Mercator Océan

OJ S 131/2026 10/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: MERCATOR OCEAN

Email: tenders@mercator-ocean.fr

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting authority: Environmental protection

2. Procedure

2.1. Procedure

Title: Référencement (SEO), développement, gestion et traductions automatiques des sites web institutionnels de Mercator Océan

Description: L'objet de cette consultation est d'assurer l'optimisation, le développement, la maintenance technique et la gestion multilingue des sites web de Mercator Océan, au travers de trois lots distincts : audit SEO, performance et UX ; développement et maintenance technique du site web corporate et de l'intranet ; mise en œuvre et exploitation d'un système de traduction automatique bilingue français/anglais.

Procedure identifier: abd2bebb-5556-45b2-9d80-0542fed9d86a

Internal identifier: 26516-MO-WEB SEO TRANSLATION

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 71351920 Oceanography and hydrology services

Additional classification (cpv): 71351900 Geology, oceanography and hydrology services, 72413000 World wide web (www) site design services, 72250000 System and support services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79341200 Advertising management services, 79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 79530000 Translation services

2.1.2. Place of performance

Anywhere

2.1.3. Value

Estimated value excluding VAT: 210 000,00 EUR

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: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Audit complet du référencement naturel (SEO), de la performance et de l'expérience utilisateur (UX) du site web

Description: Audit complet du référencement naturel (SEO), de la performance et de l'expérience utilisateur (UX) du site web

Internal identifier: 26516L01-MO-WEB SEO

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341400 Advertising campaign services, 79341200 Advertising management services, 79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 71351900 Geology, oceanography and hydrology services , 71351920 Oceanography and hydrology services

5.1.2. Place of performance

Anywhere

Additional information: Langues dans lesquelles les offres ou demandes de participation peuvent être présentées : Français ; Anglais Langues dans lesquelles les documents de marché sont officiellement disponibles : Français ; Anglais

5.1.3. Estimated duration

Start date: 21/09/2026

Duration: 24 Months

5.1.5. Value

Estimated value excluding VAT: 80 000,00 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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria**Criterion:**

Type: Price

Description: Prix

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Valeur technique

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

Award criterion number: 70

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Address of the procurement documents: https://tenders-mercator-ocean.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_BF9qr7Wq5N

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://tenders-mercator-ocean.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_BF9qr7Wq5N

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 10/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 180 Days

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal judiciaire de Toulouse

Review organisation: Tribunal judiciaire de Toulouse

Organisation providing more information on the review procedures: Tribunal judiciaire de Toulouse

5.1. Lot: LOT-0002

Title: Développement et maintenance technique du site web corporate et de l'intranet

Description: Développement et maintenance technique du site web corporate et de l'intranet

Internal identifier: 26516L02-MO-WEB DVPT MAINTENANCE

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72413000 World wide web (www) site design services

Additional classification (cpv): 72250000 System and support services

5.1.2. Place of performance

Anywhere

Additional information: Langues dans lesquelles les offres ou demandes de participation peuvent être présentées : Français ; Anglais Langues dans lesquelles les documents de marché sont officiellement disponibles : Français ; Anglais

5.1.3. Estimated duration

Start date: 21/09/2026

Duration: 24 Months

5.1.5. Value

Estimated value excluding VAT: 110 000,00 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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: Prix

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Valeur technique

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

Award criterion number: 70

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Address of the procurement documents: https://tenders-mercator-ocean.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_BF9qr7Wq5N

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://tenders-mercator-ocean.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_BF9qr7Wq5N

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 10/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Allowed
Electronic ordering will be used: no
Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal judiciaire de Toulouse

Review organisation: Tribunal judiciaire de Toulouse

Organisation providing more information on the review procedures: Tribunal judiciaire de Toulouse

5.1. Lot: LOT-0003

Title: Mise en œuvre et exploitation d'un système de traduction automatique bilingue anglais /français

Description: Mise en œuvre et exploitation d'un système de traduction automatique bilingue anglais/français

Internal identifier: 26516L03-MO-WEB TRANSLATION

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79530000 Translation services

5.1.2. Place of performance

Anywhere

Additional information: Langues dans lesquelles les offres ou demandes de participation peuvent être présentées : Français ; Anglais Langues dans lesquelles les documents de marché sont officiellement disponibles : Français ; Anglais

5.1.3. Estimated duration

Start date: 21/09/2026

Duration: 24 Months

5.1.5. Value

Estimated value excluding VAT: 20 000,00 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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price
Description: Prix
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 30
Criterion:
Type: Quality
Description: Valeur technique
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 70

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English
Address of the procurement documents: https://tenders-mercator-ocean.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_BF9qr7Wq5N

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required
Address for submission: https://tenders-mercator-ocean.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_BF9qr7Wq5N

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 10/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 180 Days

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal judiciaire de Toulouse

Review organisation: Tribunal judiciaire de Toulouse

Organisation providing more information on the review procedures: Tribunal judiciaire de Toulouse

8. Organisations

8.1. ORG-0001

Official name: MERCATOR OCEAN

Registration number: 52291157700024

Postal address: 2 avenue de l'aérodrome de Montaudran

Town: Toulouse
Postcode: 31400
Country subdivision (NUTS): Haute-Garonne (FRJ23)
Country: France
Email: tenders@mercator-ocean.fr
Telephone: 0561393802
Internet address: <https://www.mercator-ocean.eu/>
Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_BF9qr7Wq5N
Buyer profile: <https://tenders-mercator-ocean.achatpublic.com/sdm/ent2/gen/index.jsp>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal judiciaire de Toulouse
Registration number: 17310111400499
Postal address: 2 allées Jules Guesde
Town: Toulouse
Postcode: 31068
Country subdivision (NUTS): Haute-Garonne (FRJ23)
Country: France
Email: accueil1.tjtoulouse@justice.fr
Internet address: <https://www.justice.fr/>

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures
Mediation organisation

Notice information

Notice identifier/version: d6d74362-e522-4d2d-8c33-4ecd32ce0360 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 08/07/2026 17:26:13 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 478028-2026
OJ S issue number: 131/2026
Publication date: 10/07/2026