

478524-2026 - Competition

France – Business and management consultancy and related services – Accord cadre alloti de prestations de communication pour l'Afnic

OJ S 131/2026 10/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Afnic

Email: commandepublique@afnic.fr

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

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Accord cadre alloti de prestations de communication pour l'Afnic

Description: Le présent marché a pour objet la réalisation des prestations nécessaires aux actions de communication de l'Afnic ainsi qu'à la visibilité de ses services et activités.

Procedure identifier: 65fcc30a-9e10-4ff8-a571-360acd30059b

Internal identifier: M-Afnic/2026-01/80

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79400000 Business and management consultancy and related services

2.1.2. Place of performance

Country subdivision (NUTS): Yvelines (FR103)

Country: France

2.1.3. Value

Maximum value of the framework agreement: 4 000 000,00 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: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0001

Title: Relations presse

Description: Conseil dans les dispositifs de presse, cartographie des médias concernés, gestion des contacts journalistes, création et production de contenus de presse, création d'opportunités de prise de parole, organisation d'événements de presse, bilans mensuels....

Internal identifier: M-Afnic/2026-01/80-lot1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92400000 News-agency services

Additional classification (cpv): 79416000 Public relations services

Quantity: 1

5.1.2. Place of performance

Country subdivision (NUTS): Yvelines (FR103)

Country: France

5.1.3. Estimated duration

Duration: 1 Year

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: Tender requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 3

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: French

Address of the procurement documents: <https://www.afnic.fr/association-excellences/travailler-avec-nous/commandes-publiques/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.afnic.fr/association-excellences/travailler-avec-nous/commandes-publiques/>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 11/09/2026 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 invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 6

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Afnic - CCIRA de Versailles Préfecture de la région Île-de-France - Préfecture de Paris Direction des affaires juridiques 5, rue Leblanc - 75911 Paris cedex 15

Review organisation: Tribunal administratif de Versailles

Information about review deadlines: Tribunal administratif de Versailles

5.1. Lot: LOT-0002

Title: Production éditoriale, graphique et audiovisuelle, gestion et maintenance de sites site web, animation des réseaux sociaux

Description: création de campagnes de communication, production éditoriale (de contenus), graphique et audiovisuelle, animation des réseaux sociaux

Internal identifier: M-Afnic/2026-01/80-lot2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92312211 Writing agency services

Additional classification (cpv): 79822500 Graphic design services, 72400000 Internet services

5.1.2. Place of performance

Country subdivision (NUTS): Yvelines (FR103)

Country: France

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 3

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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.afnic.fr/association-excellences/travailler-avec-nous/commandes-publiques/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.afnic.fr/association-excellences/travailler-avec-nous/commandes-publiques/>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 11/09/2026 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 invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 6

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Afnic - CCIRA de Versailles Préfecture de la région Île-de-France - Préfecture de Paris Direction des affaires juridiques 5, rue Leblanc - 75911 Paris cedex 15

Review organisation: Tribunal administratif de Versailles

Information about review deadlines: Tribunal administratif de Versailles

5.1. Lot: LOT-0003

Title: Gestion et maintenance de sites site web

Description: gestion et maintenance de certains sites internet supports aux actions de communication, conception et réalisation de sites, gestion des newsletters (e-mailing)

Internal identifier: M-Afnic/2026-01/80-lot3

5.1.1. Purpose

Main nature of the contract: Services

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

Additional classification (cpv): 72415000 World wide web (www) site operation host services, 72400000 Internet services

5.1.2. Place of performance

Country subdivision (NUTS): Yvelines (FR103)

Country: France

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 3

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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.afnic.fr/association-excellences/travailler-avec-nous/commandes-publiques/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.afnic.fr/association-excellences/travailler-avec-nous/commandes-publiques/>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 11/09/2026 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 invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 6

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Afnic - CCIRA de Versailles Préfecture de la région Île-de-France - Préfecture de Paris Direction des affaires juridiques 5, rue Leblanc - 75911 Paris cedex 15

Review organisation: Tribunal administratif de Versailles

Information about review deadlines: Tribunal administratif de Versailles

5.1. Lot: LOT-0004

Title: Achat média et campagnes publicitaires en ligne et hors ligne

Description: Recommandations sur les types et formats de média en fonction des cibles identifiées par l'Afnic et des supports identifiés (on et off line) et réalisation des campagnes validées

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Yvelines (FR103)

Country: France

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 3

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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.afnic.fr/association-excellences/travailler-avec-nous/commandes-publiques/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.afnic.fr/association-excellences/travailler-avec-nous/commandes-publiques/>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 11/09/2026 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 invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 6

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Afnic - CCIRA de Versailles Préfecture de la région Île-de-France -
Préfecture de Paris Direction des affaires juridiques 5, rue Leblanc - 75911 Paris cedex 15
Review organisation: Tribunal administratif de Versailles
Information about review deadlines: Tribunal administratif de Versailles

8. Organisations

8.1. ORG-0001

Official name: Afnic
Registration number: 41475756700048
Postal address: 7 avenue du 8 mai 1945 7 avenue du 8 mai 1945
Town: Guyancourt
Postcode: 78280
Country subdivision (NUTS): Yvelines (FR103)
Country: France
Contact point: M Chantreau Marine - Daf adjoint
Email: commandepublique@afnic.fr
Telephone: 0139308399
Information exchange endpoint (URL): https://api.publication.marchesonline.com/externe/apc-consultation-access?consultation_id=4036140

Other contact points:

Official name: CCIRA de Versailles Préfecture de la région Île-de-France - Préfecture de Paris
Direction des affaires juridiques 5, rue Leblanc - 75911 Paris cedex 15
Internet address: <https://www.economie.gouv.fr/daj/reglement-amiable-des-differends>
Information exchange endpoint (URL): <https://www.economie.gouv.fr/daj/reglement-amiable-des-differends>

Roles of this organisation:

Buyer
Mediation organisation

8.1. ORG-0002

Official name: Tribunal administratif de Versailles
Registration number: 17780005900012
Postal address: 56 avenue de Saint-Cloud
Town: Versailles
Postcode: 78000
Country subdivision (NUTS): Yvelines (FR103)
Country: France

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: f97528d2-0948-4a91-93f9-52b9cd73bdb6 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
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