

567153-2026 - Result

France – Public-opinion polling services – Réalisation d'études et évaluation des actions de communication de la Région Île-de-France

OJ S 157/2026 17/08/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Région Île-de-France

Email: contact.conultations@iledefrance.fr

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Réalisation d'études et évaluation des actions de communication de la Région Île-de-France

Description: Le marché a pour objet la réalisation, pour le compte de la Région Île-de-France, d'études diverses (opinions, baromètre...) qualitatives ou quantitatives et l'évaluation des actions de communication.

Procedure identifier: e9e15845-0e5d-47ca-b4ab-5829092e0de1

Internal identifier: 2501073

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79320000 Public-opinion polling services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.2. Place of performance

Country subdivision (NUTS): Seine-et-Marne (FR102)

Country: France

2.1.2. Place of performance

Country subdivision (NUTS): Yvelines (FR103)

Country: France

2.1.2. Place of performance

Country subdivision (NUTS): Essonne (FR104)

Country: France

2.1.2. Place of performance

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

2.1.2. Place of performance

Country subdivision (NUTS): Seine-Saint-Denis (FR106)

Country: France

2.1.2. Place of performance

Country subdivision (NUTS): Val-de-Marne (FR107)

Country: France

2.1.2. Place of performance

Country subdivision (NUTS): Val-d'Oise (FR108)

Country: France

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Réalisation d'études et évaluation des actions de communication de la Région Île-de-France

Description: Le marché a pour objet la réalisation, pour le compte de la Région Île-de-France, d'études diverses (opinions, baromètre...) qualitatives ou quantitatives et l'évaluation des actions de communication.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79320000 Public-opinion polling services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.2. Place of performance

Country subdivision (NUTS): Seine-et-Marne (FR102)

Country: France

5.1.2. Place of performance

Country subdivision (NUTS): Yvelines (FR103)

Country: France

5.1.2. Place of performance

Country subdivision (NUTS): Essonne (FR104)

Country: France

5.1.2. Place of performance

Country subdivision (NUTS): Hauts-de-Seine (FR105)

Country: France

5.1.2. Place of performance

Country subdivision (NUTS): Seine-Saint-Denis (FR106)

Country: France

5.1.2. Place of performance

Country subdivision (NUTS): Val-de-Marne (FR107)

Country: France

5.1.2. Place of performance

Country subdivision (NUTS): Val-d'Oise (FR108)

Country: France

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: conclu pour 12 mois à compter de la date de sa notification tacitement reconductible trois fois pour la même période

5.1.5. Value

Maximum value of the framework agreement: 720 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Price

Description: au regard du montant du DQE

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

Award criterion number: 50

Criterion:

Type: Quality

Description: valeur technique au vu du mémoire technique

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

Award criterion number: 45

Criterion:

Type: Quality

Description: Valeur environnementale au vu du questionnaire dans le mémoire technique

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

Award criterion number: 5

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de paris

Information about review deadlines: voir documents de la consultation

Organisation providing additional information about the procurement procedure: Région Île-de-France

6. Results

Maximum value of the framework agreements in this notice: 720 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 720 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: IPSOS (FRANCE)

Tender:

Tender identifier: Offre pour le lot 0 de IPSOS (FRANCE)

Identifier of lot or group of lots: LOT-0001

Value of the tender: 720 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 2026S08447

Date of the conclusion of the contract: 13/08/2026

Organisation signing the contract: Région Île-de-France

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

8. Organisations

8.1. ORG-0001

Official name: Région Île-de-France

Registration number: 23750007900312

Postal address: 2 rue Simone Veil

Town: Saint-Ouen-Sur-Seine

Postcode: 93400

Country subdivision (NUTS): Seine-Saint-Denis (FR106)

Country: France

Contact point: Pôle information communication relation avec les publics

Email: contact.conultations@iledefrance.fr

Telephone: +33 153855385

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

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation signing the contract

8.1. ORG-0002

Official name: Tribunal administratif de paris
Registration number: 17750005500013
Postal address: 7 rue de jouy
Town: Paris
Postcode: 75004
Country subdivision (NUTS): Paris (FR101)
Country: France
Internet address: <https://paris.tribunal-administratif.fr>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: IPSOS (FRANCE)
Size of the economic operator: Medium
Registration number: 392901856
Town: 75113
Postcode: 75013
Country subdivision (NUTS): Paris (FR101)
Country: France

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 7982a94f-f6a6-4719-b4c6-420f84aee60d - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
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