

## 624499-2026 - Competition

France – Advertising campaign services – DCOM - Marché Campagne de communication digitale pour les 40 ans d'Erasmus+

OJ S 175/2026 10/09/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Agence Erasmus+ France/Educ & Form

Email: [marches@agence-erasmus.fr](mailto:marches@agence-erasmus.fr)

Legal type of the buyer: Central government authority

Activity of the contracting authority: Education

### 2. Procedure

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#### 2.1. Procedure

Title: DCOM - Marché Campagne de communication digitale pour les 40 ans d'Erasmus+

Description: L'Agence Erasmus+ France / Education Formation souhaite faire appel à un prestataire pour concevoir et mettre en oeuvre une campagne nationale de communication à l'occasion des 40 ans du programme Erasmus+, afin de promouvoir les opportunités du programme Erasmus+ auprès de tous ses publics, notamment ceux qui en sont les plus éloignés

Procedure identifier: d259e19c-39fa-416f-acb7-5c38189a825b

Internal identifier: 20260012

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

Additional classification (cpv): 79341400 Advertising campaign services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Gironde (FRI12)

Country: France

##### 2.1.3. Value

Estimated value excluding VAT: 80 000,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

### 5. Lot

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### 5.1. Lot: LOT-0000

Title: DCOM - Marché Campagne de communication digitale pour les 40 ans d'Erasmus+

Description: L'Agence Erasmus+ France / Education Formation souhaite faire appel à un prestataire pour concevoir et mettre en oeuvre une campagne nationale de communication à l'occasion des 40 ans du programme Erasmus+, afin de promouvoir les opportunités du programme Erasmus+ auprès de tous ses publics, notamment ceux qui en sont les plus éloignés

Internal identifier: S-PF-1869868

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341400 Advertising campaign services

#### 5.1.2. Place of performance

Postal address: 9 rue des gamins

Town: Bordeaux

Postcode: 33000

Country subdivision (NUTS): Gironde (FRI12)

Country: France

#### 5.1.3. Estimated duration

Start date: 01/12/2026

Duration: 13 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 fully or partially financed with EU Funds.

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

#### 5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

#### 5.1.10. Award criteria

##### Criterion:

Type: Quality

Description: Pertinence (25 %) et originalité (20%) de la proposition de stratégie pour cette campagne et la compréhension des enjeux au regard des cibles et du programme

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

Award criterion number: 45

##### Criterion:

Type: Quality

Description: Planning - Calendrier de mise en oeuvre

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

Award criterion number: 15

##### Criterion:

Type: Quality

Description: Compétences et expérience de l'équipe mise à disposition

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

Award criterion number: 20

**Criterion:**

Type: Quality

Description: écoconception et sobriété numérique de la proposition

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

Award criterion number: 5

**Criterion:**

Type: Price

Description: Compétitivité de la proposition et sobriété budgétaire

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

Award criterion number: 15

**5.1.11. Procurement documents**

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1869868>

**Ad hoc communication channel:**

Name: AW Solutions

**5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1869868>

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

Electronic catalogue: Not allowed

Variants: Not allowed

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

Duration during which the tender must remain valid: 3 Months

**Information about public opening:**

Opening date: 12/10/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Bordeaux

**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:**

No framework agreement

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Review organisation: Tribunal administratif de Bordeaux

Organisation providing additional information about the procurement procedure: Agence ERASMUS+

## 8. Organisations

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### 8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: 3877DA64-03D9-C21F-4BE3D5E282F6F42B

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: [publications-joue@aws-france.com](mailto:publications-joue@aws-france.com)

Telephone: +33480041260

**Roles of this organisation:**

TED eSender

### 8.1. ORG-0002

Official name: Agence Erasmus+ France/Educ & Form

Registration number: 73808

Postal address: 9 rue des gamins Cs71965

Town: Bordeaux

Postcode: 33088

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Contact point: Pôle Commande Publique Achats

Email: [marches@agence-erasmus.fr](mailto:marches@agence-erasmus.fr)

Telephone: 0524441932

Internet address: <https://agence.erasmusplus.fr>

**Roles of this organisation:**

Buyer

### 8.1. ORG-0003

Official name: Agence ERASMUS+

Registration number: 3877DAA6-EA9A-D187-54881B360C79085D

Postal address: 9 rue des Gamins

Town: Bordeaux

Postcode: 33000

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Email: [marches@agence-erasmus.fr](mailto:marches@agence-erasmus.fr)

Telephone: 0524441948

**Roles of this organisation:**

Organisation providing additional information about the procurement procedure

### 8.1. ORG-0004

Official name: Tribunal administratif de Bordeaux

Registration number: 3877DACE-A074-D2C3-1A79E1914304B524

Postal address: 9 Rue Tastet

Town: Bordeaux

Postcode: 33063

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Email: [greffe.ta-bordeaux@juradm.fr](mailto:greffe.ta-bordeaux@juradm.fr)

Telephone: 0556993800

Fax: 0556243903

**Roles of this organisation:**

Review organisation

**8.1. ORG-0005**

Official name: Tribunal administratif de Bordeaux

Registration number: 3877DB06-9C11-5FD3-28C1B3BB3C51800C

Postal address: 9 Rue Tastet

Town: Bordeaux

Postcode: 33063

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Email: [greffe.ta-bordeaux@juradm.fr](mailto:greffe.ta-bordeaux@juradm.fr)

Telephone: 0556993800

Fax: 0556243903

**Roles of this organisation:**

Organisation providing more information on the review procedures

## Notice information

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Form type: Competition

Notice type: Contract or concession notice – standard regime

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