

665403-2026 - Competition

France – Advertising consultancy services – Service de community management des médias sociaux du CCCA-BTP

OJ S 187/2026 28/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comité de concertation et de coordination de l'apprentissage du BTP

Email: aristide.toudja@ccca-btp.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Service de community management des médias sociaux du CCCA-BTP

Description: Le marché porte sur des prestations de service de community management dans toutes ses dimensions, afin d'assurer l'animation des médias sociaux sur lesquels le CCCA-BTP est présent, y compris sur des médias sociaux sur lesquels le CCCA-BTP pourrait être présent à l'avenir

Procedure identifier: 4cda1392-f9f4-40a7-969f-faea403a8c1e

Internal identifier: P2025.060

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): 79341100 Advertising consultancy services

Additional classification (cpv): 79416200 Public relations consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 233 333,00 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

5.1. Lot: LOT-0000

Title: Service de community management des médias sociaux du CCCA-BTP

Description: Le marché porte sur des prestations de service de community management dans toutes ses dimensions, afin d'assurer l'animation des médias sociaux sur lesquels le CCCA-BTP est présent, y compris sur des médias sociaux sur lesquels le CCCA-BTP pourrait être présent à l'avenir

Internal identifier: S-PF-1880137

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2. Place of performance

Postal address: 14 rue du Père Corentin

Town: Paris

Postcode: 75014

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 01/02/2027

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: La consultation comporte 3 reconduction(s)

5.1.5. Value

Estimated value excluding VAT: 233 333,00 EUR

5.1.6. General information

This is a recurrent procurement

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): yes

5.1.7. Strategic procurement

Approach to reducing environmental impacts: Other

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: 5

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

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1880137>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 01/12/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1880137>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 26/10/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

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

Conditions relating to the performance of the contract: Marché mixte comportant une part forfaitaire et une part à bons de commande mono-attributaire

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

Review organisation: Tribunal judiciaire de Paris

Organisation providing additional information about the procurement procedure: CCCA-BTP

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

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: 707443C6-B586-526D-74A8E9103E6B1285

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: Comité de concertation et de coordination de l'apprentissage du BTP

Registration number: 81709

Postal address: 19 rue du Père Corentin

Town: Paris

Postcode: 75014

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Comité de concertation et de coordination de l'apprentissage du BTP

Email: aristide.toudja@ccca-btp.fr

Telephone: 0140642600

Internet address: <https://www.ccca-btp.fr/>

Buyer profile: <https://www.marches-publics.info/>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: CCCA-BTP

Registration number: 707443F5-C4A3-3370-5B2653DF3AA07E39

Postal address: 14 rue du Père Corentin

Town: Paris

Postcode: 75014

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: CCCA-BTP

Email: cm.pragma9@ccca-btp.fr

Telephone: 0140642600

Roles of this organisation:

Organisation providing additional information about the procurement procedure

8.1. ORG-0004

Official name: Tribunal judiciaire de Paris

Registration number: 70744412-0985-EA26-ECFDE0DE47393D29

Postal address: 29-45 Avenue de la Porte de Clichy

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: tj-paris@justice.fr

Telephone: 0144325151

Internet address: <https://www.tribunal-de-paris.justice.fr/75>

Roles of this organisation:

Review organisation

8.1. ORG-0005

Official name: Tribunal judiciaire de Paris

Registration number: 7074442F-EDE3-C86F-C6B1D68103F48A05

Postal address: 29-45 Avenue de la Porte de Clichy

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: tj-paris@justice.fr

Telephone: 0144325151

Internet address: <https://www.tribunal-de-paris.justice.fr/75>

Roles of this organisation:

Organisation providing more information on the review procedures

Notice information

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