

**France-Paris: News-agency services**  
**OJ S 7/2014 10/01/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Services du Premier ministre – SGMAP  
National registration number: 11000101300017  
Postal address: 18 rue Vaneau, 64 allée de Bercy – télédoc 817  
Town: Paris  
Postal code: 75007  
Country: France  
For the attention of: Mme Saurat Isabelle

**Internet address(es):**

Address of the buyer profile: <https://www.marches-publics.gouv.fr/?page=entreprise.EntrepriseAdvancedSearch&AllCons&refConsultation=121443&orgAcronyme=d2v>

**I.2. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.3. Main activity**

General public services

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

---

**II.1. Description**

**II.1.1. Title**

Prestations de communication dans le cadre de la modernisation de l'action publique.

**II.1.2. Type of contract and place of performance or delivery**

Services  
Service category No 27: Other services  
NUTS code FR101 Paris

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

The procurement involves the establishment of a framework agreement

**II.1.4. Short description of the contract or purchase(s)**

Le présent marché a pour objet de concevoir et réaliser les différents moyens nécessaires à la communication dans le cadre de la modernisation de l'action publique et dans les domaines suivants: Conseil stratégique, relations presse et influence, Conseil et réalisation éditoriale (hors impression), actions événementielles, mise à disposition d'un lieu pour l'innovation publique transformation de lieux en "mode laboratoires" et "espace de créativité", réalisations

audiovisuelles et assistance et réalisation internet.

Les prestations d'impression et de routage ne font pas partie du présent marché.

#### **II.1.5. CPV code(s)**

92400000 News-agency services, 79970000 Publishing services, 79951000 Seminar organisation services, 92111200 Advertising, propaganda and information film and video-tape production, 72400000 Internet services

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

### **Section IV: Procedure**

---

#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

Open

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Valeur technique pour les lots 1 à 6 (%): qualité de la démarche proposée et compréhension des enjeux. Weighting 30

2. Valeur technique pour les lots 1 à 6 (%): qualité des réalisations passées dans le domaine du marché. Weighting 35

3. Prix pour les lots 1 à 6 (%). Weighting 35

##### **IV.2.2. Information about electronic auction**

#### **IV.3. Administrative information**

##### **IV.3.1. File reference number attributed by the contracting authority**

AOO-COM-MAP-07-13

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2013/S 140-243889](#) of 20.7.2013

### **Section V: Award of contract**

---

Contract No: 1300085330

Lot No: 1

- Lot title: Conseil stratégique, relations presse et influence

#### **V.1. Date of conclusion of the contract**

18.12.2013

#### **V.2. Information about tenders**

Number of tenders received: 5

#### **V.3. Name and address of the contractor**

Official name: equancy snc  
Postal address: 47 rue de Chaillot  
Town: Paris  
Postal code: 75116

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

Contract No: 1300085321

Lot No: 2

- Lot title: Prestations éditoriales (hors impression)

**V.1. Date of conclusion of the contract**

18.12.2013

**V.2. Information about tenders**

Number of tenders received: 7

**V.3. Name and address of the contractor**

Official name: angie  
Postal address: 26 rue du Sentier  
Town: Paris  
Postal code: 75002

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

Contract No: 1300085350

Lot No: 3

- Lot title: Actions événementielles

**V.1. Date of conclusion of the contract**

18.12.2013

**V.2. Information about tenders**

Number of tenders received: 3

**V.3. Name and address of the contractor**

Official name: le public systeme  
Postal address: 40 rue Anatole France  
Town: Levallois-perret cedex  
Postal code: 92594

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

Contract No: 1300085360

Lot No: 5

- Lot title: Réalisations audiovisuelles

**V.1. Date of conclusion of the contract**

18.12.2013

**V.2. Information about tenders**

Number of tenders received: 4

**V.3. Name and address of the contractor**

Official name: le public systeme  
Postal address: 40 rue Anatole France  
Town: Levallois-perret cedex  
Postal code: 92594

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

Contract No: 1300085370

Lot No: 6

- Lot title: Assistance et réalisation Internet

**V.1. Date of conclusion of the contract**

18.12.2013

**V.2. Information about tenders**

Number of tenders received: 8

**V.3. Name and address of the contractor**

Official name: angie  
Postal address: 26 rue du Sentier  
Town: Paris  
Postal code: 75002

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting****Section VI: Complementary information**

---

**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.2. Additional information**

Cinq lots de la présente consultation ont été attribués, seul le lot 4: mise à disposition d'un lieu pour l'innovation publique, transformation de lieux en mode laboratoire et espaces de créativité, est déclaré sans suite.

Annonce n° 223, BOAMP 139 B du 20.7.2013.

Date d'envoi du présent avis au JOUE et au BOAMP: 7.1.2014.

**VI.3. Procedures for review****VI.3.1. Review body**

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: +33 144594400

Fax: +33 144594646

Internet address: <http://paris.tribunal-administratif.fr/>

**Body responsible for mediation procedures**

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: +33 144594400

Fax: +33 144594646

Internet address: <http://paris.tribunal-administratif.fr/>

**VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained**

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: +33 144594400

Fax: +33 144594646

Internet address: <http://paris.tribunal-administratif.fr/>

**VI.4. Date of dispatch of this notice**

7.1.2014