

France-Vincennes: Design consultancy services
OJ S 22/2020 31/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agence française pour la biodiversité

Postal address: 5 square Félix Nadar

Town: Vincennes

NUTS code: FR France

Postal code: 94300

Country: France

E-mail: Achat@ofb.gouv.fr

Telephone: +33 145143600

Fax: +33 145143671

Internet address(es):

Main address: <https://ofb.gouv.fr>

I.4. Type of the contracting authority

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

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Études et stratégies de communication et réalisation des outils correspondants

Reference number: 2019-16

II.1.2. Main CPV code

79415200 Design consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent accord-cadre a pour objet l'accompagnement de l'office français pour la biodiversité par une prestation d'étude, de conseil en stratégie et de coordination et la réalisation des outils de déclinaison de cette stratégie de communication.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 950 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Le présent accord-cadre a pour objet l'accompagnement de l'agence française pour la biodiversité par une prestation d'étude, de conseil en stratégie et de coordination et la réalisation des outils de déclinaison de cette stratégie de communication.

II.2.5. Award criteria

Quality criterion - Name: Compétence et expériences du candidat / Weighting: 20

Quality criterion - Name: Délais de mise en œuvre / Weighting: 5

Quality criterion - Name: Méthodologie d'accompagnement / Weighting: 20

Quality criterion - Name: Exemple d'une stratégie de communication / Weighting: 20

Quality criterion - Name: Éco-responsabilité en lien avec l'objet du marché / Weighting: 5

Price - Weighting: 30

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 127-311318](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 2019-16

Title:

Études et stratégies de communication et réalisation des outils correspondants

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/10/2019

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Sauret Consultants — l'Agence Verte

Postal address: 16 rue Darcet

Town: Paris

NUTS code: FR France

Postal code: 75017

Country: France

Internet address: <https://www.agenceverte.com>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Occurrence

Postal address: 41 rue du Sentier

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <http://occurrence.fr>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 950 000,00 EUR

Total value of the contract/lot: 950 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Melun

Postal address: 43 rue du Général de Gaulle, BP 8630

Town: Melun

Postal code: 77000

Country: France

E-mail: greffe.ta-melun@juradm.fr

Telephone: +33 160566630

Fax: +33 160566610

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

VI.5. Date of dispatch of this notice

29/01/2020