

France-Nantes: Design consultancy services
OJ S 22/2021 02/02/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Préfet de la région Pays de la Loire

Postal address: 6 quai Ceineray, BP 33515

Town: Nantes Cedex 1

NUTS code: FRG Pays de la Loire

Postal code: 44035

Country: France

E-mail: Achats@pays-de-la-loire.gouv.fr

Internet address(es):

Main address: <https://www.marches-publics.gouv.fr/>

Address of the buyer profile: <https://www.marches-publics.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

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Prestations intellectuelles de design thinking pour les services et établissements publics de l'état en région Pays de la Loire

Reference number: 2020_SGAR_PDL_Design

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 la réalisation de prestations intellectuelles de design thinking pour les services de l'état en région des Pays de la Loire. Le design thinking s'entend comme une démarche d'innovation collaborative centrée sur l'utilisateur, qu'il soit interne ou externe à l'entité.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 750 000,00 EUR

II.2. Description

II.2.1. Title

Design de service

Lot No: 1

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FRG Pays de la Loire

II.2.4. Description of the procurement

Politiques publiques: le designer aura principalement à appuyer et à accompagner la transformation des services de l'état dans la conception et le prototypage de nouveaux services en lien avec les politiques publiques gouvernementales (exemples: sécheresse, sécurité routière, service public de l'insertion, etc.) organisation de services: le designer aura principalement à appuyer et accompagner la transformation organisationnelle des services de l'état dans la région Pays de la Loire (exemples: réorganisation ou création d'un service /direction, appui à la conception d'un micro-organigramme, d'un projet de service, etc.).

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Design d'espace

Lot No: 2

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FRG Pays de la Loire

II.2.4. Description of the procurement

Le designer aura principalement à appuyer les services de l'état dans les enjeux d'aménagement d'espaces en lien avec les réformes de transformation portées par l'état incluant un volet accompagnement au changement et à la réflexion des nouveaux espaces de travail/accueil (exemples: repenser les nouveaux espaces de travail/de formation/d'accueil à l'ère du numérique).

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Design graphique et communication

Lot No: 3

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FRG Pays de la Loire

II.2.4. Description of the procurement

Le designer aura principalement à appuyer les services de l'État dans leur(s) stratégie(s) de communication, tant sur le fond (accessibilité du langage) que sur la forme (capsules vidéo, infographies, landpage, etc.).

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

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

II.2. Description

II.2.1. Title

Design UX/UI

Lot No: 4

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FRG Pays de la Loire

II.2.4. Description of the procurement

Le designer aura principalement à appuyer des services de l'État dans la création de nouveaux services numériques ou en lien avec l'ergonomie web et l'accessibilité pour tous les publics. Exemples: création d'une application de signalement des accidents dans les accueils collectifs de mineurs.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

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

The procurement involves the establishment of a framework agreement

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: [2020/S 195-471896](#)

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

Lot No: 1

Title:

Design de service

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/01/2021

V.2.2.

Information about tenders

Number of tenders received: 19

Number of tenders received by electronic means: 19

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

V.2.3. Name and address of the contractor

Official name: Vraiment Vraiment

Postal address: 2 rue des Cascades

Town: Fontaine-le-Port

NUTS code: FR102 Seine-et-Marne

Postal code: 77590

Country: France

Internet address: <https://vraimentvraiment.com/>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Groupement Maureen Loïs

Postal address: 5 rue Moquechien

Town: Nantes

NUTS code: FRG01 Loire-Atlantique

Postal code: 44000

Country: France

Internet address: <https://www.etsi-design.com/>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Cityzens Factory

Postal address: 41 rue des Renardières

Town: Nantes

NUTS code: FRG01 Loire-Atlantique

Postal code: 44100

Country: France

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

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Saegus Accélération

Postal address: 19 avenue George V

Town: Paris

NUTS code: FR101 Paris

Postal code: 75008

Country: France

Internet address: <https://saegus.com/>

The contractor is an SME: no

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

Total value of the contract/lot: 300 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 2

Title:

Design d'espaces

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/01/2021

V.2.2. Information about tenders

Number of tenders received: 12

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

V.2.3. Name and address of the contractor

Official name: Vraiment Vraiment

Postal address: 2 rue des Cascades

Town: Fontaine-le-Port

NUTS code: FR102 Seine-et-Marne

Postal code: 77590

Country: France

Internet address: <https://vraimentvraiment.com/>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: The Insperience.Co

Postal address: 32 rue de Strasbourg

Town: Nantes

NUTS code: FRG01 Loire-Atlantique

Postal code: 44000

Country: France

Internet address: <https://theinsperience.co/>

The contractor is an SME: yes

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

Total value of the contract/lot: 150 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 3

Title:

Design graphique et de communication

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

05/01/2021

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received by electronic means: 9

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

V.2.3. Name and address of the contractor

Official name: The Inspirence.Co

Postal address: 32 rue de Strasbourg

Town: Nantes

NUTS code: FRG01 Loire-Atlantique

Postal code: 44000

Country: France

Internet address: <https://theinspirence.co/>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Exoflow

Postal address: 4 place Raspail

Town: Lyon

NUTS code: FRK26 Rhône

Postal code: 69007

Country: France

Internet address: <https://exoflow.fr/>

The contractor is an SME: yes

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

Total value of the contract/lot: 150 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 4

Title:

Design de projets numériques

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

05/01/2021

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received by electronic means: 14

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

V.2.3.

Name and address of the contractor

Official name: Make it Brain

Postal address: 34 quai Magellan

Town: Nantes

NUTS code: FRG01 Loire-Atlantique

Postal code: 44000

Country: France

Internet address: <http://www.makeitbrain.fr>

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Oxalis

Postal address: 603 boulevard du Président Wilson

Town: Aix-les-Bains

NUTS code: FRK27 Savoie

Postal code: 73100

Country: France

Internet address: <https://www.oxalis-scop.fr/>

The contractor is an SME: yes

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

Total value of the contract/lot: 150 000,00 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 Nantes

Postal address: 6 allée de l'Île-Gloriette, BP 24111

Town: Nantes Cedex 1

Postal code: 44041

Country: France

E-mail: Grefte.ta-nantes@juradm.fr

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

VI.4.2. Body responsible for mediation procedures

Official name: Comité consultatif interrégional de règlement amiable des litiges à Nantes et/ou la médiation régionale des entreprises (Direccte)

Postal address: immeuble Skyline, 22 mail Pablo Picasso, BP 24209

Town: Nantes Cedex 1

Postal code: 44042

Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal administratif de Nantes

Postal address: 6 allée de l'Île-Gloriette, BP 24111

Town: Nantes Cedex 1

Postal code: 44041

Country: France

E-mail: Grefte.ta-nantes@juradm.fr

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

VI.5. Date of dispatch of this notice

28/01/2021