

France-Paris: Graphic design services
OJ S 25/2020 05/02/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ministère de la défense

Postal address: 60 boulevard du Général Martial Valin

Town: Paris Cedex 15

NUTS code: FR101 Paris

Postal code: 75509

Country: France

E-mail: aurelia.touitou@intradef.gouv.fr

Telephone: +33 988672956

Internet address(es):

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

Address of the buyer profile: <http://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

Defence

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Réalisation d'infographies au profit des organismes de communication du ministère des armées

Reference number: DICoD_193101003707501

II.1.2. Main CPV code

79822500 Graphic design services

II.1.3. Type of contract

Services

II.1.4. Short description

La présente consultation a pour objet la réalisation et la livraison des illustrations graphiques, cartographiques et infographiques de revues d'armée, des sites internet et intranet du ministère des armées et de leurs sous-sites, ainsi que des supports électroniques (newsletter, DVD, CD, CLÉ USB...) ou imprimés (brochures, panneaux, affiches...) produits par la Délégation à l'information et à la communication de la défense (DICOD), le Secrétariat général pour l'administration (SGA), la Direction générale de l'armement (DGA) et les Services

d'information et de relations publiques des armées (SIRPA), pour une diffusion interne et externe au ministère des armées.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 200 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Réalisations d'infographies au profit des organismes de communication du ministère des armées.

II.2.5. Award criteria

Quality criterion - Name: Sous-critère 1: équipe dédiée / Weighting: 20

Quality criterion - Name: Sous-critère 2: présentation de six (6) infographies déjà réalisées et publiées / Weighting: 15

Quality criterion - Name: Modalités de création d'une base de données «Défense» / Weighting: 15

Quality criterion - Name: Sous-critère 4: prise en compte du respect de l'environnement et des aspects sociaux / Weighting: 10

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Voir le règlement de consultation (page 3).

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: [2019/S 127-310694](#)

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: 19 31 01 00 370 75 01

Title:

Réalisation d'infographies au profit des organismes de communication du ministère des armées

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

14/01/2020

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Rouge vif

National registration number: 31417422100056

Postal address: 6 impasse de Toulouse

Town: Versailles

NUTS code: FR103 Yvelines

Postal code: 78000

Country: France

Internet address: <https://grouperougevif.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: 200 000,00 EUR

Total value of the contract/lot: 200 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris
Postal code: 75004
Country: France
Telephone: +33 144594400
Fax: +33 144594646

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

Official name: DICOD bureau finances/achat
Postal address: 60 boulevard du Général Martial Valin
Town: Paris Cedex 15
Postal code: 75509
Country: France
E-mail: aurelia.touitou@intradef.gouv.fr
Telephone: +33 988672956

VI.5. Date of dispatch of this notice

03/02/2020