

France-Bordeaux: Marketing services
OJ S 37/2022 22/02/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: laurianne.revidon@vins-bordeaux.fr

Telephone: +33 556002266

Fax: +33 556002282

Internet address(es):

Main address: www.bordeaux.com

Address of the buyer profile: <http://civb.e-marchespublics.com/>

I.4. Type of the contracting authority

Other type: Organisme professionnel

I.5. Main activity

Other activity: Agro-alimentaire

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ecole du Vin de Bordeaux itinérante

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

L'objectif du présent appel d'offres est d'identifier un ou deux prestataire(s) pour accompagner le Conseil Interprofessionnel du Vin de Bordeaux via son Ecole du Vin de Bordeaux, dans la conception, la réalisation et/ou l'animation d'un concept de formation mobile, une sorte d'Ecole du Vin de Bordeaux Itinérante.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 940 000,00 EUR

II.2. Description

II.2.1. Title

Conception et fabrication de l'EDVI

Lot No: 1

II.2.2. Additional CPV code(s)

39000000 Furniture (incl. office furniture), furnishings, domestic appliances (excl. lighting) and cleaning products, 39100000 Furniture, 39150000 Miscellaneous furniture and equipment, 39151300 Modular furniture

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Concevoir et mettre en œuvre la fabrication d'un outil de formation mobile, modulable et compact type « Food truck », pop'up store.

Etablir un plan et un budget prévisionnels d'entretien, d'assurance, de stockage/logistique et de fonctionnement.

Proposer une solution de réemploi/recyclage après la fin du marché.

II.2.5. Award criteria

Quality criterion - Name: Qualité, pertinence et originalité de la Proposition / Weighting: 40

Quality criterion - Name: Mobilité, adaptabilité et modularité de la Proposition / Weighting: 20

Quality criterion - Name: Proposition durable, éco-responsable / Weighting: 20

Cost criterion - Name: Ventilation détaillée du budget Honoraires détaillés, exhaustifs et concurrentiels Coûts détaillés et exhaustifs Honoraires et coûts proportionnels aux Prestations proposées / Weighting: 20

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

Conception et fabrication de l'EDVI

Lot No: 2

II.2.2. Additional CPV code(s)

39000000 Furniture (incl. office furniture), furnishings, domestic appliances (excl. lighting) and cleaning products, 39100000 Furniture, 39150000 Miscellaneous furniture and equipment, 39151300 Modular furniture

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Concevoir et mettre en œuvre la fabrication d'un outil de formation mobile, modulable et compact type « Food truck », pop'up store.

Etablir un plan et un budget prévisionnels d'entretien, d'assurance, de stockage/logistique et de fonctionnement.

Proposer une solution de réemploi/recyclage après la fin du marché.

II.2.5. Award criteria

Quality criterion - Name: Qualité, pertinence et originalité de la Proposition / Weighting: 40

Quality criterion - Name: Faire- savoir : amplification des actions / Weighting: 15

Quality criterion - Name: Efficience des process, pertinence des méthodes de suivi proposées
Pertinence et exhaustivité des mesures de performance et des exemples de bilans / Weighting : 25

Quality criterion - Name: Stratégie de ciblage des lieux, moments, animations / Weighting: 10

Cost criterion - Name: Ventilation détaillée du budget Honoraires détaillés, exhaustifs et concurrentiels Coûts détaillés et exhaustifs Honoraires et coûts proportionnels aux Prestations proposées / Weighting: 10

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 235-617905](#)

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:

Conception et fabrication de l'EDVI

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/02/2022

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: SO AGENCY (SOWINE)

Town: PARIS

NUTS code: FR France

Country: France

E-mail: sylvain@sowine.com

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 120 000,00 EUR

Total value of the contract/lot: 120 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Conception pédagogique et animation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/02/2022

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: SO AGENCY (SOWINE)

Town: PARIS

NUTS code: FR France

Country: France

E-mail: sylvain@sowine.com

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 580 000,00 EUR

Total value of the contract/lot: 580 000,00 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: Conseil Interprofessionnel du Vin de Bordeaux

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

17/02/2022