

Belgium-Brussels: Advertising campaign services

OJ S 61/2021 29/03/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bruxelles — Prévention & Sécurité

National registration number: 0664.962.516_549748

Postal address: Rue de Ligne 40

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: procurement@bps.brussels

Telephone: +32 25079945

Internet address(es):Main address: <http://bps-bpv.brussels>Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=405390>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=405390>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=b+p+s+-BPV%2FDA-DO%2FJUR%2F2021.002-F02>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Other activity: Coordination régionale des politiques de sécurité

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Élaboration et exécution d'une stratégie de communication dans le cadre du Plan global de sécurité et de prévention (PGSP)

Reference number: b p s -BPV/DA-DO/JUR/2021.002-F02_0

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent marché est un marché public de services composé de quatre missions détaillées dans les documents du marché.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

Mission 1 — Accompagnement dans l'établissement d'une stratégie de communication de lancement et de suivi pour le PGSP.

Mission 2 — Développer implémenter et diffuser un branding régional sur base de la baseline «Vivre Bruxelles en toute sécurité».

Mission 3 — Mise en page du document PGSP d'une centaine de pages.

Mission 4 — Mise en place de deux campagnes de communication par an sur des sujets régionaux prioritaires définis dans la stratégie de la mission 1.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Trois reconductions implicites avec délai de renon de 90 jours.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 28/04/2021 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French, Dutch

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 5 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 28/04/2021 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

E-mail: info@raadvst-consetat.be

Internet address: www.raadvst-consetat.be

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

Official name: Conseil d'État

Postal address: Rue de la Science 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

E-mail: info@raadvst-consetat.be

Internet address: www.raadvst-consetat.be

VI.5. Date of dispatch of this notice

24/03/2021