

France-Paris: Advertising consultancy services

OJ S 55/2023 17/03/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: inserm - administration du Siège

Postal address: 101 rue de Tolbiac

Town: Paris

NUTS code: FR101 Paris

Postal code: 75013

Country: France

E-mail: achat.ads@inserm.fr**Internet address(es):**Main address: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2233366&orgAcronyme=f2h>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2233366&orgAcronyme=f2h>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2233366&orgAcronyme=f2h>**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

Health

Section II: Object

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

prestations d'accompagnement, de conseil stratégique, de création, de conception et de réalisation d'actions de communication opérationnelle, digitale, événementielle et presse pour Parisanté Campus

Reference number: F233DGE005

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3.

Type of contract

Services

II.1.4. Short description

prestations d'accompagnement, de conseil stratégique, de création, de conception et de réalisation d'actions de communication opérationnelle, digitale, événementielle et presse pour Parisanté Campus

II.1.5. Estimated total value

Value excluding VAT: 900 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

L'Accord-Cadre a pour objet des prestations d'accompagnement, de conseil stratégique, de création, de conception et de réalisation d'actions de communication opérationnelle, digitale, événementielle et presse pour Parisanté campus

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

Value excluding VAT: 900 000,00 EUR

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 (3) fois par période de douze (12) mois sans que sa durée totale ne puisse excéder quarante-huit (48) mois

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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: 14/04/2023 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

IV.2.7. Conditions for opening of tenders

Date: 14/04/2023 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

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: 75000

Country: France

VI.5. Date of dispatch of this notice

13/03/2023