

**France-Strasbourg: Advertising and marketing services**

OJ S 60/2023 24/03/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: cci grand est

Postal address: 10, place Gutenberg -CS 20003

Town: Strasbourg Cedex

NUTS code: FRF Grand Est

Postal code: 67085

Country: France

E-mail: [marchespublics@grandest.cci.fr](mailto:marchespublics@grandest.cci.fr)**Internet address(es):**Main address: <http://www.grandest.cci.fr>Address of the buyer profile: <http://www.marches-publics.gouv.fr>**I.1. Name and addresses**

Official name: la Chambre Régionale de Métiers et de l'artisanat du Grand Est

Postal address: 5 Boulevard de la Défense

Town: Metz

NUTS code: FRF33 Moselle

Postal code: 57070

Country: France

E-mail: [Marchespublics@grandest.cci.fr](mailto:Marchespublics@grandest.cci.fr)**Internet address(es):**Main address: <https://crma-grandest.fr>**I.2. Information about joint procurement**

The contract involves joint procurement

**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=2258341&orgAcronyme=l2m>[EntrepriseAdvancedSearch&AllCons&id=2258341&orgAcronyme=l2m](https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2258341&orgAcronyme=l2m)Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2258341&orgAcronyme=l2m>[EntrepriseAdvancedSearch&AllCons&id=2258341&orgAcronyme=l2m](https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2258341&orgAcronyme=l2m)

Additional information can be obtained from another address:

Official name: cci grand est

Postal address: 5 rue des marmouzets

Town: Reims

NUTS code: FRF23 Marne

Postal code: 51100

Country: France

Contact person: FOURNIER CINDY

E-mail: [Marchespublics@grandest.cci.fr](mailto:Marchespublics@grandest.cci.fr)

Telephone: +33 0326506212

**Internet address(es):**

Main address: <http://www.grandest.cci.fr>

Address of the buyer profile: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2258341&orgAcronyme=l2m>

#### **I.4. Type of the contracting authority**

Body governed by public law

#### **I.5. Main activity**

Other activity: Développement des entreprises

## **Section II: Object**

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### **II.1. Scope of the procurement**

#### **II.1.1. Title**

marche composite : Prestations de communication pour le pacte transmission reprise  
Reference number: 2023CONSU07

#### **II.1.2. Main CPV code**

79340000 Advertising and marketing services

#### **II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

création de contenus et administration éditoriale du site Internet et des réseaux sociaux, réalisation d'un plan média et achats d'espaces, conception et impression de supports de communication et signalétique pour le " Pacte Transmission-Reprise "

#### **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)**

79341400 Advertising campaign services, 79340000 Advertising and marketing services, 79822500 Graphic design services, 79823000 Printing and delivery services

#### **II.2.3. Place of performance**

NUTS code: FRF Grand Est

#### **II.2.4. Description of the procurement**

dans le cadre de cette mission, le prestataire devra, entre autres : - créer des contenus textes, visuels et audiovisuels- assurer la continuité des axes éditoriaux mis en place en lien avec la stratégie de communication déployée- organiser et animer un comité de rédaction mensuel avec les acteurs du projet- animer les réseaux sociaux et le site Internet dédiés au " Pacte Transmission-Reprise " (social media et community management)- réaliser un plan média on line- acheter les espaces publicitaires- concevoir et imprimer les supports de communication

#### **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**

Start: 03/07/2023 End: 31/12/2025

This contract is subject to renewal: no

#### **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: yes

Identification of the project: financement : subventions versées par la Région Grand Est (convention 22p-10811-22p10812) et le Feder au titre des actions de communication du Pacte Transmission - reprise 2023/2025

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:  
cf règlement de la consultation

##### **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**

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#### **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: 24/04/2023 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.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

### **IV.2.7. Conditions for opening of tenders**

Date: 24/04/2023 Local time: 14:00

## **Section VI: Complementary information**

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### **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**

le marché est dit composite avec une partie ordinaire (tranche A) et une partie à bons de commande (tranche B) avec un maximum est passé en application des articles L.2125-1 1°, R. 2162-1 à R.2162-6, R.2162-13 et R.2162-14 du Code de la commande publique. Il donnera lieu à l'émission de bons de commande. Tranche A : partie ordinaire, à forfait, Tranche B : accord-cadre à bons de commande avec maximum de 15.000 euro(s) HT pour toute la durée du marché, en application des articles L.2125-1 1°, R.2162-1 à R.2162-6, R.2162-13 et R. 2162-14 du Code de la commande publique

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: tribunal Administratif de Strasbourg

Postal address: 31 avenue de la Paix

Town: Strasbourg

Postal code: 67070

Country: France

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

#### **VI.4.2. Body responsible for mediation procedures**

Official name: comité consultatif interrégional de règlement amiable des différends ou litiges relatifs aux marchés publics

Postal address: 1, rue du Préfet Claude Érignac

Town: Nancy

Postal code: 54038

Country: France

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

Official name: tribunal Administratif de Strasbourg

Postal address: 31 avenue de la Paix

Town: Strasbourg  
Postal code: 67070  
Country: France

**VI.5. Date of dispatch of this notice**  
21/03/2023