

France-Marne-la-Vallée: Market research services
OJ S 84/2021 30/04/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CSTB

Postal address: 84 avenue Jean Jaurès — Champs-sur-Marne — BP 02

Town: Marne-la-Vallée Cedex 2

NUTS code: FR102 Seine-et-Marne

Postal code: 77421

Country: France

E-mail: divisionachatsi@cstb.fr

Telephone: +33 164688288

Internet address(es):

Main address: <http://www.cstb.fr>

Address of the buyer profile: <http://www.marches-securises.fr>

I.4. Type of the contracting authority

Other type: EPIC

I.5. Main activity

Other activity: Études et recherches dans le bâtiment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Réalisation de prestations d'études de marché et Focus group pour le compte du CSTB

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent marché est conclu sous forme d'accord-cadre mixte alloti multi-attributaires, conclu sans minimum ni maximum en quantité et en valeur sur toute la durée du marché. L'accord-cadre est décomposé en trois lots:

— lot 1: études de marché sur mesure;

— lot 2: études quantitatives sur catalogue;

— lot 3: Focus group. À titre indicatif et non contractuel, la volumétrie globale des besoins est estimée entre 100 000 EUR HT et 200 000 EUR HT par an.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 800 000,00 EUR

II.2. Description

II.2.1. Title

Études de marché sur mesure

Lot No: 1

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics, 79310000 Market research services, 79311200 Survey conduction services, 79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: FR102 Seine-et-Marne

II.2.4. Description of the procurement

Ce lot regroupe la réalisation d'études de marchés autour des prestations du CSTB (toutes activités confondues: certification, essais, évaluation, recherche, formation, logiciels, édition). Le lot 1 prend la forme d'un accord-cadre multi-attributaires à marchés subséquents avec trois (3) titulaires maximum sous réserve d'un nombre suffisant d'offres.

II.2.5. Award criteria

Price

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

Études quantitatives sur catalogue

Lot No: 2

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics, 79310000 Market research services, 79311200 Survey conduction services, 79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: FR102 Seine-et-Marne

II.2.4. Description of the procurement

Ce lot concerne l'acquisition d'études quantitatives du secteur de la construction, études présentes au catalogue du titulaire et mises à jour régulièrement.

Le lot 2 prend la forme d'un accord-cadre multi-attributaires exécuté à bons de commandes, conclu avec deux (2) titulaires sous réserve d'un nombre suffisant d'offres.

II.2.5. Award criteria

Price

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

Organisation de Focus group
Lot No: 3

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics, 79310000 Market research services, 79311200 Survey conduction services, 79320000 Public-opinion polling services

II.2.3. Place of performance

NUTS code: FR102 Seine-et-Marne

II.2.4. Description of the procurement

Ce lot regroupe l'organisation et l'animation de Focus group. Ils visent à étayer les décisions du CSTB dans le cadre d'études de marché, de création de nouvelles offres, marques, logos, éléments de merchandising.

Le lot 3 prend la forme d'un accord-cadre multi-attributaires exécuté à bons de commandes, conclu avec deux (2) titulaires sous réserve d'un nombre suffisant d'offres.

II.2.5. Award criteria

Price

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

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: [2020/S 250-624753](#)

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: 21025

Lot No: 1

Title:

Études de marché sur mesure

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/04/2021

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: TBC innovations

Postal address: 2 impasse Michel Labrousse

Town: Toulouse

NUTS code: FR France

Postal code: 31100

Country: France

The contractor is an SME: yes

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

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

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 21025

Lot No: 2

Title:

Études quantitatives sur catalogue

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/04/2021

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: MSI reports

Postal address: 18 rue Juiverie

Town: Lyon

NUTS code: FR France

Postal code: 69005

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 40 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 21025

Lot No: 3

Title:

Organisation de Focus group

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/04/2021

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: sky consulting

Postal address: 20 rue de Saint-Petersbourg

Town: Paris

NUTS code: FR France

Postal code: 75008

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 40 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 21025

Lot No: 1

Title:

Études de marché sur mesure

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/04/2021

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: Majors consultants

Postal address: 15 place de la Madeleine

Town: Paris

NUTS code: FR France

Postal code: 75008

Country: France

The contractor is an SME: yes

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

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

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 21025

Lot No: 1

Title:

Études de marché sur mesure

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/04/2021

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: Effience marketing
Postal address: 51 avenue Victor Hugo
Town: Vanves
NUTS code: FR France
Postal code: 92170
Country: France
The contractor is an SME: yes

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

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

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 21025

Lot No: 2

Title:

Études quantitatives sur catalogue

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/04/2021

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: TBC innovations
Postal address: 2 impasse Michel Labrousse
Town: Toulouse
NUTS code: FR France
Postal code: 31100
Country: France
The contractor is an SME: yes

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

Total value of the contract/lot: 40 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 21025

Lot No: 3

Title:

Organisation de focus groups

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

02/04/2021

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Framatech

Postal address: 04 boulevard d'Arras

Town: Marseille

NUTS code: FR France

Postal code: 13004

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 40 000,00 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

VI.5. Date of dispatch of this notice

26/04/2021