

Belgium-Brussels: Advertising and marketing services
OJ S 90/2021 10/05/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: GO! onderwijs van de Vlaamse Gemeenschap

National registration number: 0850.036.635_16739

Postal address: Willebroekkaai 36

Town: Brussel

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

Postal code: 1000

Country: Belgium

E-mail: glenn.croughs@g-o.be

Telephone: +32 27909463

Internet address(es):

Main address: <http://www.g-o.be>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=409906>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Begeleiden van scholen en instellingen van het GO! onderwijs van de vlaamse gemeenschap bij de invoering van een huisstijl, marktpositionering en doeltreffende communicatie

Reference number: GO!-COM2101-F02_0-F03_0

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Begeleiden van scholen en instellingen van het GO! onderwijs van de vlaamse gemeenschap bij de invoering van een huisstijl, marktpositionering en doeltreffende communicatie.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 197 500,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

NUTS code: BE2 Vlaams Gewest

II.2.4. Description of the procurement

Begeleiden van scholen en instellingen van het GO! onderwijs van de vlaamse gemeenschap bij de invoering van een huisstijl, marktpositionering en doeltreffende communicatie.

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit van het team / Weighting: 30

Quality criterion - Name: Methodologie en administratieve opvolging / Weighting: 20

Quality criterion - Name: Nota over de wijze waarop de marktverkenning wordt georganiseerd / Weighting: 10

Cost criterion - Name: Prijs / Weighting: 40

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 033-082789](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/03/2021

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: CAS Van Maurik GCV

Town: Keerbergen

NUTS code: BE Belgique / België

Postal code: 3140

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 197 500,00 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: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

Internet address: <http://www.raadvst-consetat.be/>

VI.4.2. Body responsible for mediation procedures

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

Internet address: <http://www.raadvst-consetat.be/>

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

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

Internet address: <http://www.raadvst-consetat.be/>

VI.5. Date of dispatch of this notice

05/05/2021