

France-Champs-sur-Marne: Advertising and marketing services

OJ S 79/2023 21/04/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: ecole Nationale des Ponts et Chaussées

Postal address: 6/8 avenue Blaise Pascale - cité Descarte

Town: Champs-sur-Marne Marne-la-Vallée Cedex 2

NUTS code: FR102 Seine-et-Marne

Postal code: 77455

Country: France

E-mail: marches@enpc.fr

Telephone: +33 164153000

Internet address(es):Main address: <http://www.enpc.fr>Address of the buyer profile: <http://www.marches-publics.gouv.fr>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr>

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>

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

Other type: Etablissement public

I.5. Main activity

Other activity: Enseignement supérieur

Section II: Object

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

prestations de conseil, mise en place et accompagnement en marketing digital

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

le présent marché a pour objet l'accompagnement de l'école nationale des ponts et chaussées (Enpc) dans le déploiement de campagnes de marketing digital (conseil, élaboration, pilotage) et l'évolution de son site internet institutionnel www.enpc.fr (prestations de maintenance, transfert et hébergement, évolution et améliorations techniques)

II.1.5. Estimated total value

Value excluding VAT: 400 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR102 Seine-et-Marne

Main site or place of performance: 6/8 avenue Blaise Pascal Cité Descartes - champs-Sur-Marne 77455 Marne-La-Vallée Cedex 2

II.2.4. Description of the procurement

accompagnement de l'enpc dans le déploiement de campagnes de marketing digital et l'évolution de son site internet institutionnel

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Valeur technique / Weighting: 70

Price - Weighting: 30

II.2.6. Estimated value

Value excluding VAT: 400 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

durée initiale: 3 ans - 1 reconduction tacite d'un an

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

List and brief description of conditions:

une lettre de candidature ainsi qu'une déclaration sur l'honneur pour justifier que le candidat n'entre dans aucun des cas d'interdiction de soumissionner aux marchés et accords-cadres mentionnés par les articles 45 et 48 de l'ordonnance no2015-899 du 23 juillet 2015. Pour fournir ces renseignements, le candidat peut utiliser le formulaire Dc1 "Lettre de candidature - habilitation du mandataire par ses co-traitants" ou tout autre document contenant les mêmes renseignements et attestations.

" Rc-2023.05-Prestations de conseil, mise en place et accompagnement en marketing digital "
- la déclaration du candidat ou formulaire type Dc2 complètement renseignée et signée en original - le Dc2 apporte des précisions sur le statut du candidat individuel ou membre du groupement. Il permet également de s'assurer que le candidat individuel ou chacun des membres du groupement dispose des capacités professionnelles, techniques et financières suffisantes pour l'exécution du marché public ou du marché

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: 17/05/2023 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: 17/05/2023 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal Administratif de Melun

Postal address: 43 rue de Général de Gaulle, case postale no8630

Town: Melun Cedex

Postal code: 77008

Country: France

Telephone: +33 160566630

Internet address: <http://melun.tribunal-administratif.fr/ta-cao/>

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

Official name: greffe du tribunal administratif de Melun

Postal address: 43 rue de Général de Gaulle, case postale no8630

Town: Melun Cedex

Postal code: 77008

Country: France

Telephone: +33 160566630

Internet address: <http://melun.tribunal-administratif.fr/ta-cao/>

VI.5. Date of dispatch of this notice

17/04/2023