

France-Nantes: Marketing services  
OJ S 92/2021 12/05/2021  
Contract notice  
Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Nantes Métropole Aménagement

Postal address: 2 avenue Carnot, BP 50906

Town: Nantes Cedex 1

NUTS code: FRG01 Loire-Atlantique

Postal code: 44009

Country: France

E-mail: [alain.toumi@nantes-am.com](mailto:alain.toumi@nantes-am.com)

Telephone: +33 240410160

**Internet address(es):**

Main address: <https://www.nantes-amenagement.fr/>

Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2021_iruuGO3GeU&v=1&selected=0)

[PCSLID=CSL\\_2021\\_iruuGO3GeU&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2021_iruuGO3GeU&v=1&selected=0)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2021\\_iruuGO3GeU](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2021_iruuGO3GeU)

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

Other type: Société publique locale

**I.5. Main activity**

Other activity: Aménagement public

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**Section II: Object**

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

**II.1.1. Title**

Missions d'assistance de Nantes Métropole Aménagement dans sa communication, tant en matière de stratégie de communication que de production d'outils

Reference number: 1-AMO Communication

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

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

Missions d'assistance de Nantes Métropole Aménagement dans sa communication, tant en matière de stratégie de communication que de production d'outils.

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

### **II.2. Description**

#### **II.2.1. Title**

Lot n° 1: stratégie, conseil en communication et production d'outils  
Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

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

NUTS code: FRG01 Loire-Atlantique

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

Lot n° 1: stratégie, conseil en communication et production d'outils.

#### **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**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de deux ans à compter de sa notification, pouvant faire l'objet d'une reconduction pour une durée de deux ans.

#### **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**

### **II.2. Description**

#### **II.2.1. Title**

Lot n° 2: impression et reprographie  
Lot No: 2

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: FRG01 Loire-Atlantique

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

Lot n° 2: impression et reprographie.

**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**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de deux ans à compter de sa notification, pouvant faire l'objet d'une reconduction pour une durée de deux ans.

**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****II.2. Description****II.2.1. Title**

Lot n° 3: diffusion

Lot No: 3

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: FRG01 Loire-Atlantique

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

Lot n° 3: diffusion.

**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**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de deux ans à compter de sa notification, pouvant faire l'objet d'une reconduction pour une durée de deux ans.

### **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**

#### **II.2. Description**

##### **II.2.1. Title**

Lot n° 4: impression numérique et fabrication de supports graphiques évènementiels grand format

Lot No: 4

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

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

NUTS code: FRG01 Loire-Atlantique

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

Lot n° 4: impression numérique et fabrication de supports graphiques évènementiels grand format.

##### **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**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de deux ans à compter de sa notification, pouvant faire l'objet d'une reconduction pour une durée de deux ans.

### **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**

#### **II.2. Description**

##### **II.2.1. Title**

Lot n° 5: vidéos  
Lot No: 5

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

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

NUTS code: FRG01 Loire-Atlantique

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

Lot n° 5: vidéos.

##### **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**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de deux ans à compter de sa notification, pouvant faire l'objet d'une reconduction pour une durée de deux ans.

##### **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**

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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:

Une lettre de candidature (DC1 ou équivalent) comportant l'ensemble des indications permettant d'identifier le candidat ou l'ensemble des membres du groupement en cas de

réponse en groupement. Une déclaration sur l'honneur attestant qu'il ne fait pas l'objet d'une des interdictions de soumissionner telles que définies aux articles L. 2141-1 à L. 2141-5 et L. 2141-7 à L. 2141-11 du code de la commande publique et qu'il est en règle au regard des articles L. 5212-1 à L. 5212-11 du code du travail concernant l'emploi des travailleurs handicapés. La remise d'un DC1 vaudra remise d'une déclaration sur l'honneur.

### **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

## **III.2. Conditions related to the contract**

### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **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**

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: 18/06/2021 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: 18/06/2021 Local time: 14:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

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

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

Official name: Tribunal de grande instance de Rennes

Postal address: 7 rue Pierre Abélard, CS 73127

Town: Rennes Cedex

Postal code: 35031

Country: France

E-mail: [Tgi-rennes@justice.fr](mailto:Tgi-rennes@justice.fr)

Internet address: <http://www.justice.gouv.fr/>

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

— référé précontractuel: introduction d'un référé précontractuel jusqu'à la signature du marché dans les conditions énoncées aux articles 2 et suivants de l'ordonnance n° 2009-515 du 7.5.2009 et aux articles 1441-1 et 1441-2 du code de procédure civile;

— référé contractuel: introduction d'un référé contractuel dans un délai de 31 jours à compter de la publication de l'avis d'attribution du contrat dans les conditions posées aux articles 11 et suivants de l'ordonnance 2009-515 du 7.5.2009 et des articles 1441-1 et 1441-3 du code de procédure civile, sauf à avoir préalablement introduit un référé pré-contractuel. Le délai de 31 jours est porté à six mois à compter de la conclusion du contrat en l'absence de publication d'un avis d'attribution.

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

Official name: Greffe du tribunal de grande instance de Rennes

Postal address: 7 rue Pierre Abélard, CS 73127

Town: Rennes Cedex

Postal code: 35031

Country: France

E-mail: [Tgi-rennes@justice.fr](mailto:Tgi-rennes@justice.fr)

Internet address: <http://www.justice.gouv.fr/>

##### **VI.5. Date of dispatch of this notice**

07/05/2021