

Belgium-Brussels: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 89/2022 06/05/2022

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Departement Cultuur, Jeugd en Media

National registration number: 0316.380.841_16789

Postal address: Arenberggebouw - Arenbergstraat 9

Town: Brussel

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

Postal code: 1000

Country: Belgium

Contact person: Caroline Sabbe

E-mail: caroline.sabbe@vlaanderen.be

Telephone: +32 25536824

Internet address(es):Main address: <http://www.vlaanderen.be/cultuur>Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=445227>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Recreation, culture and religion

Section II: Object

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

RAAMOVEREENKOMST COMMUNICATIEMARKETING voor het Departement Cultuur, Jeugd en Media

Reference number: Departement Cultuur, Jeugd en Media-2022/CJM/COM /Raamovereenkomst Communicatiemarketing/1-F03_0

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Deze opdracht wordt uitgeschreven in functie van het verkrijgen van strategisch marketingadvies, het begeleiden bij het uitwerken en activeren van een participatietraject, het bedenken en uitrollen van concrete marketingcampagnes, ruimer communicatieadvies en concrete communicatieondersteuning.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 97 500,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Deze opdracht wordt uitgeschreven in functie van het verkrijgen van strategisch marketingadvies, het begeleiden bij het uitwerken en activeren van een participatietraject, het bedenken en uitrollen van concrete marketingcampagnes, ruimer communicatieadvies en concrete communicatieondersteuning.

II.2.5. Award criteria

Cost criterion - Name: De prijs / Weighting: 40

Cost criterion - Name: Kwaliteit van de voorgestelde aanpak / Weighting: 35

Cost criterion - Name: Kwaliteit en expertise van het voorgestelde team / Weighting: 25

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

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: [2022/S 032-082190](#)

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: Bestek nr. 2022/CJM/COM/Raamovereenkomst Communicatiemarketing/1

Title:

Onderzoeksopdracht RAAMOVEREENKOMST COMMUNICATIEMARKETING voor het Departement Cultuur, Jeugd en Media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/05/2022

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: The Middle Men BV

National registration number: 0713.774.993

Town: Brussel

NUTS code: BE Belgique / België

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 97 500,00 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

VI.4.2. Body responsible for mediation procedures

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

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

Official name: Departement Cultuur, Jeugd en Media

Postal address: Arenbergstraat 9

Town: Brussel

Postal code: 1000

Country: Belgium

VI.5. Date of dispatch of this notice

03/05/2022