

**France-Montpellier: Business services: law, marketing, consulting, recruitment, printing and security**

OJ S 113/2018 15/06/2018

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: CROUS de Montpellier

Postal address: 2 rue Monteil, CS 85053

Town: Montpellier

NUTS code: FRJ1 Languedoc-Roussillon

Postal code: 34093

Country: France

E-mail: [service.marches@crous-montpellier.fr](mailto:service.marches@crous-montpellier.fr)**Internet address(es):**Main address: <https://www.crous-montpellier.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_2018_c7R9iPxFDG)[PCSLID=CSL\\_2018\\_c7R9iPxFDG](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2018_c7R9iPxFDG)

Additional information can be obtained from the abovementioned address

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

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

Body governed by public law

**I.5. Main activity**

Education

**Section II: Object**

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

Accord-cadre de prestations de communication

Reference number: 18 116-123

**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**

Le présent accord-cadre concerne les prestations de communication du CROUS de Montpellier Occitanie pour la période 2018-2022.

#### **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**

Renouvellement global de la signalétique  
Lot No: 1

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

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

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

NUTS code: FRJ13 Hérault  
NUTS code: FRJ12 Gard  
NUTS code: FRJ15 Pyrénées-Orientales

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

Renouvellement global de la signalétique.

#### **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 la période initiale est de 2 ans. L'accord-cadre est éventuellement reconductible 2 fois par période de 1 an en cas de changement majeur dans les besoins du CROUS. La durée maximale de l'accord cadre est de 4 ans reconductions éventuelles incluses, à compter de sa date de notification. À titre indicatif, la date prévisionnelle de notification est: août 2018.

#### **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**

Pour le lot 1, un seul attributaire sera retenu.

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

**II.2.1. Title**

Renouvellement ponctuel de la signalétique  
Lot No: 2

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

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

**II.2.3. Place of performance**

NUTS code: FRJ13 Hérault  
NUTS code: FRJ12 Gard  
NUTS code: FRJ15 Pyrénées-Orientales

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

Renouvellement ponctuel de la signalétique.

**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: 12  
This contract is subject to renewal: yes  
Description of renewals:  
La durée de l'accord-cadre est de 1 an renouvelable 3 fois, à compter de sa date de notification. À titre indicatif, la date prévisionnelle de notification est: août 2018.

**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**

Pour le lot 2, un seul attributaire sera retenu.

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

Impression  
Lot No: 3

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

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

**II.2.3. Place of performance**

NUTS code: FRJ13 Hérault  
NUTS code: FRJ12 Gard  
NUTS code: FRJ15 Pyrénées-Orientales

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

Impression.

#### **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: 12

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de 1 an renouvelable 3 fois, à compter de sa date de notification. À titre indicatif, la date prévisionnelle de notification est: août 2018.

#### **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**

Pour le lot 3, un seul attributaire sera retenu.

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

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

Animations de terrain et street marketing

Lot No: 4

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

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

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

NUTS code: FRJ13 Hérault

NUTS code: FRJ12 Gard

NUTS code: FRJ15 Pyrénées-Orientales

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

Animations de terrain et street marketing.

#### **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: 12

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de 1 an renouvelable 3 fois, à compter de sa date de notification. À titre indicatif, la date prévisionnelle de notification est: août 2018.

**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**

Pour le lot 4, 3 attributaires seront retenus.

**II.2. Description**

**II.2.1. Title**

Conception graphique

Lot No: 5

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

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

**II.2.3. Place of performance**

NUTS code: FRJ13 Hérault

NUTS code: FRJ12 Gard

NUTS code: FRJ15 Pyrénées-Orientales

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

Conception graphique.

**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: 12

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de 1 an renouvelable 3 fois, à compter de sa date de notification. À titre indicatif, la date prévisionnelle de notification est: août 2018.

**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**

Pour le lot 5, 5 attributaires seront retenus.

## **II.2. Description**

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

Digital Marketing  
Lot No: 6

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

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

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

NUTS code: FRJ13 Hérault  
NUTS code: FRJ12 Gard  
NUTS code: FRJ15 Pyrénées-Orientales

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

Digital Marketing.

### **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: 12  
This contract is subject to renewal: yes  
Description of renewals:  
La durée de l'accord-cadre est de 1 an renouvelable 3 fois, à compter de sa date de notification. À titre indicatif, la date prévisionnelle de notification est: août 2018.

### **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**

Pour le lot 6, 3 attributaires seront retenus.

## **II.2. Description**

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

Marketing  
Lot No: 7

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

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

**II.2.3. Place of performance**

NUTS code: FRJ13 Hérault

NUTS code: FRJ12 Gard

NUTS code: FRJ15 Pyrénées-Orientales

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

Marketing.

**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: 12

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de 1 an renouvelable 3 fois, à compter de sa date de notification. À titre indicatif, la date prévisionnelle de notification est: août 2018.

**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**

Pour le lot 7, 3 attributaires seront retenus.

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

Design

Lot No: 8

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

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

**II.2.3. Place of performance**

NUTS code: FRJ13 Hérault

NUTS code: FRJ12 Gard

NUTS code: FRJ15 Pyrénées-Orientales

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

Design.

**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: 12

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord-cadre est de 1 an renouvelable 3 fois, à compter de sa date de notification. À titre indicatif, la date prévisionnelle de notification est: août 2018.

#### **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**

Pour le lot 8, 3 attributaires seront retenus.

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **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.2.2. Contract performance conditions**

Délai global de paiement de 30 jours, paiement par virement bancaire sur présentation de facture conforme aux règles de la comptabilité publique. Les prestations seront financées sur ressources propres du CROUS et pourront faire l'objet de financements extérieurs, tels que CNOUS, COMUE, région, sans que cette liste soit exhaustive.

### **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 several operators

#### **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: 16/07/2018 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: 6 (from the date stated for receipt of tender)

##### **IV.2.7. Conditions for opening of tenders**

Date: 16/07/2018 Local time: 12:00

### **Section VI: Complementary information**

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

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

La période initiale est de 12 mois à compter de la date de notification de l'accord cadre (sauf lot 1 : 24 mois). Tous les lots de l'accord-cadre sont reconductibles par périodes de 12 mois, dans la limite de 48 mois au total. L'accord-cadre est reconductible tacitement chaque année.

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

Il s'agit d'un accord-cadre mixte, à bons de commande et avec marchés subséquents, sans engagement de montant minimum ni maximum. La procédure de passation utilisée est l'appel d'offres ouvert. Elle est soumise aux dispositions des articles 66 à 68 du décret no 2016-360 du 25.3.2016.

— pour les lots 1 à 3: 1 seul attributaire sera retenu,

— pour le lot no 5, 5 attributaires seront retenus,

— pour les autres lots (4, 6, 7, 8): 3 attributaires seront retenus.

Lorsque les prestations correspondront à des prix du bordereau des prix unitaires (BPU), un bon de commande sera émis par le CROUS et le prix proposé par le candidat s'appliquera.

Lorsque les prestations ne correspondront pas à des prix du BPU, un marché subséquent sera passé: le titulaire proposera un devis pour la prestation exacte. Ce devis adaptera le ou les prix approchant du BPU. Aucune variante n'est imposée ni autorisée. Le délai de validité des offres est fixé à 180 jours à compter de la date limite de réception des offres.

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

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

Official name: Tribunal administratif de Montpellier

Postal address: 6 rue Pitot

Town: Montpellier

Postal code: 34063

Country: France

Telephone: +33 467548100

Fax: +33 467548156

Internet address: <http://montpellier.tribunal-administratif.fr/>

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

13/06/2018