

**France-Paris: Design consultancy services**  
**OJ S 85/2023 02/05/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: spl Paris et Métropole aménagement

Postal address: 12, passage Susan Sontag Cs30054

Town: Paris Cedex 19

NUTS code: FR101 Paris

Postal code: 75927

Country: France

Contact person: Mélanie BONSENS

E-mail: [M.bonsens@parisnetmetropole.fr](mailto:M.bonsens@parisnetmetropole.fr)

**Internet address(es):**

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

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

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

Other type: Société Publique Locale

**I.5. Main activity**

Other activity: Aménagement

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**Section II: Object**

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

**II.1.1. Title**

accord-Cadre portant sur la communication grand public (lot 1), l'assistance à maîtrise d'usage et la participation (lot 2) autour de l'opération d'aménagement Gare des Mines - fillettes (75018)

Reference number: 2023/121/01

**II.1.2. Main CPV code**

79415200 Design consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

accord-Cadre à bons de commande portant sur la communication grand public (lot 1), l'assistance à maîtrise d'usage et la participation (lot 2) autour de l'opération d'aménagement Gare des Mines - fillettes située à Paris 18ème

**II.1.6.**

## **Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 740 000,00 EUR

## **II.2. Description**

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

lot 1 " Communication grand public " autour de l'opération Gare des Mines - fillettes  
Lot No: 1

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

79415200 Design consultancy services

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

NUTS code: FR101 Paris

Main site or place of performance: zac Gare des Mines - fillettes à Paris 18ème

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

lot 1 " Communication grand public " autour de l'opération Gare des Mines - fillettes

### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 14

Price - Weighting: 6

### **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 2 " Assistance à maîtrise d'usage et participation " autour de l'opération Gare des Mines -  
fillettes  
Lot No: 2

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

79415200 Design consultancy services

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

NUTS code: FR101 Paris

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

lot 2 " Assistance à maîtrise d'usage et participation " autour de l'opération Gare des Mines -  
fillettes

### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 14

Price - Weighting: 6

#### **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**

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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

##### **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: [2023/S 005-009963](#)

##### **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**

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**Contract No:** 2023-121/03

**Lot No:** 1

**Title:**

lot 1 - accord-Cadre à bons de commande portant sur la communication grand public autour de l'opération Gare des mines - fillettes à Paris 18ème

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

25/04/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 1

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

##### **V.2.3. Name and address of the contractor**

Official name: a vrai dire la ville

Postal address: 43 rue de Saintonge

Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75003  
Country: France  
Internet address: <https://www.avdlv.com/>  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 300 000,00 EUR  
Total value of the contract/lot: 300 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2023-121/04

**Lot No:** 2

**Title:**

lot 2 - accord-Cadre à bons de commande portant sur l'assistance et la maîtrise d'usage et la participation autour de l'opération Gare des mines - fillettes à Paris 18ème

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

24/04/2023

**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: vraiment vraiment  
Postal address: 39 rue de la Gare de Reuilly  
Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75012  
Country: France  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 440 000,00 EUR  
Total value of the contract/lot: 440 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: tribunal de Commerce de Paris

Postal address: 1, quai de la Corse

Town: Paris Cedex 041

Postal code: 75198

Country: France

Internet address: <https://www.greffe-tc-paris.fr/>

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

27/04/2023