

**Belgium-Schaerbeek: Advertising and marketing services**

OJ S 100/2021 26/05/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Société mutualiste Solimut

National registration number: 0471.458.008\_506945

Postal address: Chaussée de Haecht 579, BP 40

Town: Schaerbeek

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

Postal code: 1030

Country: Belgium

Contact person: Direction «Achats» ANMC

E-mail: [nathalie.donckers@mc.be](mailto:nathalie.donckers@mc.be)

Telephone: +32 477957830

**Internet address(es):**Main address: <http://mc.be>Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=411521>**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=411521>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=Solimut-2021\\_023-F02](https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=Solimut-2021_023-F02)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://enot.publicprocurement.be/enot-war/displayForum.do?forumId=36520>**I.4. Type of the contracting authority**

Other type: Société mutualiste Solimut

**I.5. Main activity**

Social protection

**Section II: Object**

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

### **II.1.1. Title**

Accord-cadre de services relatif à la sélection d'agences de publicité chargées de la communication 360° des mutualités chrétiennes francophones et germanophone  
Reference number: Solimut-2021\_023-F02\_0

### **II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

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

L'accord-cadre est un marché public de services, qui a pour objet la sélection d'agences de publicité chargées de la communication 360° des mutualités chrétiennes francophones et germanophone.

Ce marché comporte deux lots:

- lot 1: agence en charge de la marque (et sous-marques) et des campagnes 360°;
- lot 2: agence digitale et de conversion.

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

Value excluding VAT: 2 800 000,00 EUR

### **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 1: agence en charge de la marque (et sous-marques) et des campagnes 360°  
Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: BE Belgique / België

Main site or place of performance: Voir Cahier spécial des charges.

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

Voir Cahier spécial des charges.

### **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**

Value excluding VAT: 2 000 000,00 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:

Voir Cahier spécial des charges.

**II.2.9. Information about the limits on the number of candidates to be invited**

Maximum number: 3  
Objective criteria for choosing the limited number of candidates:  
Voir Cahier spécial des charges.

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: yes  
Description of options:  
Voir Cahier spécial des charges.

**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**

Voir Cahier spécial des charges.

**II.2. Description**

**II.2.1. Title**

Lot 2: agence digitale et de conversion  
Lot No: 2

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

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: BE Belgique / België  
Main site or place of performance: Voir Cahier spécial des charges.

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

Voir Cahier spécial des charges.

**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**

Value excluding VAT: 800 000,00 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:  
Voir Cahier spécial des charges.

**II.2.9. Information about the limits on the number of candidates to be invited**

Maximum number: 3  
Objective criteria for choosing the limited number of candidates:  
Voir Cahier spécial des charges.

**II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

Voir Cahier spécial des charges.

#### **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**

Voir Cahier spécial des charges.

### **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:

Voir Cahier spécial des charges.

##### **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**

Voir Cahier spécial des charges.

##### **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**

Competitive procedure with negotiation

##### **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.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

##### **IV.1.5.**

### **Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **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: 17/06/2021 Local time: 13:45

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 09/07/2021

#### **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)

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

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

This is a recurrent procurement: no

#### **VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

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

Voir Cahier spécial des charges.

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

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

Official name: Tribunal de première instance francophone de Bruxelles

Postal address: Place Poelaert 1

Town: Bruxelles

Postal code: 1000

Country: Belgium

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

Precise information on deadline(s) for review procedures:

Sur la base de l'article 29-1 de la loi du 17.6.2013 relative à la motivation, à l'information et aux voies de recours en matière de marchés publics, vous pouvez, dans un délai de 30 jours à compter du jour suivant la date d'envoi de cette notification, demander au pouvoir adjudicateur de vous fournir les informations complémentaires suivantes.

Conformément aux dispositions de la loi du 17.6.2013 relative à la motivation, à l'information et aux voies de recours en matière de marchés publics et de certains marchés de travaux, de fournitures et de services, vous disposez d'un délai de quinze jours de calendrier à compter de la date d'envoi de la présente lettre pour introduire auprès de l'instance de recours compétente une demande de suspension de l'exécution de la décision d'attribution, à travers une procédure d'extrême urgence, conformément à l'article 24 de la loi susmentionnée.

En même temps, vous êtes prié de nous avertir de l'introduction de ladite réclamation dans le même délai, et ce de préférence par courrier électronique à l'adresse suivante : [aankoop@cm.be](mailto:aankoop@cm.be)

Vous pouvez également introduire une demande d'annulation contre cette décision, auprès de l'instance de recours susmentionnée, au moyen d'une lettre recommandée qui doit être envoyée dans un délai de 60 jours de calendrier à compter de la date d'envoi de la présente lettre.

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

Official name: Société mutualiste Solimut

Postal address: Chaussée de Haecht 579, BP 40

Town: Bruxelles

Postal code: 1031

Country: Belgium

E-mail: [nathalie.donckers@mc.be](mailto:nathalie.donckers@mc.be)

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

21/05/2021