

France-Olemps: Advertising campaign services

OJ S 110/2020 09/06/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sydom

Postal address: 3 place de la Mairie

Town: Olemps

NUTS code: FRJ22 Aveyron

Postal code: 12510

Country: France

Contact person: www.e-occitanie.fr

E-mail: commande.publique@sydom-aveyron.com

Telephone: +33 565683449

Internet address(es):

Main address: <http://www.e-occitanie.fr>

Address of the buyer profile: <https://www.e-occitanie.fr>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.e-occitanie.fr>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.e-occitanie.fr>

I.4. Type of the contracting authority

Other type: Syndicat mixte ouvert

I.5. Main activity

Other activity: Traitement des déchets ménagers

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Prestations diverses de communication pour le Sydom Aveyron

Reference number: 20AO005

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

- 1) campagne de communication, conseil stratégique et création graphique;
- 2) création et exécution d'éléments cibles de communication;
- 3) prestations photos et vidéos.

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

Campagne de communication, conseil stratégique et création graphique
Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FRJ22 Aveyron

II.2.4. Description of the procurement

Le lot n° 1 est dédié aux actions de communication globale sur le thème des déchets ménagers, appuyées sur une stratégie à moyen ou long terme. Pour tenir compte des besoins annuels «classiques» en communication et du projet de passage à l'extension des consignes de tri, le lot n° 1 est scindé en une tranche ferme et une tranche optionnelle.

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: 145 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48
This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes
Description of options:
Tranche ferme: campagne de communication annuelle «classique».
Tranche optionnelle 1: campagne de communication spécifique à l'extension des consignes de tri.

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

Création et exécution d'éléments cibles de communication
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRJ22 Aveyron

II.2.4. Description of the procurement

Dans le cadre de besoins ponctuels et précis de communication, le Sydom Aveyron a besoin d'être assisté dans la création et l'exécution d'éléments ciblés de communication. Les outils peuvent être destinés au print: affiches, flyers, plaquettes etc. ou au web: visuel pour les réseaux sociaux, visuels pour le site internet du Sydom Aveyron ou ceux de la presse locale etc.

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: 20 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

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

Prestations photos et vidéos
Lot No: 3

II.2.2. Additional CPV code(s)

79961000 Photographic services, 79961200 Aerial photography services

II.2.3. Place of performance

NUTS code: FRJ22 Aveyron

II.2.4. Description of the procurement

Dans le cadre de besoin de communication spécifique ou de ses campagnes annuelles, le Sydom Aveyron confie au titulaire du marché le soin de proposer des photos et vidéos en adéquation avec les objectifs à atteindre.

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: 32 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

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

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:

- lettre de candidature (modèle DC1 dernière version ou équivalent) en cas de groupement, par chaque membre du groupement ou par le mandataire seul s'il est dûment habilité (produire les habilitations de chaque cotraitant);
- 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. 2141-11 et L. 2341-7 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 ou d'un DUME vaudra remise d'une déclaration sur l'honneur;
- déclaration du candidat (modèle DC2 dernière version ou équivalent).

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

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: 31/07/2020 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: 31/07/2020 Local time: 12:15

Section VI: Complementary information

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 administratif de Toulouse

Postal address: 68 rue Raymond IV, BP 7007

Town: Toulouse

Postal code: 31068

Country: France

E-mail: greffe.ta-toulouse@juradm.fr

VI.5. Date of dispatch of this notice

05/06/2020

