

France-Rennes: Design support services
OJ S 103/2021 31/05/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Archipel Habitat — OPH Rennes Métropole (35)

Postal address: 3 place de la Communauté

Town: Rennes

NUTS code: FRH03 Ile-et-Vilaine

Postal code: 35200

Country: France

E-mail: x.caillot@archipel-habitat.fr

Telephone: +33 299229156

Internet address(es):

Main address: <http://www.archipel-habitat.fr/>

Address of the buyer profile: <https://www.marches-securises.fr/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Prestations de communication

II.1.2. Main CPV code

79933000 Design support services

II.1.3. Type of contract

Services

II.1.4. Short description

Prestations pour l'accompagnement et le conseil dans la mise en œuvre de la politique de communication d'Archipel Habitat vers les locataires et vers les partenaires institutionnels.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 176 600,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79933000 Design support services

II.2.3. Place of performance

NUTS code: FRH03 Ile-et-Vilaine

Main site or place of performance: Rennes.

II.2.4. Description of the procurement

Prestations pour l'accompagnement et le conseil dans la mise en œuvre de la politique de communication d'Archipel Habitat vers les locataires et vers les partenaires institutionnels.

Les prestations concernent:

- la conception, la création et la réalisation du magazine à destination des locataires;
- la lettre d'information à destination des partenaires institutionnels et des élus;
- la conception et réalisation d'annonces presse;
- la création de plaquettes d'information et rapport d'activité;
- la création de divers supports de communication événementielle.

II.2.5. Award criteria

Quality criterion - Name: Approche et compréhension des attentes et besoins en communication / Weighting: 50

Quality criterion - Name: Valeur créative et qualité esthétique de la maquette proposée / Weighting: 20

Price - Weighting: 30

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

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: [2021/S 035-086489](#)

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: 21048

Title:

Prestations pour l'accompagnement et le conseil dans la mise en œuvre de la politique de communication d'Archipel Habitat vers les locataires et vers les partenaires institutionnels

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/05/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Liner Communication

Postal address: 3 allée Susan Brownell Anthony

Town: Nantes

NUTS code: FRG01 Loire-Atlantique

Postal code: 44200

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 176 600,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Le montant indiqué est le montant estimé sur la durée totale du marché.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Rennes

Postal address: 3 contour de la Motte

Town: Rennes

Postal code: 35000

Country: France

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal administratif de Rennes

Postal address: 3 contour de la Motte

Town: Rennes

Postal code: 35000

Country: France

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

Official name: Tribunal administratif de Rennes

Postal address: 3 contour de la Motte

Town: Rennes

Postal code: 35000

Country: France

VI.5. Date of dispatch of this notice

26/05/2021