

France-Paris: Advertising campaign services

OJ S 119/2021 22/06/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Centre national du livre

Postal address: 53 rue de Verneuil

Town: Paris

NUTS code: FR101 Paris

Postal code: 75007

Country: France

E-mail: Isabelle.turel@centrenationaldulivre.fr

Telephone: +33 149546864

Internet address(es):

Main address: <http://Centrenationaldulivre.fr>

I.3. Communication

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

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/?page=entreprise>.

[EntrepriseAdvancedSearch&AllCons&refConsultation=780376&orgAcronyme=f5j](https://www.marches-publics.gouv.fr/EntrepriseAdvancedSearch&AllCons&refConsultation=780376&orgAcronyme=f5j)

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

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://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Campagne de communication en faveur du livre et de la lecture

Reference number: 2021-06

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Le président de la République a décidé de faire de la lecture une grande cause nationale et de confier la coordination des actions mises en place au Centre national du livre (CNL). Dans ce cadre, le Centre national du livre (CNL) souhaite lancer un marché pour la réalisation d'une campagne de communication nationale en faveur de la lecture à destination de tous les publics, avec une attention particulière à la jeunesse. Cette campagne est prévue au premier trimestre 2022.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Le président de la République a décidé de faire de la lecture une grande cause nationale et de confier la coordination des actions mises en place au Centre national du livre (CNL). Dans ce cadre, le Centre national du livre (CNL) souhaite lancer un marché pour la réalisation d'une campagne de communication nationale en faveur de la lecture à destination de tous les publics, avec une attention particulière à la jeunesse. Cette campagne est prévue au premier trimestre 2022.

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: 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 IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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: 19/07/2021 Local time: 10:00

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

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 Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75004

Country: France

VI.5. Date of dispatch of this notice

17/06/2021