

France-Paris: Business and management consultancy services
OJ S 144/2021 28/07/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direction des achats de l'état

National registration number: 1300220500012

Postal address: 59 boulevard Vincent Auriol

Town: Paris Cedex 13

NUTS code: FR France

Postal code: 75572

Country: France

E-mail: Fpg.dae@finances.gouv.fr

Telephone: +33 144973453

Fax: +33 144970732

Internet address(es):

Main address: <http://www.economie.gouv.fr>

Address of the buyer profile: <https://marches-publics.gouv.fr>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Accord-cadre relatif au contrôle de coûts par l'assistance à maîtrise d'ouvrage des marchés publics de communication (lot 1) et de conseil et achats média (lot 2)

Reference number: DAE-2019-Controle_Cout_Com

II.1.2. Main CPV code

79410000 Business and management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

L'accord-cadre a pour objet l'aide à l'élaboration de spécifications techniques et financières permettant de bien maîtriser l'expression de la demande et des prix, à des fins de maîtrise des coûts de communication.

L'accord-cadre sépare le domaine communication hors conseil et achat média d'une part (lot 1) du domaine du conseil et achats media d'autre part (lot 2).

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 540 000,00 EUR

II.2. Description

II.2.1. Title

Contrôle de coûts par l'amo-a des marchés de communication, hors marchés de conseil et achats média

Lot No: 1

II.2.2. Additional CPV code(s)

79410000 Business and management consultancy services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Contrôle de coûts par l'AMO-A des marchés de communication, hors marchés de conseil et achats média.

II.2.5. Award criteria

Quality criterion - Name: Technique / Weighting: 50

Cost criterion - Name: Financier / Weighting: 50

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

Dans un but de contrôle de coûts assistance à maîtrise d'ouvrage des marchés de conseil et achats média

Lot No: 2

II.2.2. Additional CPV code(s)

79410000 Business and management consultancy services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Accord-cadre relatif au contrôle de coûts par l'assistance à maîtrise d'ouvrage des marchés publics de conseil et achats média hors marchés de communication.

II.2.5. Award criteria

Quality criterion - Name: Technique / Weighting: 50

Cost criterion - Name: Financier / Weighting: 50

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 037-092763](#)

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: DAE_2019_Controle_Cout_Com

Lot No: 1

Title:

Contrôle de coûts par l'AMO-A des marchés de communication, hors marchés de conseil et achats média

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/07/2021

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Linpid conseil
National registration number: 528 451 024 000 20
Postal address: 25 rue des Sazières
Town: Colombes
NUTS code: FR France
Postal code: 92700
Country: France
Internet address: <https://www.linpid.fr/>
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Bravosolution France SAS (Jaggaer)
National registration number: 433 760 162 000 27
Postal address: 81 avenue Edouard Vaillant
Town: Boulogne-Billancourt
NUTS code: FR France
Postal code: 92100
Country: France
The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Occurrence SARL
National registration number: 401 197 934 000 52
Postal address: 41 rue du Sentier
Town: Paris
NUTS code: FR France
Postal code: 75002
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: 860 000,00 EUR
Total value of the contract/lot: 1 540 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: DAE_2019_Controle_Cout_Com

Lot No: 2

Title:

Contrôle de coûts par l'AMO-A des marchés de conseil et achats média

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

20/07/2021

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: Ébiquity SAS

National registration number: 518 335 112 000 42

Postal address: 30 rue d'Orléans

Town: Neuilly-sur-Seine

NUTS code: FR France

Postal code: 92200

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: 680 000,00 EUR

Total value of the contract/lot: 860 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

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

E-mail: Grefte.ta-paris@juradm.fr

Telephone: +33 144594400

Fax: +33 144594646

Internet address: <http://www.paris.tribunal-administratif.fr>

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

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75004

Country: France

E-mail: Grefte.ta-paris@juradm.fr

Internet address: <http://www.paris.tribunal-administratif.fr>

VI.5. Date of dispatch of this notice

23/07/2021