

**France-Lyon: Business and management consultancy and related services**

OJ S 122/2023 28/06/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: anact Département Finance Gestion

National registration number: 18003701200051

Postal address: 192 avenue Thiers

Town: Lyon Cedex 06

NUTS code: FRK26 Rhône

Postal code: 69457

Country: France

Contact person: Mme Lamborot Delphine

E-mail: [d.lamborot@anact.fr](mailto:d.lamborot@anact.fr)

Telephone: +33 472561368

Fax: +33 472561377

**Internet address(es):**Main address: <http://www.anact.fr>Address of the buyer profile: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_vbTJ8TVNAL&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vbTJ8TVNAL&v=1&selected=0)**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_vbTJ8TVNAL&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vbTJ8TVNAL&v=1&selected=0)[https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_vbTJ8TVNAL&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vbTJ8TVNAL&v=1&selected=0)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_vbTJ8TVNAL&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vbTJ8TVNAL&v=1&selected=0)[https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_vbTJ8TVNAL&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vbTJ8TVNAL&v=1&selected=0)[https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_vbTJ8TVNAL&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vbTJ8TVNAL&v=1&selected=0)

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

**I.4. Type of the contracting authority**

National or federal agency/office

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

prestations visant à intégrer la marque employeur dans la communication numérique de l'entreprise dans le cadre du dispositif Parcours marque Employeur territorialisé de la région Nouvelle-Aquitaine

Reference number: 2023naq106d

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

79400000 Business and management consultancy and related services

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

Services

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

prestations visant à intégrer la marque employeur dans la communication numérique de l'entreprise dans le cadre du dispositif Parcours marque Employeur territorialisé de la région Nouvelle-Aquitaine

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

Value excluding VAT: 96 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2  
The contracting authority reserves the right to award contracts combining the following lots or groups of lots:  
néant

### **II.2. Description**

#### **II.2.1. Title**

lot 1 : Poitou-Charentes - limousin, départements : 16, 17, 79, 86, 19, 23, 87

Lot No: 1

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

79400000 Business and management consultancy and related services

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

NUTS code: FRI3 Poitou-Charentes

NUTS code: FRI2 Limousin

Main site or place of performance: 16, 17, 79, 86, 19, 23, 87

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

lot 1 : Poitou-Charentes - limousin : départements 16, 17, 79, 86, 19, 23, 87 : Prestations visant à intégrer la marque employeur dans la communication numérique de l'entreprise dans le cadre du dispositif Parcours marque Employeur territorialisé de la région Nouvelle-Aquitaine

#### **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: 48 000,00 EUR

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

Duration in months: 9

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**

le présent marché est passé sous la forme d'un accord-cadre qui s'exécutera par l'émission de bons de commande au sens des articles R. 2162-2, R. 2162-13 et R. 2162-14 du code de la commande publique. Les deux lots sont mono-attributaire

**II.2. Description****II.2.1. Title**

lot 2 : Aquitaine : départements : 24, 33, 40, 47, 64

Lot No: 2

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

79400000 Business and management consultancy and related services

**II.2.3. Place of performance**

NUTS code: FRI1 Aquitaine

Main site or place of performance: départements : 24, 33, 40, 47, 64

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

lot 2 : Aquitaine : départements : 24, 33, 40, 47, 64 : Prestations visant à intégrer la marque employeur dans la communication numérique de l'entreprise dans le cadre du dispositif Parcours marque Employeur territorialisé de la région Nouvelle-Aquitaine

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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Value excluding VAT: 48 000,00 EUR

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

Duration in months: 9

This contract is subject to renewal: no

**II.2.10. Information about variants**

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### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **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

### **Section IV: Procedure**

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#### **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 several operators  
Envisaged maximum number of participants to the framework agreement: 2

##### **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: 02/08/2023 Local time: 17:00

##### **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: 4 (from the date stated for receipt of tender)

##### **IV.2.7. Conditions for opening of tenders**

Date: 22/08/2023 Local time: 10:00

Place:

bordeaux

Information about authorised persons and opening procedure: séance non publique. La date de la séance d'ouverture des offres est fournie à titre purement indicatif

### **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**

le présent marché est passé sous la forme d'un accord-cadre qui s'exécutera par l'émission de bons de commande au sens des articles R. 2162-2, R. 2162-13 et R. 2162-14 du code de la commande publique. Le présent marché fait l'objet de l'allotissement décrit à l'article 1.4 du Règlement de la Consultation afin de couvrir l'ensemble de la région Nouvelle-Aquitaine. Tous les lots sont mono-attributaire. dématérialisation de la consultation. Le dossier de consultation est téléchargeable à l'adresse suivante : [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_vbTJ8TVNAL&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vbTJ8TVNAL&v=1&selected=0) Modalités de transmission des offres : Les plis contenant l'offre sont exclusivement transmis par voie électronique à l'adresse suivante : [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_vbTJ8TVNAL&v=1&selected=0](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vbTJ8TVNAL&v=1&selected=0)

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

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

Official name: tribunal administratif de Bordeaux  
Postal address: 9 Rue Tastet  
Town: Bordeaux  
Postal code: 33000  
Country: France  
E-mail: [Grefte.ta-bordeaux@juradm.fr](mailto:Grefte.ta-bordeaux@juradm.fr)  
Telephone: +33 556993800  
Fax: +33 556243903  
Internet address: <http://bordeaux.tribunal-administratif.fr/>

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

Official name: tribunal administratif de Bordeaux  
Postal address: 9 Rue Tastet  
Town: Bordeaux  
Postal code: 33000  
Country: France  
E-mail: [Grefte.ta-bordeaux@juradm.fr](mailto:Grefte.ta-bordeaux@juradm.fr)  
Telephone: +33 556993800  
Fax: +33 556243903  
Internet address: <http://bordeaux.tribunal-administratif.fr/>

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

23/06/2023