

France-L'Étang-Salé: Graphic design services
OJ S 148/2022 03/08/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SEMADER
National registration number: 33282424200215
Postal address: 52 route des sables, CS21008
Town: L'Étang-Salé
NUTS code: FRY4 La Réunion
Postal code: 97427
Country: France
E-mail: servicemarche@semader.fr
Telephone: +33 262424747
Internet address(es):
Main address: <http://www.semader.fr>

I.1. Name and addresses

Official name: SEMADER
Postal address: 52 route des sables
Town: L'Étang-Salé
NUTS code: FRY4 La Réunion
Postal code: 97427
Country: France
E-mail: servicemarche@semader.fr
Telephone: +33 262424747
Internet address(es):
Main address: <http://www.semader.fr>
Address of the buyer profile: <http://www.semader.fr/pratique/rechercher/marches/>

I.1. Name and addresses

Official name: SODIAC
Postal address: 121 boulevard Jean Jaurès
Town: SAINT-DENIS CEDEX
NUTS code: FRY4 La Réunion
Postal code: 97404
Country: France
E-mail: servicemarche@semader.fr
Internet address(es):
Main address: <http://www.semader.fr>
Address of the buyer profile: <http://www.semader.fr/pratique/rechercher/marches/>

I.1. Name and addresses

Official name: ACTISEM

Postal address: 52 route des sables

Town: L'Etang-Salé

NUTS code: FRY4 La Réunion

Postal code: 97427

Country: France

E-mail: servicemarche@semader.fr

Internet address(es):

Main address: <http://www.semader.fr>

Address of the buyer profile: <http://www.semader.fr/pratique/rechercher/marches/>

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Other type: Autre

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Accord-cadre relatif à des prestations de communication globale

Reference number: 2022-Etu-0019

II.1.2. Main CPV code

79822500 Graphic design services

II.1.3. Type of contract

Services

II.1.4. Short description

La présente consultation concerne un accord-cadre relatif à des prestations de communication globale.

le montant maximum de l'accord-cadre est fixé à 830 000,00 EUR HT hors taxes, tous lots confondus

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 830 000,00 EUR

II.2. Description

II.2.1. Title

Réalisation de prestations de graphisme pour la Semader, Actisem et la Sodiac

Lot No: 1

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: FRY40 La Réunion

II.2.4. Description of the procurement

Le lot n° 1 a pour objet la réalisation de prestations de graphisme pour la Semader, Actisem et la Sodiac

II.2.5. Award criteria

Quality criterion - Name: Valeur technique de l'offre / Weighting: 60

Price - Weighting: 40

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

Marché forfaitaire relatif à la définition et la mise en oeuvre de la stratégie de communication et de concertation de l'opération d'aménagement Zac Coeur de Ville sur le territoire de La Possession

Lot No: 2

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: FRY40 La Réunion

II.2.4. Description of the procurement

Le lot n° 2 a pour objet un marché forfaitaire relatif à la définition et la mise en oeuvre de la stratégie de communication et de concertation de l'opération d'aménagement Zac Coeur de Ville sur le territoire de La Possession

II.2.5. Award criteria

Quality criterion - Name: Valeur technique de l'offre / Weighting: 60

Price - Weighting: 40

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 de communication et de graphisme pour les opérations d'aménagement Proprieter et Sans-Souci sur le territoire de Saint-Paul

Lot No: 3

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: FRY40 La Réunion

II.2.4. Description of the procurement

Le lot n° 3 a pour objet la réalisation de prestations de communication et de graphisme pour les opérations d'aménagement Proprieter et Sans-Souci sur le territoire de Saint-Paul

II.2.5. Award criteria

Quality criterion - Name: Valeur technique de l'offre / Weighting: 60

Price - Weighting: 40

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 de communication et de graphisme pour l'opération d'aménagement Saint-Leu Océan sur le territoire de Saint-Leu
Lot No: 4

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: FRY40 La Réunion

II.2.4. Description of the procurement

Le lot n° 4 a pour objet la réalisation de prestations de communication et de graphisme pour l'opération d'aménagement Saint-Leu Océan sur le territoire de Saint-Leu

II.2.5. Award criteria

Quality criterion - Name: Valeur technique de l'offre / Weighting: 60

Price - Weighting: 40

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: [2022/S 080-215492](#)

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

Lot No: 1

Title:

Réalisation de prestations de graphisme pour la Semader, Actisem et la Sodiac

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/06/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: CAP COM 21

Postal address: 9, place de la Principauté d'Andorre

Town: L'Etang-Salé

NUTS code: FRY4 La Réunion

Postal code: 97427

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 220 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2**Title:**

Marché forfaitaire relatif à la définition et la mise en oeuvre de la stratégie de communication et de concertation de l'opération d'aménagement Zac Coeur de Ville sur le territoire de La Possession

A contract/lot is awarded: yes

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

27/06/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: STRATEGIES ET TERRITOIRES

Postal address: 2 rue Lory Les Bas - Immeuble Horizon

Town: Sainte-Clotilde

NUTS code: FRY4 La Réunion

Postal code: 97490

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 239 400,00 EUR

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

Lot No: 3**Title:**

Prestations de communication et de graphisme pour les opérations d'aménagement Proprieter et Sans-Souci sur le territoire de Saint-Paul

A contract/lot is awarded: yes

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

27/06/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

V.2.3.

Name and address of the contractor

Official name: STRATEGIES ET TERRITOIRES

Postal address: 2 rue Lory Les Bas - Immeuble Horizon

Town: Sainte-Clotilde

NUTS code: FRY4 La Réunion

Postal code: 97490

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 190 000,00 EUR

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

Lot No: 4

Title:

Prestations de communication et de graphisme pour l'opération d'aménagement Saint-Leu Océan sur le territoire de Saint-Leu

A contract/lot is awarded: yes

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

27/06/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: BARACOM SARL

Postal address: 60B rue Lucien Gasparin

Town: Saint-Denis

NUTS code: FRY4 La Réunion

Postal code: 97400

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 180 000,00 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 Judiciaire de Saint Denis

Postal address: 5 avenue André Malraux

Town: Ste Clotilde

Postal code: 97494

Country: France

Telephone: +33 262402345

Fax: +33 262402302

VI.5. Date of dispatch of this notice

29/07/2022