

France-Marseille: Design consultancy services

OJ S 209/2017 31/10/2017

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CMA VAR

Postal address: 87 boulevard Périer

Town: Marseille

NUTS code: FRL04 Bouches-du-Rhône

Postal code: 13008

Country: France

Contact person: DRAJ

E-mail: e.pierlot@cmar-paca.fr

Telephone: +33 494619978

Internet address(es):Main address: <http://www.cmar-paca.fr/les-marches-publics>Address of the buyer profile: <http://reseauucma.e-marchespublics.com>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://reseauucma.e-marchespublics.com>

Tenders or requests to participate must be submitted electronically via: <http://reseauucma.e-marchespublics.com>

Additional information can be obtained from another address:

Official name: cmr paca

Postal address: avenue des Frères Lumière CS 70558 — la Valette

Town: Toulon Cedex 9

NUTS code: FRL05 Var

Postal code: 83041

Country: France

E-mail: e.pierlot@cmar-paca.fr

Telephone: +33 494619978

Internet address(es):Main address: <http://www.cmar-paca.fr/les-marches-publics>Address of the buyer profile: <http://reseauucma.e-marchespublics.com>

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Telephone: +33 494619978

E-mail: e.pierlot@cmar-paca.fr

NUTS code: FRL05 Var

Internet address(es):

Main address: <http://www.cmar-paca.fr/les-marches-publics>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Organisations patronales et consulaires

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marché de services de communication afin d'accompagner la cmar paca dans sa stratégie, dans la conception d'outils, la production vidéo et de l'appuyer dans ses relations presse.
Reference number: 2017 AOO 86 CMAR

II.1.2. Main CPV code

79415200 Design consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Marché de services de communication afin d'accompagner la Direction régionale de la communication de la cmar paca dans sa stratégie, dans la conception d'outils, la production vidéo et de l'appuyer dans ses relations presse.

II.1.5. Estimated total value

Value excluding VAT: 530 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Conception D'Outils de communication
Lot No: 1

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FRL04 Bouches-du-Rhône
Main site or place of performance: Région PACA.

II.2.4. Description of the procurement

Marché de services de communication afin d'accompagner la Direction régionale de la communication de la cmar paca dans sa stratégie, dans la conception d'outils, la production vidéo et de l'appuyer dans ses relations presse.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Qualité de la note méthodologique / Weighting: 60 %

Price - Weighting: 40 %

II.2.6. Estimated value

Value excluding VAT: 260 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord cadre est de un an à compter de sa notification.

Le marché est reconductible 3 fois, à date anniversaire, par décision expresse prise par la cmar paca.

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

II.2. Description

II.2.1. Title

Productions de videos

Lot No: 2

II.2.2. Additional CPV code(s)

92111200 Advertising, propaganda and information film and video-tape production

II.2.3. Place of performance

NUTS code: FRL04 Bouches-du-Rhône

Main site or place of performance: Région PACA.

II.2.4. Description of the procurement

Marché de services de communication afin d'accompagner la Direction régionale de la communication de la cmar paca dans sa stratégie, dans la conception d'outils, la production vidéo et de l'appuyer dans ses relations presse.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Qualité de la note méthodologique / Weighting: 60 %

Price - Weighting: 40 %

II.2.6. Estimated value

Value excluding VAT: 260 000,00 EUR

II.2.7.

Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

La durée de l'accord cadre est de un an à compter de sa notification.

Le marché est reconductible 3 fois, à date anniversaire, par décision expresse prise par la cmar paca.

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 III: Legal, economic, financial and technical information

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

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

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: 27/11/2017 Local time: 12:00

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: 27/11/2017 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal Administratif de Marseille

Postal address: 22/24 Rue Breteuil

Town: Marseille

Postal code: 13006

Country: France

E-mail: greffe.ta-marseille@juradm.fr

Telephone: +33 491134813

VI.4.2. Body responsible for mediation procedures

Official name: comité consultatif interrégional de règlement amiable des différends et litiges

Postal address: boulevard Paul Peytral

Town: Marseille

Postal code: 13282

Country: France

Telephone: +33 491156374

VI.5. Date of dispatch of this notice

27/10/2017