

Belgium-Uccle: Advertising and marketing services

OJ S 144/2023 28/07/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Institut bruxellois francophone pour la Formation professionnelle

National registration number: 0252.168.920_29808

Postal address: Rue de Stalle 67

Town: Uccle

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1180

Country: Belgium

E-mail: servicejuridique@bruxellesformation.brussels**Internet address(es):**Main address: www.bruxellesformation.beAddress of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=490268>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Education

Section II: Object

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

Marché public de services de conseil stratégique en communication et assistance à la création, conception et réalisation d'actions de communication media, hors media et digitale de Bruxelles Formation

Reference number: Bruxelles Formation-BF-COM-23-001-F03_0

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le marché porte sur des services de communication stratégique afin d'accompagner Bruxelles Formation (BF) de manière globale dans le temps et en tenant compte des besoins non quantifiables actuellement relevant des priorités régionales et politiques.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 600 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

II.2.4. Description of the procurement

Le marché porte sur des services de communication stratégique afin d'accompagner Bruxelles Formation (BF) de manière globale dans le temps et en tenant compte des besoins non quantifiables actuellement relevant des priorités régionales et politiques.

II.2.5. Award criteria

Quality criterion - Name: qualité / Weighting: 50

Quality criterion - Name: méthodologie / Weighting: 30

Price - Weighting: 20

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 070-214379](#)

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: BF-COM-23-001

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/07/2023

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: SECONDFLOOR SPRL

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1050

Country: Belgium

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: VO COMMUNICATION SA

Town: Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1180

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 600 000,00 EUR

Lowest offer: 435,60 EUR / Highest offer: 605,00 EUR taken into consideration

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: Conseil d'Etat

Postal address: Rue de la Science, 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Internet address: <http://www.raadvst-consetat.be/?lang=fr>

VI.4.2. Body responsible for mediation procedures

Official name: Médiateur bruxellois

Postal address: Place de la Vieille Halle aux Blés 1

Town: Bruxelles

Postal code: 1000

Country: Belgium

E-mail: plainte@ombuds.brussels

Telephone: +32 25496700

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

Official name: Service juridique

Postal address: Rue de Stalle 67

Town: UCCLE

Postal code: 1180

Country: Belgium

E-mail: servicejuridique@bruxellesformation.brussels

VI.5. Date of dispatch of this notice

24/07/2023