

France-Paris: Design consultancy services
OJ S 194/2022 07/10/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: inserm - administration du Siège

Postal address: 101, rue de Tolbiac

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75654

Country: France

E-mail: achat.ads@inserm.fr

Telephone: +33 144236043

Internet address(es):

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

Address of the buyer profile: <http://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2015375&orgAcronyme=f2h>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations de création, de conception et de réalisation d'actions de communication scientifiques

II.1.2. Main CPV code

79415200 Design consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

le présent accord-cadre a pour objet des prestations de création, de conception et de réalisation d'actions de communication scientifiques pour Aviesan

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 EUR

II.2. Description

II.2.1. Title

supports prints

Lot No: 1

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

Main site or place of performance: chez le titulaire.

II.2.4. Description of the procurement

supports prints

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / 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

vt 60% : Sc1. Méthodologie et organisation proposée pour la réalisation des prestations prévues dans l'accord-cadre (50%), Sc2. Qualité et expérience des moyens humains proposés pour la réalisation des prestations (40%), Sc3. Démarches sociales de l'entreprise liées à l'exécution des prestations (10%).

II.2. Description

II.2.1. Title

supports audiovisuels

Lot No: 2

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

Main site or place of performance: chez le titulaire

II.2.4. Description of the procurement

supports audiovisuels

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / 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

vt 60% : Sc1. Méthodologie et organisation proposée pour la réalisation des prestations prévues dans l'accord-cadre (50%), Sc2. Qualité et expérience des moyens humains proposés pour la réalisation des prestations (40%), Sc3. Démarches sociales de l'entreprise liées à l'exécution des prestations (10%).

II.2. Description

II.2.1. Title

supports numériques
Lot No: 3

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France
Main site or place of performance: chez le titulaire

II.2.4. Description of the procurement

supports numériques.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / 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

vt 60% : Sc1. Méthodologie et organisation proposée pour la réalisation des prestations prévues dans l'accord-cadre (50%), Sc2. Qualité et expérience des moyens humains proposés pour la réalisation des prestations (40%), Sc3. Démarches sociales de l'entreprise liées à l'exécution des prestations (10%).

II.2. Description

II.2.1. Title

création
Lot No: 4

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

Main site or place of performance: chez le titulaire

II.2.4. Description of the procurement

création.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / 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

vt 60% : Sc1. Méthodologie et organisation proposée pour la réalisation des prestations prévues dans l'accord-cadre (50%), Sc2. Qualité et expérience des moyens humains proposés pour la réalisation des prestations (40%), Sc3. Démarches sociales de l'entreprise liées à l'exécution des prestations (10%).

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 080-215679](#)

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: F222DGE050

Lot No: 1

Title:

supports prints

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/10/2022

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

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

V.2.3. Name and address of the contractor

Official name: parimage

Postal address: 22, rue Chauvelot

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75015

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: 500 000,00 EUR

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: F222DGE051

Lot No: 2

Title:

supports audiovisuels

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/10/2022

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

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

V.2.3.

Name and address of the contractor

Official name: opixido
Postal address: 42, rue Alexandre Dumas
Town: Paris
NUTS code: FR1 Ile-de-France
Postal code: 75011
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: 500 000,00 EUR
Total value of the contract/lot: 500 000,00 EUR

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

Contract No: F222DGE052

Lot No: 3

Title:

supports numériques

A contract/lot is awarded: yes

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

03/10/2022

V.2.2. Information about tenders

Number of tenders received: 8
Number of tenders received from SMEs: 8
Number of tenders received from tenderers from other EU Member States: 0
Number of tenders received from tenderers from non-EU Member States: 0
Number of tenders received by electronic means: 8
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: parimage
Postal address: 22, rue Chauvelot
Town: Paris
NUTS code: FR1 Ile-de-France
Postal code: 75015
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: 500 000,00 EUR
Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: F222DGE053

Lot No: 4

Title:

création

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/10/2022

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

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

V.2.3. Name and address of the contractor

Official name: parimage

Postal address: 22, rue Chauvelot

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75015

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: 500 000,00 EUR

Total value of the contract/lot: 500 000,00 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 Jouy

Town: Paris

Postal code: 75004

Country: France

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

Telephone: +33 144594400

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

en cas de manquement par l'inserm aux obligations de publicité et de mise en concurrence auxquelles est soumise la passation du (des) marché(s), les personnes susceptibles d'être lésées par ce manquement et ayant intérêt à conclure ce contrat, peuvent exercer les recours suivants : - avant la conclusion du marché (référé précontractuel) article L551-1 du code de justice administrative ; - dans le délai de 2 mois à compter de la notification de la décision attaquée article R421-1 et R 421-3 du Code de Justice Administrative Ce recours peut être assorti, le cas échéant d'une demande de référé-suspension (article L.521-1 du Code de justice administrative) ; - un référé contractuel, dans un délai de 31 jours à compter de la publication de l'avis d'attribution et dans un délai de six mois à compter de la notification du marché dans les autres cas (articles L.551-13 à L.511-16 du Code de justice administrative) ; - un recours de plein contentieux dans un délai de deux mois à compter de la date à laquelle sont rendues publiques la conclusion du contrat et les modalités de sa consultation, ouvert aux seuls tiers justifiant d'un intérêt (CE, 4 avril 2014, Département du Tarn et Garonne). Ce recours peut être assorti, le cas échéant, d'une demande de référé-suspension (article L.521-1 du Code de justice administrative)

VI.5. Date of dispatch of this notice

03/10/2022