

**France-Lens: Public relations consultancy services**

**OJ S 184/2023 25/09/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: musée du Louvre-Lens

Postal address: 6 rue Charles Lecocq

Town: Lens

NUTS code: FRE12 Pas-de-Calais

Postal code: 62300

Country: France

E-mail: [achats@louvrelens.fr](mailto:achats@louvrelens.fr)

Telephone: +33 321186262

**Internet address(es):**

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

Address of the buyer profile: <https://louvrelens.e-marchespublics.com/>

**I.3. Communication**

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

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

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

Additional information can be obtained from another address:

Official name: musée du Louvre-Lens

National registration number: 20002766200028

Postal address: 6 rue Charles Lecocq

Town: Lens

NUTS code: FRE12 Pas-de-Calais

Postal code: 62300

Country: France

Contact person: [achats@louvrelens.fr](mailto:achats@louvrelens.fr)

E-mail: [achats@louvrelens.fr](mailto:achats@louvrelens.fr)

Telephone: +33 321186262

**Internet address(es):**

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

Address of the buyer profile: <https://louvrelens.e-marchespublics.com/>

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

Other type: Autre

**I.5. Main activity**

Recreation, culture and religion

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

marché public d'appui et de conseil pour la conception et la réalisation des campagnes de communication, et mise en oeuvre des campagnes de relations presse du Musée du Louvre-Lens

Reference number: 23-COM-13

#### II.1.2. Main CPV code

79416200 Public relations consultancy services

#### II.1.3. Type of contract

Services

#### II.1.4. Short description

marché public d'appui et de conseil pour la conception et la réalisation des campagnes de communication, et mise en oeuvre des campagnes de relations presse du Musée du Louvre-Lens

#### II.1.5. Estimated total value

Value excluding VAT: 360 000,00 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

conseil et prestations de relations presse nationale et internationale (focale culturelle)

Lot No: 1

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

79416200 Public relations consultancy services

#### II.2.3. Place of performance

NUTS code: FRE12 Pas-de-Calais

Main site or place of performance: 6 rue Charles Lecocq 62300 LENS

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

conseil et prestations de relations presse nationale et internationale (focale culturelle)

#### II.2.5. Award criteria

Criteria below

Quality criterion - Name: Valeur technique / Weighting: 65

Cost criterion - Name: Prix / Weighting: 35

#### II.2.6. Estimated value

Value excluding VAT: 250 000,00 EUR

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

Start: 01/01/2024 End: 31/12/2027

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

conseil et prestations de relations presse régionale, belge et presse nationale spécialisée  
(hors focale culturelle)  
Lot No: 2

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

79416200 Public relations consultancy services

**II.2.3. Place of performance**

NUTS code: FRE12 Pas-de-Calais  
Main site or place of performance: 6 rue Charles Lecocq 62300 LENS

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

conseil et prestations de relations presse régionale, belge et presse nationale spécialisée  
(hors focale culturelle)

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Valeur technique / Weighting: 65

Cost criterion - Name: Prix / Weighting: 35

**II.2.6. Estimated value**

Value excluding VAT: 110 000,00 EUR

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

Start: 01/01/2024 End: 31/12/2027

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

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

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

le candidat peut présenter sa candidature sous forme d'un document unique de marché européen (Dume), en lieu et place des formulaires Dc1 et Dc2. En cas de groupement d'opérateurs économiques, chacun des membres du groupement fournira un formulaire DUME complété

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

1. Déclaration concernant le chiffre d'affaires global du candidat et, le cas échéant, le chiffre d'affaires du domaine d'activité faisant l'objet du marché public, portant au maximum sur les trois derniers exercices disponibles en fonction de la date de création de l'entreprise ou du début d'activité de l'opérateur économique, dans la mesure où les informations sur ces chiffres d'affaires sont disponibles

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

1. Une liste des principales livraisons effectuées ou des principaux services fournis au cours des trois dernières années, indiquant le montant, la date et le destinataire public ou privé. Les livraisons et les prestations de services sont prouvées par des attestations du destinataire ou, à défaut, par une déclaration de l'opérateur économique

## **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**

#### **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: 26/10/2023 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**

Tender must be valid until: 23/02/2024

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

Date: 26/10/2023 Local time: 14:00

Place:

## 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

les offres peuvent uniquement être remises électroniquement

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: tribunal Administratif de Lille

Postal address: 5 Rue Geoffroy Saint-Hilaire

Town: Lille

Postal code: 59000

Country: France

E-mail: [greffe.ta-lille@juradm.fr](mailto:greffe.ta-lille@juradm.fr)

Telephone: +33 359542342

Fax: +33 359542445

Internet address: <http://lille.tribunal-administratif.fr/>

#### VI.4.2. Body responsible for mediation procedures

Official name: tribunal Administratif de Lille

Postal address: 5 Rue Geoffroy Saint-Hilaire

Town: Lille

Postal code: 59000

Country: France

E-mail: [greffe.ta-lille@juradm.fr](mailto:greffe.ta-lille@juradm.fr)

Telephone: +33 359542342

Fax: +33 359542445

Internet address: <http://lille.tribunal-administratif.fr/>

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

Official name: tribunal Administratif de Lille

Postal address: 5 Rue Geoffroy Saint-Hilaire

Town: Lille

Postal code: 59000

Country: France

E-mail: [greffe.ta-lille@juradm.fr](mailto:greffe.ta-lille@juradm.fr)

Telephone: +33 359542342

Fax: +33 359542445

Internet address: <http://lille.tribunal-administratif.fr/>

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

20/09/2023