

**France-Gourbeyre: Miscellaneous business and business-related services**  
**OJ S 245/2019 19/12/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Office de l'eau de la Guadeloupe

National registration number: 20000438000024

Postal address: immeuble Valkabois, route de Grande Savane, ZA Valkanaers

Town: Gourbeyre

NUTS code: FRY10 Guadeloupe

Postal code: 97113

Country: France

E-mail: [contact@oe971.fr](mailto:contact@oe971.fr)

Telephone: +33 590809978

Fax: +33 590800221

**Internet address(es):**

Main address: <http://www.eauguadeloupe.com>

Address of the buyer profile: <http://www.eauguadeloupe.com>

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

Regional or local agency/office

**I.5. Main activity**

Other activity: Eau, assainissement et milieux aquatiques

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**Section II: Object**

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

**II.1.1. Title**

Prestations de service de communication globale pour l'office de l'eau Guadeloupe

Reference number: 2019002

**II.1.2. Main CPV code**

79900000 Miscellaneous business and business-related services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Accord-cadre de services refus des variantes.

**II.1.6. Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 950 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Conception et mise en œuvre d'une stratégie marketing

Lot No: 1

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

79900000 Miscellaneous business and business-related services

### **II.2.3. Place of performance**

NUTS code: FRY10 Guadeloupe

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

Le plan proposé devra permettre au minimum:

— de proposer, d'élaborer et/ou de refonder les supports de communication traditionnels et numériques (rédactionnel, charte),

— de négocier et de mettre en œuvre un plan média,

— d'organiser et de gérer continuellement l'information et les relations avec la presse (communiqués, invitations).

### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché / Weighting: 1

### **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**

Organisation des événements Oe971

Lot No: 2

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

79900000 Miscellaneous business and business-related services

### **II.2.3. Place of performance**

NUTS code: FRY10 Guadeloupe

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

Le prestataire retenu devra être en mesure de conseiller, concevoir et/ou, coordonner, et/ou organiser les événements Oe971.

### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché / Weighting: 1

### **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**

Conception et mise en œuvre d'une stratégie numérique  
Lot No: 3

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

79900000 Miscellaneous business and business-related services

##### **II.2.3. Place of performance**

NUTS code: FRY10 Guadeloupe

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

Le prestataire devra proposer à l'Oe971 une stratégie numérique sur 3 ans. Il est attendu de l'opérateur, conseil et expertise afin de composer une réponse méthodologique prenant en compte les points suivants:

- diagnostic territorial et prospective,
- identité et ancrage territorial,
- positionnement.

##### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché / Weighting: 1

### **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**

Service d'impression des éditions Oe971  
Lot No: 4

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

79900000 Miscellaneous business and business-related services

##### **II.2.3. Place of performance**

NUTS code: FRY10 Guadeloupe

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

Le présent lot est relatif au recours à un prestataire pour imprimer l'ensemble des éditions de l'Oe971

#### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché / Weighting: 1

#### **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**

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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**

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: [2019/S 028-062684](#)

##### **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**

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**Lot No: 1**

**Title:**

Conception et mise en œuvre d'une stratégie marketing

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

06/06/2019

##### **V.2.2. Information about tenders**

Number of tenders received: 4

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

**V.2.3. Name and address of the contractor**

Official name: k2com'  
Postal address: Angle des rues Jasor et Gothland  
Town: Baie Mahault  
NUTS code: FRY1 Guadeloupe  
Postal code: 97122  
Country: France  
The contractor is an SME: yes

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

Total value of the contract/lot: 275 000,00 EUR

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

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**Lot No: 2**

**Title:**

Organisation des événements Oe971

A contract/lot is awarded: yes

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

06/06/2019

**V.2.2. Information about tenders**

Number of tenders received: 4

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

**V.2.3. Name and address of the contractor**

Official name: evenem'Antilles  
Postal address: Habitation Théor  
Town: Trois Rivières  
NUTS code: FRY1 Guadeloupe  
Postal code: 97114  
Country: France  
The contractor is an SME: yes

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

Total value of the contract/lot: 200 000,00 EUR

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

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**Lot No: 3**

**Title:**

Conception et mise en œuvre d'une stratégie numérique

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

06/06/2019

### **V.2.2. Information about tenders**

Number of tenders received: 3

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

### **V.2.3. Name and address of the contractor**

Official name: Creapub Communication

Postal address: 3 Forum de Grand-Camp

Town: Les Abymes

NUTS code: FRY1 Guadeloupe

Postal code: 97139

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 275 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Lot No: 4**

**Title:**

Service d'impression des editions Oe971

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

06/06/2019

### **V.2.2. Information about tenders**

Number of tenders received: 1

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

### **V.2.3. Name and address of the contractor**

Official name: imprim' Edition

Postal address: 13, immeuble Socogar A

Town: Baie Mahault

NUTS code: FRY1 Guadeloupe

Postal code: 97122

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 200 000,00 EUR

### **V.2.5. Information about subcontracting**

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Tribunal administratif de Guadeloupe

Postal address: 6 rue Victor Hugues

Town: Basse Terre

Postal code: 97100

Country: France

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

Telephone: +33 590814538

Fax: +33 590819670

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

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

Official name: Tribunal administratif de Basse-Terre

Postal address: 6 rue Victor Hugues

Town: Basse Terre

Postal code: 97100

Country: France

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

Telephone: +33 590814538

Fax: +33 590819670

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

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

17/12/2019