

France-Paris: Advertising and marketing services
OJ S 196/2023 11/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Institut Français
Postal address: 25 rue de Tolbiac
Town: Paris
NUTS code: FR101 Paris
Postal code: 75013
Country: France
E-mail: maria.quiniou@institutfrancais.com
Telephone: +33 153698300

Internet address(es):

Main address: <http://www.institutfrancais.com/fr>
Address of the buyer profile: https://institutfrancais.e-marchespublics.com/pack/annonce_marche_public_26312_933293.html

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Programme " Accès Culture 2" - mise en oeuvre de la communication du programme 'Accès Culture 2" (lot 1)
Reference number: 2023/DCDS/11

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

La mise en oeuvre de la communication du programme " Accès Culture 2 " (lot 1) à travers la production de contenus photo et vidéo, d'un livret, collecte de données avec couverture événementielle et animation réseaux sociaux.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 75 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR101 Paris

Main site or place of performance: Paris Paris

II.2.4. Description of the procurement

Le présent marché a pour objet la mise en oeuvre du programme " Accès culture 2 " et notamment : la mise en oeuvre de la communication du programme " Accès Culture 2 " (lot 1) à travers la production de contenus photo et vidéo, d'un livret, collecte de données avec couverture événementielle et animation réseaux sociaux

II.2.5. Award criteria

Quality criterion - Name: Critère techniques et méthodologiques / 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

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

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: [2023/S 079-235594](#)

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: 2023/DCDS/11

Lot No: 1

Title:

MISE EN OEUVRE DE LA COMMUNICATION DU PROGRAMME " ACCÈS CULTURE 2 "

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/09/2023

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: L'association Esprit D'Ebene

National registration number: 52447936700012

Postal address: 15 rue de la Goutte D'Or

Town: Paris

NUTS code: FR101 Paris

Postal code: 75018

Country: France

E-mail: mams@espritdebene.com

Telephone: +33 616446712

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: CECILE DORLEANS

National registration number: 48492994800046

Postal address: 12 rue Simon Le Franc

Town: Paris

NUTS code: FR101 Paris

Postal code: 75004

Country: France

E-mail: dorleanscecile@gmail.com

Telephone: +33 647965932

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 33 330,00 EUR

Total value of the contract/lot: 75 000,00 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 de Jouy 75181 PARIS CEDEX 04

Town: Paris

Postal code: 75181

Country: France

VI.5. Date of dispatch of this notice

06/10/2023