

France-Bordeaux: Marketing services
OJ S 235/2021 03/12/2021
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: laurianne.revidon@vins-bordeaux.fr

Telephone: +33 556002266

Fax: +33 556002282

Internet address(es):

Main address: www.bordeaux.com

Address of the buyer profile: <http://civb.e-marchespublics.com/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://civb.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: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

Contact person: Ms Frédérique Amrouni

E-mail: famrouni@vins-bordeaux.fr

Telephone: +33 556002286

Fax: +33 556002282

Internet address(es):

Main address: <http://civb.e-marchespublics.com>

Address of the buyer profile: <http://civb.e-marchespublics.com/>

I.4. Type of the contracting authority

Other type: Organisme professionnel

I.5. Main activity

Other activity: Agro-alimentaire

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ecole du Vin de Bordeaux itinérante

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

L'objectif du présent appel d'offres est d'identifier un ou deux prestataire(s) pour accompagner le Conseil Interprofessionnel du Vin de Bordeaux via son Ecole du Vin de Bordeaux, dans la conception, la réalisation et/ou l'animation d'un concept de formation mobile, une sorte d'Ecole du Vin de Bordeaux Itinérante.

II.1.5. Estimated total value

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

Conception et fabrication de l'EDVI
Lot No: 1

II.2.2. Additional CPV code(s)

39000000 Furniture (incl. office furniture), furnishings, domestic appliances (excl. lighting) and cleaning products, 39100000 Furniture, 39150000 Miscellaneous furniture and equipment, 39151300 Modular furniture

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Concevoir et mettre en œuvre la fabrication d'un outil de formation mobile, modulable et compact type « Food truck », pop'up store.

Etablir un plan et un budget prévisionnels d'entretien, d'assurance, de stockage/logistique et de fonctionnement.

Proposer une solution de réemploi/recyclage après la fin du marché.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 120 000,00 EUR

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

Duration in months: 36

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**

Conception pédagogique et animation
Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services, 80500000 Training services, 80521000 Training programme services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Concevoir et mettre en œuvre un programme détaillé d'ateliers annuel grâce à l'EDVI à destination des consommateurs lors des portes ouvertes, festives et autres animations dans le vignoble.

Proposer des scénarios de parcours clients « types » : inscription, collecte opt-in, satisfaction, impact et fidélisation et faire-savoir .

Encadrer les formateurs de l'EDV afin de garantir la pertinence et l'interactivité de leurs actions formation.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 580 000,00 EUR

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

Duration in months: 36

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

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:

Lettre de candidature, comportant la mention « EDV itinérante », datée et signée par le représentant légal du soumissionnaire.

Formulaire d'identification, accompagné d'une preuve d'inscription au registre des professions ou des sociétés.

Tous les soumissionnaires doivent fournir une preuve de leur inscription au registre des professions ou des sociétés.

Déclaration sur l'honneur;

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 18/01/2022 Local time: 23:59

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 20/01/2022 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil Interprofessionnel du Vin de Bordeaux

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

29/11/2021