

**France-Lyon: Advertising consultancy services**  
**OJ S 255/2020 31/12/2020**  
**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: SERL

Postal address: 4 boulevard Eugene-Deruelle, CS 13312

Town: Lyon Cedex 3

NUTS code: FRK26 Rhône

Postal code: 69427

Country: France

Contact person: SERL

E-mail: [Demandedce@serl.fr](mailto:Demandedce@serl.fr)

Telephone: +33 472615000

Fax: +33 472615009

**Internet address(es):**

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

Address of the buyer profile: <https://serl.achatpublic.com/sdm/ent/gen/index.jsp>

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

Other type: Aménagement urbain

**I.5. Main activity**

Other activity: Aménagement urbain

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**Section II: Object**

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

**II.1.1. Title**

Mission d'AMO communication dans le cadre de l'aménagement de la ZAC la Saulaie (69)

Reference number: 03815 - communication

**II.1.2. Main CPV code**

79341100 Advertising consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

L'accord-cadre a pour objet d'établir les termes régissant les bons de commande qui seront émis pour la réalisation d'une mission de conseils en communication, de conception/rédaction de divers supports d'information et de communication, pour le projet d'aménagement de la ZAC la Saulaie, dont le groupe SERL est aménageur.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 150 000,00 EUR

### **II.2. Description**

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

79341100 Advertising consultancy services

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

NUTS code: FRK26 Rhône

Main site or place of performance: ZAC la Saulaie à Oullins (69600).

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

Mission d'AMO communication dans le cadre de l'aménagement de la ZAC la Saulaie (69).

#### **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**

### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 203-493641](#)

##### **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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**Contract No:** 20-00440

**Title:**

Mission AMO Communication

A contract/lot is awarded: yes

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

16/12/2020

**V.2.2. Information about tenders**

Number of tenders received: 2

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

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

Official name: MMAP/BLLB France

Postal address: 37/39 rue Jaboulay

Town: Lyon

NUTS code: FRK26 Rhône

Postal code: 69007

Country: France

Internet address: <https://www.mmap.fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 150 000,00 EUR

Total value of the contract/lot: 150 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Value excluding VAT: 25 328,00 EUR

**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 judiciaire de Lyon

Postal address: 67 rue Servient

Town: Lyon

Postal code: 69003

Country: France

Telephone: +33 472607012

Fax: +33 472607238

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

La présente consultation peut faire l'objet devant le tribunal compétent d'un référé précontractuel jusqu'à la signature du marché, d'un référé contractuel postérieurement à la signature du marché ou d'un recours sur le fond.

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

29/12/2020