

France-Paris: Public relations services
OJ S 235/2022 06/12/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: service d'information du Gouvernement

Postal address: 19 rue de Constantine

Town: Paris Cedex 07

NUTS code: FR101 Paris

Postal code: 75340

Country: France

E-mail: Sig-marches@pm.gouv.fr

Telephone: +33 142757872

Internet address(es):

Main address: <https://www.gouvernement.fr>

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations de conseil stratégique et de gestion opérationnelle des relations avec les médias et de préparation à la prise de parole médiatique

Reference number: AOO_2022_05

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

le présent marché a pour objet des prestations de conseil stratégique et de gestion opérationnelle des relations avec les médias et de préparation à la prise de parole médiatique

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 502 208,00 EUR

II.2. Description

II.2.1. Title

relations presse et publiques

Lot No: 1

II.2.2. Additional CPV code(s)

72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

le présent marché a pour objet des prestations de conseil stratégique et mise en oeuvre opérationnelle de relations presse pour assurer la visibilité de la parole étatique à l'échelle locale, nationale et internationale. Aussi, ce marché comprend, un volet animation de réseaux de journalistes ou de publics prescripteurs (leaders d'opinion, personnalités qualifiées dans le cadre du déploiement d'une politique publique, ...)

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / 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

II.2. Description

II.2.1. Title

prestations de préparation à la prise de parole médiatique et événementielle

Lot No: 2

II.2.2. Additional CPV code(s)

72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

le présent marché a pour objet des prestations de préparation à la prise de parole médiatique et événementielle

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / 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: [2022/S 137-392299](#)

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

Lot No: 1

Title:

prestations de conseil stratégique et de gestion opérationnelle en matière de relations presse pour un déploiement de la parole de l'état à l'échelle nationale et internationale

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/11/2022

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: vae solis communications

Postal address: 16 avenue Kléber,

Town: Paris

NUTS code: FR101 Paris

Postal code: 75016
Country: France
Internet address: <https://www.icifformation.fr>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 800 000,00 EUR
Total value of the contract/lot: 1 079 808,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 2

Title:

préparation à la prise de parole médiatique et événementielle

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/11/2022

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: expression conseil

Postal address: 5 rue Edouard Fournier

Town: Paris

NUTS code: FR101 Paris

Postal code: 75116

Country: France

Internet address: <https://agence-expression.com/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 800 000,00 EUR
Total value of the contract/lot: 422 400,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

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,

Town: Paris

Postal code: 75181

Country: France

E-mail: Grefte.ta-paris@juradm.fr

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Référé pré-contractuel : Avant la conclusion du marché (articles L551-1 à -12 et R551-1 à -6 du Code de justice administrative) ; Référé contractuel : A défaut de publication d'un avis d'intention de conclure et du respect du délai de suspension de signature de 11 jours, action à exercer dans un délai de 6 mois à compter du lendemain du jour de la conclusion du marché (articles L551-13 à -23 et R551-7 à -10 du code de justice administrative) ;* Recours de plein contentieux : Dans un délai de 2 mois à compter de l'accomplissement des mesures de publicité concernant l'attribution du marché

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

Official name: tribunal administratif de paris

Postal address: 7 rue de Jouy,

Town: Paris

Postal code: 75181

Country: France

E-mail: Grefte.ta-paris@juradm.fr

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

VI.5. Date of dispatch of this notice

01/12/2022