France-Paris: Public relations consultancy services
OJ S 218/2023 13/11/2023
Contract award notice
Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: APEC
National registration number: 77567223101201
Postal address: 51 Boulevard Brune
Town: Paris
NUTS code: FR101 Paris
Postal code: 75689
Country: France
E-mail: achats@apec.fr
Internet address(es):
Main address: http://www.apec.fr

I.4. Type of the contracting authority

Other type: Autre

I.5. Main activity

Other activity: Emploi et Ressources humaines

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Conseil en relations médias et réseaux sociaux
Reference number: Pôle achats

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

L'accord-cadre a pour objet:
la définition d'une stratégie d'accompagnement et conseil en relations médias, porte-parolat, réseaux sociaux et e-réputation,
la définition d'un plan d'actions et d'un planning de déploiement de ces actions
une mise en oeuvre opérationnelle du plan d'actions y compris la présence d'une ressource internalisée à l'Apec autant que nécessaire.
reporting, Kpis, avec analyse quantitative / qualitative,
la veille stratégique et proactive de l'actualité en lien avec les sujets de l'Apec

II.1.6. Information about lots
This contract is divided into lots: yes

II.1.7. Total value of the procurement
Value excluding VAT: 800 000,00 EUR

II.2. Description

II.2.1. Title
Accompagnement relations médias
Lot No: 1

II.2.2. Additional CPV code(s)
79416200 Public relations consultancy services

II.2.3. Place of performance
NUTS code: FR101 Paris

II.2.4. Description of the procurement
Accompagnement et conseil en relations médias

II.2.5. Award criteria
Quality criterion - Name: Qualité de la démarche et de la gestion de projet / Weighting: 30
Quality criterion - Name: Intégration et compréhension des enjeux et des besoins exprimés / Weighting: 25
Quality criterion - Name: Capacités techniques du candidat / Weighting: 20
Quality criterion - Name: Performances en matière de responsabilité sociale et environnementale / Weighting: 5
Price - Weighting: 20

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
Accompagnement réseaux sociaux
Lot No: 2

II.2.2. Additional CPV code(s)
79416200 Public relations consultancy services

II.2.3. Place of performance
NUTS code: FR101 Paris

II.2.4. Description of the procurement
Accompagnement et conseil en réseaux sociaux

II.2.5. Award criteria

Quality criterion - Name: Qualité de la démarche et de la gestion de projet / Weighting: 30
Quality criterion - Name: Intégration et compréhension des enjeux et des besoins exprimés / Weighting: 25
Quality criterion - Name: Capacités techniques du candidat / Weighting: 20
Quality criterion - Name: Performances en matière de responsabilité sociale et environnementale / Weighting: 5
Price - Weighting: 20

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 140-447235

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:
Accompagnement relations médias

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract
07/11/2023

V.2.2. Information about tenders
Number of tenders received: 5

Number of tenders received from SMEs: 2
Number of tenders received by electronic means: 5
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor
Official name: HAVAS PARIS
Postal address: 29/30 QUAI DE DION BOUTON
Town: PUTEAUX
NUTS code: FR105 Hauts-de-Seine
Postal code: 92800
Country: France
The contractor is an SME: no

V.2.4. Information on value of the contract/lot
Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:
Accompagnement réseaux sociaux

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract
07/11/2023

V.2.2. Information about tenders
Number of tenders received: 7
Number of tenders received from SMEs: 4
Number of tenders received by electronic means: 7
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor
Official name: PROFILE
Postal address: 25 RUE DU GENERAL FOY
Town: PARIS 8
NUTS code: FR101 Paris
Postal code: 75008
Country: France
The contractor is an SME: no

V.2.4. Information on value of the contract/lot
Total value of the contract/lot: 400 000,00 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 Judiciaire de Paris
Postal address: Parvis du Tribunal de Paris
Town: Paris
Postal code: 75859
Country: France
Telephone: +33 144325151

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:
Les dispositions applicables aux recours sont définies par :
- l'ordonnance 2009-515 du 7 mai 2009
- les articles 1441-1 et suivants du Code de procédure civile
les délais sont les suivants :
- Référé pré-contractuel avant la signature du marché devant le Président du tribunal de grande instance de Paris
- Référé contractuel devant le Président du tribunal de grande instance de Paris dans un délai de 31 jours suivant la publication de l'avis d'attribution ou la notification aux titulaires de la conclusion du contrat en cas de marché fondé sur un accord-cadre ou, en l'absence de publication d'avis ou de notification, dans un délai de 6 mois à compter du lendemain du jour de la conclusion du contrat.

VI.5. Date of dispatch of this notice

08/11/2023