

**France-Lyon: Advertising and marketing services**  
**OJ S 223/2023 20/11/2023**  
**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: region auvergne rhone alpes

National registration number: 20005376700014

Postal address: 101 cours Charlemagne CS 20033

Town: Lyon

NUTS code: FRK Auvergne-Rhône-Alpes

Postal code: 69269

Country: France

E-mail: [Mobilites.achats@auvergnerhonealpes.fr](mailto:Mobilites.achats@auvergnerhonealpes.fr)

**Internet address(es):**

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

Address of the buyer profile: <http://Marchespublics.auvergnerhonealpes.eu>

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

amo Communication et concertation BHNS Lyon Trévoux

Reference number: DAF\_2022\_000066

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

amo Communication et concertation dans le cadre du projet du BHNS Lyon Trévoux

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 2 000 000,00 EUR

## **II.2. Description**

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

79340000 Advertising and marketing services

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

NUTS code: FRK2 Rhône-Alpes

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

amo Communication concertation dans le cadre du projet du BHNS

### **II.2.5. Award criteria**

Quality criterion - Name: Compréhension des enjeux du projet / Weighting: 10

Quality criterion - Name: Pertinence de l'organisation et des ressources dédiée à l'exécution des prestations, en particulier pour la coordination générale de la mission et la mission d'animation de proximité / Weighting: 30

Quality criterion - Name: Qualité de l'esquisse du plan de communication / concertation fournie / Weighting: 20

Price - Weighting: 40

### **II.2.11. Information about options**

Options: yes

Description of options:

L'acheteur se réserve la possibilité de passer des marchés de prestations similaires dans les conditions de l'article R. 2122-7 du code de la commande publique

### **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**

The procurement involves the establishment of a framework agreement

#### **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 116-362589](#)

#### **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:** 22A0066001

**Lot No:** 1

**Title:**

amo communication et concertation dans le cadre du projet BHNS Lyon Trévoux

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

13/11/2023

#### V.2.2. Information about tenders

Number of tenders received: 5

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

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

Official name: strat&Act'

National registration number: 53179076400017

Postal address: 91 avenue de la République

Town: Paris

NUTS code: FR101 Paris

Postal code: 75011

Country: France

Internet address: <http://www.auvergnerhonealpes.fr/>

The contractor is an SME: yes

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

Official name: graphéine

National registration number: 51413829600025

Postal address: 3 rue des Montiboeufs

Town: Paris

NUTS code: FR101 Paris

Postal code: 75020

Country: France

Internet address: [http://www.auvergnerhonealpes.fr](http://www.auvergnerhonealpes.fr/)

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 EUR

#### V.2.5. Information about subcontracting

## 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 Administratif de LYON  
Postal address: 184, rue Duguesclin  
Town: Lyon  
Postal code: 69003  
Country: France  
Internet address: <http://Lyon.tribunaladministratif.fr>

**VI.4.2. Body responsible for mediation procedures**

Official name: tribunal Administratif de LYON  
Postal address: 184, rue Duguesclin  
Town: Lyon  
Postal code: 69003  
Country: France  
Internet address: <http://Lyon.tribunaladministratif.fr>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

- Référé précontractuel : avant la signature du marché (article L.551-1 du code de justice administrative).- Référé suspension : avant la signature du marché (article L.521-1 du code de justice administrative). - référé contractuel : après la signature du marché (article L.551-13 du code de justice administrative). - recours en contestation de la validité du contrat dans un délai de deux mois à compter de la publication de l'avis de publicité de la conclusion du contrat. Cet avis prendra la forme d'un avis d'attribution et sera publié sur le site Internet de l'acheteur et le cas échéant sur les mêmes supports que l'avis d'appel public à la concurrence. - recours pour excès de pouvoir contre la déclaration de sans suite dans un délai de deux mois à compter de la notification de cette décision au candidat

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

Official name: tribunal Administratif de LYON  
Postal address: 184, rue Duguesclin  
Town: Lyon  
Postal code: 69003  
Country: France  
Internet address: <http://Lyon.tribunaladministratif.fr>

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

15/11/2023