

France-Orléans: Public relations consultancy services
OJ S 237/2023 08/12/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: agence de l'eau Loire-Bretagne

Postal address: 9 Avenue Buffon Cs36339

Town: Orleans

NUTS code: FRB06 Loiret

Postal code: 45063

Country: France

E-mail: Marches.publics@loire-bretagne.fr

Telephone: +33 238517373

Internet address(es):

Main address: <https://agence.eau-loire-bretagne.fr>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations de conseils et de réalisation en relation presse pour le compte de l'agence de l'eau Loire Bretagne

Reference number: 23S027

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 répondre aux besoins de l'agence de l'eau Loire Bretagne en matière de conseils et de réalisation en relations presse pour accompagner les actions de communication, accroître la visibilité de l'établissement et la lisibilité de ses actions

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 222 600,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: FRB06 Loiret

Main site or place of performance: le territoire Loire Bretagne

II.2.4. Description of the procurement

l'Accord-Cadre a pour objet répondre aux besoins de l'agence de l'eau Loire Bretagne en matière de conseils et de réalisation en relations presse pour accompagner les actions de communication, accroître la visibilité de l'établissement et la lisibilité de ses actions

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

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 144-457818](#)

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

Contract No: 23S027

Title:

prestations de conseils et de réalisation en relations presse pour le compte de l'agence de l'eau Loire-Bretagne

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/12/2023

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: ginger blue sas

Postal address: 15 rue de Nice

Town: Paris

NUTS code: FRB Centre - Val de Loire

Postal code: 75011

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 340 000,00 EUR

Total value of the contract/lot: 222 600,00 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 administratif

Postal address: 28 rue de la Bretonnerie

Town: Orleans

Postal code: 45000

Country: France

E-mail: greffe.ta-orleans@juradm.fr

Telephone: +33 238775900

Fax: +33 238538516

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

Official name: tribunal administratif

Postal address: 28 rue de la Bretonnerie

Town: Orléans

Postal code: 45000

Country: France

E-mail: greffe.ta-orleans@juradm.fr

Telephone: +33 238775900

Fax: +33 238538516

VI.5. Date of dispatch of this notice

05/12/2023