

104249-2024 - Wettbewerb

Deutschland – Dienstleistungen für Unternehmen: Recht, Marketing, Consulting, Einstellungen, Druck und Sicherheit – CALL FOR PROPOSALS IMPLEMENTING BODY (ADVERTISING AGENCY)

OJ S 36/2024 20/02/2024

Auftrags- oder Konzessionsbekanntmachung – Standardregelung
Dienstleistungen

1. Beschaffer

1.1. Beschaffer

Offizielle Bezeichnung: Naturland - Verband für ökologischen Landbau e.V.

E-Mail: projects@naturland.de

Rechtsform des Erwerbers: Organisation, die einen durch einen öffentlichen Auftraggeber subventionierten Auftrag vergibt

Tätigkeit des öffentlichen Auftraggebers: Umweltschutz

2. Verfahren

2.1. Verfahren

Titel: CALL FOR PROPOSALS IMPLEMENTING BODY (ADVERTISING AGENCY)

Beschreibung: CALL FOR PROPOSALS IMPLEMENTING BODY (ADVERTISING AGENCY)

Kennung des Verfahrens: 018d5b0c-0027-4d7c-97f1-019b1a53be7f

Interne Kennung: PCPHP 012024

Verfahrensart: Offenes Verfahren

Das Verfahren wird beschleunigt: nein

Zentrale Elemente des Verfahrens: Directive 2014/24/EU - Open Procedure

2.1.1. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 79000000 Dienstleistungen für Unternehmen: Recht, Marketing, Consulting, Einstellungen, Druck und Sicherheit

Zusätzliche Einstufung (cpv): 79340000 Werbe- und Marketingdienstleistungen, 79341000 Werbedienste, 79416000 Öffentlichkeitsarbeit

2.1.2. Erfüllungsort

Land, Gliederung (NUTS): München, Landkreis (DE21H)

Land: Deutschland

2.1.3. Wert

Geschätzter Wert ohne MwSt.: 750 000,00 EUR

2.1.4. Allgemeine Informationen

Rechtsgrundlage:

Richtlinie 2014/24/EU

vgv -

2.1.6. Ausschlussgründe

Korruption: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or

control therein been the subject of a conviction by final judgment for corruption, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, OJ C 195, 25.6.1997, p. 1, and in Article 2(1) of Council Framework Decision 2003/568/JHA of 22 July 2003 on combating corruption in the private sector (OJ L 192, 31.7.2003, p. 54). This exclusion ground also includes corruption as defined in the national law of the contracting authority (contracting entity) or the economic operator.

Betrugsbekämpfung: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for fraud, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? Within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests (OJ C 316, 27.11.1995, p. 48).

Terroristische Straftaten oder Straftaten im Zusammenhang mit terroristischen Aktivitäten: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for terrorist offences or offences linked to terrorist activities, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Articles 1 and 3 of Council Framework Decision of 13 June 2002 on combating terrorism (OJ L 164, 22.6.2002, p. 3). This exclusion ground also includes inciting or aiding or abetting or attempting to commit an offence, as referred to in Article 4 of that Framework Decision.

Geldwäsche oder Terrorismusfinanzierung: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for money laundering or terrorist financing, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council of 26 October 2005 on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing (OJ L 309, 25.11.2005, p. 15).

Kinderarbeit und andere Formen des Menschenhandels: Has the economic operator itself or any person who is a member of its administrative, management or supervisory body or has powers of representation, decision or control therein been the subject of a conviction by final judgment for child labour and other forms of trafficking in human beings, by a conviction rendered at the most five years ago or in which an exclusion period set out directly in the conviction continues to be applicable? As defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council of 5 April 2011 on preventing and combating trafficking in human beings and protecting its victims, and replacing Council Framework Decision 2002/629/JHA (OJ L 101, 15.4.2011, p. 1).

Entrichtung von Steuern: Has the economic operator breached its obligations relating to the payment of taxes, both in the country in which it is established and in Member State of the contracting authority or contracting entity if other than the country of establishment? Has this breach of obligations been established by means other than a judicial or administrative decision? If this breach of obligations was established through a judicial or administrative decision, was this decision final and binding? In case of a conviction, insofar as established directly therein, the length of the period of exclusion - Please describe which means were used - Has the economic operator fulfilled its obligations by paying or entering into a binding arrangement with a view to paying the taxes or social security contributions due, including, where applicable, any interest accrued or fines?

Zahlung der Sozialversicherungsbeiträge: Has the economic operator breached its obligations relating to the payment social security contributions, both in the country in which it is established and in Member State of the contracting authority or contracting entity if other than the country of establishment? Has this breach of obligations been established by means other than a judicial or administrative decision? If this breach of obligations was established through a judicial or administrative decision, was this decision final and binding? Please indicate the date of conviction or decision - In case of a conviction, insofar as established directly therein, the length of the period of exclusion - Please describe which means were used - Has the economic operator fulfilled its obligations by paying or entering into a binding arrangement with a view to paying the taxes or social security contributions due, including, where applicable, any interest accrued or fines?

Verstoß gegen umweltrechtliche Verpflichtungen: Has the economic operator, to its knowledge, breached its obligations in the field of environmental law? As referred to for the purposes of this procurement in national law, in the relevant notice or the procurement documents or in Article 18(2) of Directive 2014/24/EU.

Verstoß gegen sozialrechtliche Verpflichtungen: Has the economic operator, to its knowledge, breached its obligations in the field of social law? As referred to for the purposes of this procurement in national law, in the relevant notice or the procurement documents or in Article 18(2) of Directive 2014/24/EU.

Verstoß gegen arbeitsrechtliche Verpflichtungen: Has the economic operator, to its knowledge, breached its obligations in the field of labour law? As referred to for the purposes of this procurement in national law, in the relevant notice or the procurement documents or in Article 18(2) of Directive 2014/24/EU.

Zahlungsunfähigkeit: Is the economic operator bankrupt? This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract

Verwaltung der Vermögenswerte durch einen Insolvenzverwalter: Is the economic operator the subject of insolvency or winding-up? This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract.

Der Zahlungsunfähigkeit vergleichbare Lage gemäß nationaler Rechtsvorschriften: Is the economic operator in arrangement with creditors? This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract.

Der Zahlungsunfähigkeit vergleichbare Lage gemäß nationaler Rechtsvorschriften: Is the economic operator in in any analogous situation like bankruptcy arising from a similar procedure under national laws and regulations? This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract.

Konkurs: Are the assets of the economic operator being administered by a liquidator or by the court? This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract.

Einstellung der gewerblichen Tätigkeit: Are the business activities of the economic operator suspended? This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract.

Vereinbarungen mit anderen Wirtschaftsteilnehmern zur Verzerrung des Wettbewerbs: Has the economic operator entered into agreements with other economic operators aimed at distorting competition?

Schwere Verfehlung im Rahmen der beruflichen Tätigkeit: Is the economic operator guilty of grave professional misconduct? Where applicable, see definitions in national law, the relevant notice or the procurement documents. Have you taken measures to demonstrate your reliability ("Self-Cleaning")

Interessenkonflikt aufgrund seiner Teilnahme an dem Vergabeverfahren: Is the economic operator aware of any conflict of interest, as indicated in national law, the relevant notice or the procurement documents due to its participation in the procurement procedure?

Interessenkonflikt aufgrund seiner Teilnahme an dem Vergabeverfahren: Has the economic operator or an undertaking related to it advised the contracting authority or contracting entity or otherwise been involved in the preparation of the procurement procedure?

Vorzeitige Beendigung, Schadensersatz oder andere vergleichbare Sanktionen: Has the economic operator experienced that a prior public contract, a prior contract with a contracting entity or a prior concession contract was terminated early, or that damages or other comparable sanctions were imposed in connection with that prior contract? Have you taken measures to demonstrate your reliability ("Self-Cleaning")

Schwere Verfehlung im Rahmen der beruflichen Tätigkeit: Can the economic operator confirm that: a) It has been guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria, b) It has withheld such information, c) It has not been able, without delay, to submit the supporting documents required by a contracting authority or contracting entity, and d) It has undertaken to unduly influence the decision making process of the contracting authority or contracting entity, to obtain confidential information that may confer upon it undue advantages in the procurement procedure or to negligently provide misleading information that may have a material influence on decisions concerning exclusion, selection or award?

Rein innerstaatliche Ausschlussgründe: Other exclusion grounds that may be foreseen in the national legislation of the contracting authority's or contracting entity's Member State. Has the economic operator breached its obligations relating to the purely national grounds of exclusion, which are specified in the relevant notice or in the procurement documents? Is this information available at no cost to the authorities from an EU Member State database?

5. Los

5.1. Los: LOT-0001

Titel: CALL FOR PROPOSALS IMPLEMENTING BODY (ADVERTISING AGENCY)

Beschreibung: The aim of the program is to reach the maximum number of businesses and consumers in the target areas. No specific individual organic product is promoted, but a selection of products ("organic basket"). It must be taken into account that EU-certified organic products also require certification in accordance with the Philippine Organic Regulation. This also includes possible restrictions in the communicability of the EU organic standard. A total budget of a maximum of € 750,000 (net) has been earmarked for the implementation of the program by the Executive Agency. Naturland reserves the right to make minor changes to the budget should this be necessary due to the current completion of the funding application. Furthermore, Naturland reserves the right to refrain from implementing the measures even in

the event of a successful funding application, should internal circumstances make this necessary. Scope of work The actions to be carried out by the Executive Agency for this program fall under the following types of activities, and should not exceed EUR 750,000: 1. strategy 2. events, information sessions (workshops), presentations & tastings 3. public relations/advertising 4. digital platforms/campaigns for information and consumer advice 5. promotions (point of sale or other suitable locations) Further details on the actions can be found in the Annex 2. Submission of your offer Please submit your offer, consisting of: 1) Proof of entry in the commercial/professional register; not older than 12 months 2) Proof of ability to carry out measures in the Philippines 3) European Single Procurement Document (ESPD) filled in and signed (Annex 4) 4) Proof of a minimum turnover of 1.000,000 euros in the last year (e.g. annual accounts for the last available year) 5) References not older than 5 years in support of the experience claimed under 3) 5. 6) A document (preferably PPT) presenting your concept for the services listed in Annex 2) (incl. net price and all applicable taxes) electronically under evergabe. The bid must comply with the mandatory EU banner and labeling as set out in Regulation EC/1144/2014 (and related provisions). The selected Executive Agency must strictly adhere to these criteria, as failure to do so will result in the loss of EU funding. Implementation of the services The Contractor shall keep the Client continuously informed of the progress of production and the status of project implementation without being requested to do so. The Client shall receive reports on the status of project implementation and cost status as required. Performance period The planned start of the performance period (conclusion of contract) is January 1, 2025. The planned end of the performance period is December 31, 2027. Budget For the provision of all services listed here, a total remuneration of: EUR 750,000 (net) is envisaged. This remuneration includes all costs incurred by the service provider for its own services and cooperation with subcontractors and also includes any travel and accommodation costs to the place where the services are provided. Bidders should clearly state in their bid how the total price is made up of the services listed under "Scope of work".

Interne Kennung: LOT-0001

5.1.1. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 79340000 Werbe- und Marketingdienstleistungen

Zusätzliche Einstufung (cpv): 79341000 Werbedienste, 79342000 Marketing, 79416000

Öffentlichkeitsarbeit

5.1.2. Erfüllungsort

Land, Gliederung (NUTS): München, Landkreis (DE21H)

Land: Deutschland

5.1.3. Geschätzte Dauer

Datum des Beginns: 01/01/2025

Enddatum der Laufzeit: 31/12/2027

Laufzeit: 3 Jahre

5.1.5. Wert

Geschätzter Wert ohne MwSt.: 750 000,00 EUR

5.1.6. Allgemeine Informationen

Vorbehaltene Teilnahme:

Teilnahme ist nicht vorbehalten.

Auftragsvergabeprojekt ganz oder teilweise aus EU-Mitteln finanziert

Die Beschaffung fällt unter das Übereinkommen über das öffentliche Beschaffungswesen: ja

Diese Auftragsvergabe ist auch für kleine und mittlere Unternehmen (KMU) geeignet: nein

5.1.7. Strategische Auftragsvergabe

Ziel der strategischen Auftragsvergabe: Keine strategische Beschaffung

5.1.9. Eignungskriterien

Kriterium:

Art: Wirtschaftliche und finanzielle Leistungsfähigkeit

Beschreibung des Auswahlkriteriums: Proof of minimum turnover of EUR 1.000.000 in the last year (e.g. through annual financial statements for the last available year)

Kriterium:

Art: Eignung zur Berufsausübung

Beschreibung des Auswahlkriteriums: 1) Proof of registration in the commercial/professional register; not older than 12 months 2) Proof of ability of the agency to carry out measures in the Philippines

Kriterium:

Art: Technische und berufliche Leistungsfähigkeit

Beschreibung des Auswahlkriteriums: Technical capacity (substantiated through relevant examples/references from the last 5 years) - Experience/competence in organizing B2B meetings - Experience/competence with promotion to food retail & point of sale - Experience /competence with PR activities - Experience/competence with communication campaigns - Experience in/with the food sector

Kriterium:

Art: Sonstiges

Beschreibung des Auswahlkriteriums: European Single Procurement Document (ESPD) is submitted (Annex 4 properly filled in and signed)

Informationen über die zweite Phase eines zweiphasigen Verfahrens:

Das Verfahren wird in mehreren aufeinanderfolgenden Phasen durchgeführt. In jeder Phase können einige Teilnehmer ausgeschlossen werden

5.1.10. Zuschlagskriterien

Kriterium:

Art: Qualität

Beschreibung: quality and coherence of the strategy and argumentation for the proposed measures (max. 30 points)

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Punkte, genau)

Zuschlagskriterium — Zahl: 1

Kriterium:

Art: Qualität

Beschreibung: creativity of the proposal (max. 20 points)

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Punkte, genau)

Zuschlagskriterium — Zahl: 1

Kriterium:

Art: Preis

Beschreibung: value for money (max. 20 points)

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Punkte, Mittelwert)

Zuschlagskriterium — Zahl: 1

5.1.11. **Auftragsunterlagen**

Sprachen, in denen die Auftragsunterlagen offiziell verfügbar sind: Englisch

Internetadresse der Auftragsunterlagen: <https://www.evergabe.de/unterlagen/018d5b0c-0027-4d7c-97f1-019b1a53be7f/zustellweg-auswaehlen>

5.1.12. **Bedingungen für die Auftragsvergabe**

Bedingungen für die Einreichung:

Elektronische Einreichung: Zulässig

Adresse für die Einreichung: <https://www.evergabe.de/unterlagen/018d5b0c-0027-4d7c-97f1-019b1a53be7f/zustellweg-auswaehlen>

Sprachen, in denen Angebote oder Teilnahmeanträge eingereicht werden können: Englisch, Deutsch

Elektronischer Katalog: Nicht zulässig

Varianten: Nicht zulässig

Die Bieter können mehrere Angebote einreichen: Nicht zulässig

Frist für den Eingang der Angebote: 18/03/2024 09:00:00 (UTC+01:00) Mitteleuropäische Zeit, Westeuropäische Sommerzeit

Dauer, während der das Angebot gültig bleiben muss: 1 Jahr

Informationen, die nach Ablauf der Einreichungsfrist ergänzt werden können:

Nach Ermessen des Käufers können alle fehlenden Bieterunterlagen nach Fristablauf nachgereicht werden.

Zusätzliche Informationen: Naturland e.V. reserves the right to ask questions of the bidders if there are any uncertainties regarding the documents submitted.

Informationen über die öffentliche Angebotsöffnung:

Eröffnungstermin: 18/03/2024 12:00:00 (UTC+01:00) Mitteleuropäische Zeit, Westeuropäische Sommerzeit

Auftragsbedingungen:

Die Auftragsausführung muss im Rahmen von Programmen für geschützte

Beschäftigungsverhältnisse erfolgen: Nein

Es ist eine Geheimhaltungsvereinbarung erforderlich: nein

Elektronische Rechnungsstellung: Erforderlich

Aufträge werden elektronisch erteilt: ja

Zahlungen werden elektronisch geleistet: ja

5.1.15. **Techniken**

Rahmenvereinbarung:

Keine Rahmenvereinbarung

Informationen über das dynamische Beschaffungssystem:

Kein dynamisches Beschaffungssystem

5.1.16. **Weitere Informationen, Schlichtung und Nachprüfung**

Überprüfungsstelle: Vergabekammer Südbayern Regierung von Oberbayern

Organisation, die zusätzliche Informationen über das Vergabeverfahren bereitstellt: Naturland - Verband für ökologischen Landbau e.V.

Organisation, die einen Offline-Zugang zu den Vergabeunterlagen bereitstellt: Naturland - Verband für ökologischen Landbau e.V.

TED eSender: Beschaffungsamt des BMI

8. Organisationen

8.1. ORG-0001

Offizielle Bezeichnung: Naturland - Verband für ökologischen Landbau e.V.

Registrierungsnummer: Vereinsregister: 10697, München

Postanschrift: Kleinhaderner Weg 1

Stadt: Gräfelfing

Postleitzahl: 82166

Land, Gliederung (NUTS): München, Landkreis (DE21H)

Land: Deutschland

Kontaktperson: Team Projektmanagement

E-Mail: projects@naturland.de

Telefon: 000

Internetadresse: <https://naturland.de>

Rollen dieser Organisation:

Beschaffer

Federführendes Mitglied

Organisation, die zusätzliche Informationen über das Vergabeverfahren bereitstellt

Organisation, die einen Offline-Zugang zu den Vergabeunterlagen bereitstellt

8.1. ORG-0002

Offizielle Bezeichnung: Vergabekammer Südbayern Regierung von Oberbayern

Registrierungsnummer: keine Angaben

Stadt: München

Postleitzahl: 80534

Land, Gliederung (NUTS): München, Kreisfreie Stadt (DE212)

Land: Deutschland

E-Mail: vergabekammer.suedbayern@reg-ob.bayern.de

Telefon: +49 89 2176-2411

Internetadresse: https://www.regierung.oberbayern.bayern.de/ueber_uns/zentralezustandigkeiten/vergabekammer-suedbayern/

Rollen dieser Organisation:

Überprüfungsstelle

8.1. ORG-0003

Offizielle Bezeichnung: Beschaffungsamt des BMI

Registrierungsnummer: 994-DOEVD-83

Stadt: Bonn

Postleitzahl: 53119

Land, Gliederung (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Land: Deutschland

E-Mail: esender_hub@bescha.bund.de

Telefon: +49228996100

Rollen dieser Organisation:

TED eSender

Informationen zur Bekanntmachung

Kennung/Fassung der Bekanntmachung: 018d5b0c-251c-4a3f-b55a-597fb37a041f - 01

Formulartyp: Wettbewerb

Art der Bekanntmachung: Auftrags- oder Konzessionsbekanntmachung – Standardregelung

Unterart der Bekanntmachung: 16

Datum der Übermittlung der Bekanntmachung: 16/02/2024 17:13:40 (UTC+01:00)

Mitteleuropäische Zeit, Westeuropäische Sommerzeit

Sprachen, in denen diese Bekanntmachung offiziell verfügbar ist: Englisch

Veröffentlichungsnummer der Bekanntmachung: 104249-2024

ABl. S – Nummer der Ausgabe: 36/2024

Datum der Veröffentlichung: 20/02/2024