

## 115753-2024 - Wettbewerb

Deutschland – Dienstleistungen für Unternehmen: Recht, Marketing, Consulting, Einstellungen, Druck und Sicherheit – Evaluation of the promotion campaign EUr Safe Food  
OJ S 40/2024 26/02/2024  
Auftrags- oder Konzessionsbekanntmachung – Standardregelung - Änderungsbekanntmachung  
Dienstleistungen

### 1. Beschaffer

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#### 1.1. Beschaffer

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

E-Mail: [projects@naturland.de](mailto:projects@naturland.de)

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

Tätigkeit des öffentlichen Auftraggebers: Umweltschutz

### 2. Verfahren

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#### 2.1. Verfahren

Titel: Evaluation of the promotion campaign EUr Safe Food

Beschreibung: Evaluation of the promotion campaign EUr Safe Food

Kennung des Verfahrens: 018d3ffb-e6f6-4728-9c12-30c9740a4651

Interne Kennung: 2024-01

Verfahrensart: Offenes Verfahren

Das Verfahren wird beschleunigt: nein

Zentrale Elemente des Verfahrens: Call for tender is below EU threshold (corresponding law is UVgO: <https://www.vergabevorschriften.de/uvgo>), however it is published EU wide to reach a larger audience. Rules of the competition: 1. This call for proposals concerns the promotion program for agricultural products co-financed by the European Union 2. Agencies wishing to apply must have English and/or German-speaking, as well as Cantonese and Mandarin-speaking contact people, as all exchanges with Naturland will be in English and/or German. 3. The evaluation agency will have to confirm the absence of conflict of interests to take part in this call and need to ensure this being correct throughout the project. 4. Once the evaluation agency's work has been paid, the creations of the selected agency will become property of the announcers with no limit of time or location, for use through all communication techniques and media. 5. The announcers will reserve the right to use concepts and creations in all their campaigns and the campaigns of their collective structures with no limit in time. 6. Expenses can only be put forward after a detailed quote and a framework contract have been signed between the announcers and the selected agency. Documents to be provided by the applicants: The detailed proposition should be sent imperatively in English or German via [evergabe.de](http://evergabe.de) and should include: 1. A dated and signed motivation letter accepting the conditions of the competition, as described in the call for proposals including: A presentation of the evaluation methodology. A presentation for methodology on the consumer surveys A reverse planning for the evaluation of the campaign. A quote presented in Euro's, detailing all applicable taxes included, as well as the potential tax and exchange rate for a European payment to Mainland China/Hong Kong respecting the broad budgetary framework. 2. The list of principal references of the past 2 years for similar actions (evaluation of agricultural sector, collective or institutional communication campaign) and providing the aim, budget and length

of services. 3. The presentation of the agency, its internal organization and financial viability. 4. The name and experience level of the team in charge of the project, including justification for communication ability in English and/or German as well as Cantonese and Mandarin. 5. The presentation of local office in China and Hong Kong if it is an international company 6. Signed self-declaration (Appendix 2) These elements will help the announcers decide how adequate the agency's offer is compared to the needs of the campaign. Timetable • Submission of the detailed proposal via evergabe: February 29th 2024 • Planned announcement of the pre-selected agencies (max. two agencies) : Before March 6th 2024 • Planned online interview with the selected agencies: The week of March 11th 2024 • Planned notification of the results: Before March 18th 2024 • Binding period for the Offers: June 30th 2024

### **2.1.1. Zweck**

Art des Auftrags: Dienstleistungen

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

Zusätzliche Einstufung (cpv): 79419000 Beratung in Sachen Evaluierung, 79320000 Meinungsumfragen, 79330000 Statistische Dienstleistungen

### **2.1.2. Erfüllungsort**

Stadt: München

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

Land: Deutschland

### **2.1.3. Wert**

Geschätzter Wert ohne MwSt.: 36 000,00 EUR

### **2.1.4. Allgemeine Informationen**

**Rechtsgrundlage:**

Richtlinie 2014/24/EU

uvgo -

### **2.1.6. Ausschlussgründe**

Beteiligung an einer kriminellen Vereinigung: 1. section 129 of the Criminal Code (formation of criminal organizations), section 129a of the Criminal Code (formation of terrorist organizations) or section 129b of the Criminal Code (criminal and terrorist organizations abroad),

Terroristische Straftaten oder Straftaten im Zusammenhang mit terroristischen Aktivitäten: 1. section 129 of the Criminal Code (formation of criminal organizations), section 129a of the Criminal Code (formation of terrorist organizations) or section 129b of the Criminal Code (criminal and terrorist organizations abroad), 2. section 89c of the Criminal Code (financing of terrorism) or for participating in such an act or for providing or collecting financial resources knowing that these financial resources will be used or are intended to be used, in whole or in part, to commit an act under section 89a(2)(2) of the Criminal Code,

Geldwäsche oder Terrorismusfinanzierung: 2. section 89c of the Criminal Code (financing of terrorism) or for participating in such an act or for providing or collecting financial resources knowing that these financial resources will be used or are intended to be used, in whole or in part, to commit an act under section 89a(2)(2) of the Criminal Code, 3. section 261 of the Criminal Code (money laundering; concealment of unlawfully obtained assets),

Betrugsbekämpfung: 4. section 263 of the Criminal Code (fraud), insofar as the offense is directed against the budget of the European Union or against budgets administered by the European Union or on its behalf; pursuant to section 31 (2) sentence 4 UVgO, this shall also apply insofar as the offense is directed against public budgets, 5. section 264 of the Criminal

Code (subsidy fraud), insofar as the offence is directed against the budget of the European Union or against budgets administered by the European Union or on its behalf; pursuant to section 31 (2) sentence 4 UVgO, this shall also apply insofar as the offence is directed against public budgets,

Korruption: 6. section 299 of the Criminal Code (bribery and corruption in commercial transactions), 7. section 108e of the Criminal Code (bribery and corruption of office holders), 8. Sections 333 and 334 of the Criminal Code (granting of advantages and bribery), in each case also in conjunction with Section 335a of the Criminal Code (foreign and international officials), 9. Article 2 § 2 of the Act on Combating International Bribery (Bribery of Foreign Members of Parliament in Connection with International Business Transactions), or

Kinderarbeit und andere Formen des Menschenhandels: 10. sections 232 and 233 of the Criminal Code (trafficking in human beings) or section 233a of the Criminal Code (promoting trafficking in human beings). A conviction or the imposition of a fine shall be equivalent to a conviction or the imposition of a fine under the comparable provisions of other states (section 123(2) by analogy). The conduct of a person convicted by final judgment shall be attributed to a company if this person has acted as a person responsible for the management of the company; this also includes the supervision of the management or the other exercise of supervisory powers in a managerial position (Section 123 (3) GWB by analogy).

Zahlung der Sozialversicherungsbeiträge: I/We also declare that my/our company has fulfilled its obligations to pay taxes, duties and social security contributions and that no legally binding court or final administrative decision has been made to the contrary (Section 123 (4) no. 1 GWB by analogy). Self-declaration in accordance with Section 124 GWB in conjunction with § Section 31 UVgO

Entrichtung von Steuern: I/We also declare that my/our company has fulfilled its obligations to pay taxes, duties and social security contributions and that no legally binding court or final administrative decision has been made to the contrary (Section 123 (4) no. 1 GWB by analogy). Self-declaration in accordance with Section 124 GWB in conjunction with § Section 31 UVgO

Verstoß gegen sozialrechtliche Verpflichtungen: 1. my/our company has not violated any applicable environmental, social or labor law obligations in the performance of public contracts,

Verstoß gegen umweltrechtliche Verpflichtungen: 1. my/our company has not violated any applicable environmental, social or labor law obligations in the performance of public contracts,

Konkurs: 2. my/our company is solvent, insolvency proceedings or comparable proceedings have neither been applied for nor opened against the assets of my/our company, the opening of such proceedings has not been rejected for lack of assets, my/our company is not in liquidation proceedings or has ceased its activities,

Der Zahlungsunfähigkeit vergleichbare Lage gemäß nationaler Rechtsvorschriften: 2. my/our company is solvent, insolvency proceedings or comparable proceedings have neither been applied for nor opened against the assets of my/our company, the opening of such proceedings has not been rejected for lack of assets, my/our company is not in liquidation proceedings or has ceased its activities,

Schwere Verfehlung im Rahmen der beruflichen Tätigkeit: 3. my/our company has not committed any serious misconduct in the course of its professional activities which calls into question the integrity of my/our company (the conduct of a person convicted by a final court decision is attributable to a company if this person has acted as a person responsible for the management of the company; this also includes the supervision of the management or the other exercise of controlling powers in a managerial position),

Vereinbarungen mit anderen Wirtschaftsteilnehmern zur Verzerrung des Wettbewerbs: 4. my /our company has not entered into any agreements with other companies which have the purpose or effect of preventing, restricting or distorting competition,

Interessenkonflikt aufgrund seiner Teilnahme an dem Vergabeverfahren: 5. there is no conflict of interest in the execution of the award procedure which could affect the impartiality and independence of a person working for the contracting authority in the execution of the award procedure,

Direkte oder indirekte Beteiligung an der Vorbereitung des Vergabeverfahrens: 6. no distortion of competition results from the fact that my/our company was already involved in the preparation of the award procedure,

Vorzeitige Beendigung, Schadensersatz oder andere vergleichbare Sanktionen: 7. my/our company has not significantly and persistently failed to meet any essential requirement in the performance of a previous public contract or concession contract,

Falsche Angaben, verweigte Informationen, die nicht in der Lage sind, die erforderlichen Unterlagen vorzulegen, und haben vertrauliche Informationen über dieses Verfahren erhalten.:

8. my/our company has not committed any serious deception with regard to the grounds for exclusion or suitability criteria and has not withheld any information and is in a position to provide the required evidence,

Falsche Angaben, verweigte Informationen, die nicht in der Lage sind, die erforderlichen Unterlagen vorzulegen, und haben vertrauliche Informationen über dieses Verfahren erhalten.:

9. my/our company - has not attempted to improperly influence the contracting authority's decision-making process, - has not attempted to obtain confidential information through which it could gain improper advantages in the award process, and - has not negligently or intentionally provided misleading information that could significantly influence the contracting authority's award decision and has not attempted to provide such information.

## 5. Los

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### 5.1. Los: LOT-0001

Titel: Evaluation of the promotion campaign EUr Safe Food

Beschreibung: Objective of the call: In application of the EU regulations, the promotion program must be evaluated by an external evaluation body, in order to guarantee the respect of planned deliverables, costs and objectives. The agency will determine a methodology to evaluate the correct implementation and effectiveness of the activities. The agency will evaluate the effectiveness of the campaign, especially on the targeted groups determined by the objectives and strategy. The selected evaluation body will have to take into account for each planned action the output, result and impact indicator. They will gather data using appropriate means and use of the data collected during the campaign to reach an appropriate level of information. Additionally, a baseline survey needs to be conducted and will serve as starting point benchmark towards consumer and food stakeholders at the beginning of year 1 and again at the end of year 3 to establish if the objectives have been met. This call for proposals covers two consumer and food stakeholders surveys (one at the beginning of the program and one at the end program, in order to compare the situation at the start and at the end), as well as the evaluation of single measures within the frame of the program. The evaluation body will have to be mindful of: Output indicators: deliverables of the campaign (number of videos, number of press releases, number of social media articles...) Result indicators: measuring the reach of each action (viewership of videos, readership of press releases and of social media articles...) Impact indicators: measure of how the campaign has increased awareness and created a tangible economic return thanks to its various promotion actions, compared to the situation before the campaign and a baseline scenario without the campaign being implemented The evaluation agency is free to propose the methodology which are considered the best to reach the specified objectives within the determined budgets. The promotion program should end in February 2027, a date after which all costs will be final,

and the final ex post evaluation can take place. Budget and actions expected: The evaluation agency will be in charge of the following activities: • The agency will evaluate the effectiveness of the campaign considering the objectives with the pre-defined set of quantified indicators. • The agency needs to provide a consumer survey at the beginning of the program as a baseline, and one survey in year 3 to confirm that the objectives have been reached. • They will gather data using appropriate means (e.g. questionnaires) and use the data collected during the campaign to reach an appropriate level of information. By cross-checking the data collected in the field and the evaluation agency data, the actions of the campaign can be fine-tuned and improved during the 3 years of campaign • The evaluation agency will prepare a report including data on every activity implemented during the year which will be turned in to the proposing organization for analysis Proposals for the evaluation of the campaign will be evaluated for providing best value for money. Applicants are invited to send their competitive proposal – however respecting the maximum budget ceiling of 36 000€ (excluding VAT) and fees over a total of 3 years. The repartition of the total evaluation budget per year is defined as the following: – Year 1: 40% – Year 2: 20% – Year 3: 40%  
Interne Kennung: LOT-0001

#### **5.1.1. Zweck**

Art des Auftrags: Dienstleistungen

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

Zusätzliche Einstufung (cpv): 79419000 Beratung in Sachen Evaluierung, 79330000 Statistische Dienstleistungen, 79320000 Meinungsumfragen

#### **5.1.2. Erfüllungsort**

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

Land: Deutschland

#### **5.1.3. Geschätzte Dauer**

Datum des Beginns: 01/03/2024

Enddatum der Laufzeit: 28/02/2027

#### **5.1.5. Wert**

Geschätzter Wert ohne MwSt.: 36 000,00 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: nein

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

Zusätzliche Informationen: #Besonders geeignet für: selbst#

#### **5.1.7. Strategische Auftragsvergabe**

Ziel der strategischen Auftragsvergabe: Keine strategische Beschaffung

#### **5.1.9. Eignungskriterien**

Kriterium:

Art: Technische und berufliche Leistungsfähigkeit

Beschreibung des Auswahlkriteriums: The selection will be done by a jury composed of Naturland's staff and/or appointed experts. The first stage will evaluate all Exclusion and Eligibility criteria and rank them according to points in the Selection criteria. The best two

ranked applicants will be invited for an online interview and awarded based on the argumentation for the proposed measures. Exclusion Criteria 1. Appendix 2 – Absence of grounds for exclusion § 123 and § 124 is duly signed and submitted Eligibility Criteria 1. Operational in China and Hong Kong (Yes/No) 2. Able to communicate in English and/or German as well as Mandarin and Cantonese (Yes/No) 3. At least 5 years of experience of the evaluation agency (Yes / No) For those applicants fulfilling all “Exclusion and Eligibility criteria” the following Selection Criteria apply: 1. Quality and coherence of the proposal (20 points) 2. Quality and pertinence of the suggested methodology (20 points) 3. Best value for money (20 points)

Mindestpunktzahl: 2

#### **5.1.11. Auftragsunterlagen**

Sprachen, in denen die Auftragsunterlagen offiziell verfügbar sind: Deutsch

Internetadresse der Auftragsunterlagen: <https://www.evergabe.de/unterlagen/018d3ffb-e6f6-4728-9c12-30c9740a4651/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/018d3ffb-e6f6-4728-9c12-30c9740a4651/zustellweg-auswaehlen>

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

Elektronischer Katalog: Nicht zulässig

Varianten: Nicht zulässig

Die Bieter können mehrere Angebote einreichen: Nicht zulässig

Frist für den Eingang der Angebote: 04/03/2024 12:00:00 (UTC+01:00) Mitteleuropäische Zeit, Westeuropäische Sommerzeit

Dauer, während der das Angebot gültig bleiben muss: 4 Monate

##### **Informationen, die nach Ablauf der Einreichungsfrist ergänzt werden können:**

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

Zusätzliche Informationen: Answers and document relating to potential clarification requests from Naturland

##### **Informationen über die öffentliche Angebotsöffnung:**

Eröffnungstermin: 04/03/2024 14:00:00 (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

Finanzielle Vereinbarung: Proposals for the evaluation of the campaign will be evaluated for providing best value for money. Applicants are invited to send their competitive proposal – respecting the maximum budget ceiling of 36 000€ (excluding VAT) and fees over a total of 3 years. The repartition of the total evaluation budget per year is defined as the following: – Year 1: 40% – Year 2: 20% – Year 3: 40% Expenses can only be put forward after a detailed quote and a framework contract have been signed between the announcers and the selected agency.

#### **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

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**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](mailto:projects@naturland.de)

Telefon: 000

Internetadresse: <https://naturland.de>

**Rollen dieser Organisation:**

Beschaffer

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](mailto:vergabekammer.suedbayern@reg-ob.bayern.de)

Telefon: +49 89 2176-2411

Internetadresse: [https://www.regierung.oberbayern.bayern.de/ueber\\_uns/zentralezustandigkeiten/vergabekammer-suedbayern/](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](mailto:esender_hub@bescha.bund.de)

Telefon: +49228996100

**Rollen dieser Organisation:**

TED eSender

## 10. Änderung

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Fassung der zu ändernden vorigen Bekanntmachung

:

018d3ffd-23b4-4ac4-8744-f58a500cd5ff-01

Hauptgrund für die Änderung

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Aktualisierte Informationen

### 10.1. Änderung

Abschnittskennung: LOT-0001

## Informationen zur Bekanntmachung

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Kennung/Fassung der Bekanntmachung: 018dd608-0310-4ce8-96a0-796899590624 - 01

Formulartyp: Wettbewerb

Art der Bekanntmachung: Auftrags- oder Konzessionsbekanntmachung – Standardregelung

Unterart der Bekanntmachung: 16

Datum der Übermittlung der Bekanntmachung: 23/02/2024 14:01:32 (UTC+01:00)

Mitteuropäische Zeit, Westeuropäische Sommerzeit

Sprachen, in denen diese Bekanntmachung offiziell verfügbar ist: Englisch

Veröffentlichungsnummer der Bekanntmachung: 115753-2024

ABl. S – Nummer der Ausgabe: 40/2024

Datum der Veröffentlichung: 26/02/2024