

**France-Paris: Market research services**  
**OJ S 24/2024 02/02/2024**  
**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: CNIEL

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: [jpintacosta@cniel.com](mailto:jpintacosta@cniel.com)

Telephone: +33 149707138

**Internet address(es):**

Main address: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

Address of the buyer profile: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

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

Other type: Private law body

**I.5. Main activity**

Other activity: CNIEL FRENCH DAIRY BOARD

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**Section II: Object**

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

**II.1.1. Title**

EVALUATION SURVEY OF AN INFORMATION AND COMMUNICATION PROGRAMME TO PROMOTE EUROPEAN CHEESES IN THE UNITED KINGDOM 2023 – 2025

Reference number: CHEESE UK 23

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The purpose of the contract is conception and implementation of an evaluation survey of a collective information and communication programme to promote European cheeses in the United Kingdom in 2023-2025

### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 140 000,00 EUR

## **II.2. Description**

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

NUTS code: FR France

NUTS code: UK United Kingdom

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

The bid must be written in French or English and contain a technical and financial memorandum made up of the following elements:

o The bidder's technical file, comprising:

- An evaluation survey framework of the communication and promotional programme detailed by action and target evaluated over the 3 years of the program;
- Time frame for the programme: the bidder will propose a time frame over 3 years based on the actions to be evaluated;

o For each evaluation of action, the bidder shall propose:

- the framework planned for each evaluation module (action and target evaluated, method of collection of data, etc.)
- a precise scheduling for each evaluation of action;

o The bidder's budget proposal including:

- a precise budget for the 3 years of the programme per evaluation of action
- a summary budget

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

Quality criterion - Name: Understanding of the brief / Weighting: 10

Quality criterion - Name: Relevance of the proposed survey plan / Weighting: 25

Quality criterion - Name: Sample strength / Weighting: 20

Quality criterion - Name: Strength of treatments and analyzes / Weighting: 25

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:  
yes

Identification of the project: EVALUATION SURVEY OF AN INFORMATION AND COMMUNICATION PROGRAMME TO PROMOTE EUROPEAN CHEESES IN THE UNITED KINGDOM 2023 – 2025 Regulation 1144/2014

### **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**

#### **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 088-269088](#)

##### **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:** 1

**Title:**

EVALUATION SURVEY OF AN INFORMATION AND COMMUNICATION PROGRAMME TO PROMOTE EUROPEAN CHEESES IN THE UNITED KINGDOM 2023 – 2025

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

01/05/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 1

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

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

Official name: Occurrence

Postal address: 78 rue Championnet

Town: Paris

NUTS code: FR France

Postal code: 75018

Country: France

E-mail: [info@occurrence.fr](mailto:info@occurrence.fr)

Telephone: +33 148246900

Fax: +33 148246910

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 140 000,00 EUR

Total value of the contract/lot: 140 000,00 EUR

##### **V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

## Section VI: Complementary information

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### VI.3. Additional information

Applications and offers are to be submitted in electronic format on the platform <https://www.achatpublic.com/> on the space dedicated to the corresponding CNIEL call for tender.  
The opening of the offers will take place between June 4th and June 9th 2023.

### 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 Paris Cedex 17  
Country: France  
Telephone: +33 144325151  
Internet address: <http://www.ca-paris.justice.fr>

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

Official name: TRIBUNAL JUDICIAIRE DE PARIS  
Postal address: Parvis du Tribunal de Paris  
Town: Paris  
Postal code: 75859 Paris Cedex 17  
Country: France  
Telephone: +33 144325151  
Internet address: <http://www.ca-paris.justice.fr>

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

29/01/2024