

France-Paris: Advertising and marketing services

OJ S 35/2023 17/02/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: APRIFEL

Postal address: 99 bd. Pereire

Town: Paris

NUTS code: FR France

Postal code: 75017

Country: France

Contact person: Cyril MOMPLOT

E-mail: c.momplot@interfel.com

Telephone: +33 149491096

Internet address(es):Main address: <https://www.aprifel.com/fr/>Address of the buyer profile: <https://interfel.e-marchespublics.com>**I.1. Name and addresses**

Official name: UNIA OWOCOWAS

Postal address: Słomczyn 80

Town: Grójec

NUTS code: PL Polska

Postal code: 05-600

Country: Poland

Contact person: Karolina Kamińska

E-mail: biuro@uniaowocowa.pl**Internet address(es):**Main address: www.uniaowocowa.plAddress of the buyer profile: <https://interfel.e-marchespublics.com>**I.1. Name and addresses**

Official name: Związek Sądowników RP

Postal address: ul. Sportowa 4 A

Town: Grójec

NUTS code: PL Polska

Postal code: 05-600

Country: Poland

Contact person: Małgorzata Verset

E-mail: verset@krir.pl**Internet address(es):**Main address: <https://www.polskiesadownictwo.pl/>Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: AILIMPO

Postal address: C. Villaleal, 3

Town: Murcia

NUTS code: ES España

Postal code: 30001

Country: Spain

Contact person: José Antonio García Fernández

E-mail: director@ailimpo.com

Internet address(es):

Main address: <https://www.ailimpo.com/>

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.2. Information about joint procurement

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law:

France

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://interfel.e-marchespublics.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Agency for Research and Information on Fruit and Vegetables

I.5. Main activity

Other activity: Agency for Research and Information

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Promotion and Information campaign aimed 18-34 on healthy and sustainable food practices linked to daily consumption of fruits and vegetables and regular exercise (2024-2026)

Reference number: MI 24-26

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The programme should specifically address 18-34 years old and be sufficiently motivating to encourage them to consume more fruit and veg while being active and less sedentary. The action plan aims, via a promotional campaign, to provide them with useful information on their communication channels (including events) and to motivate them to “take action” in order to induce a sustainable change of behaviour.

The purpose of these specifications is to respond to a new European call for tender submitted to the European Commission for approval (REA - AGRIP-MULTI-2023-IM-FRESH FRUIT AND VEGETABLES (Topic 4) positioned at a time that is conducive to the focus on physical activity (alongside the Paris 2024 Olympic Games).

II.1.5. Estimated total value

Value excluding VAT: 4 978 660,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 4

II.2. Description

II.2.1. Title

Creation of the common strategic concept and graphic charter and their application

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

NUTS code: FR France

NUTS code: PL Polska

II.2.4. Description of the procurement

The mission that you will be entrusted with consists in proposing a common strategic concept to 18-34, capable of encouraging them to take action and make them change their behaviour in the long term. Particular attention should be paid to the temporality of the project, which should be part of the promotional and sporting momentum of the 2024 Olympics.

You will also be in charge of ensuring its proper implementation in all countries participating to the programme by the operational agencies that will be chosen by each country for operational and production aspects.

Areas of expertise expected within the framework of the project:

- Ability to propose a common strategic concept capable of carrying an informative media communication and promotion campaign that could be carried by ambassadors (athletes, influencers, etc.) and declinable in all the countries targeted, namely: France, Spain and Poland (+ a version also requested in English).

- Ability to coordinate the proper implementation of the strategy in the entire European programme, including the collection and consolidation of data and indicators to be provided by the operational agencies that will be chosen by each country for operational and production aspects, namely:

press and influencer relations

- o Event

- o Digital

- o Purchase of media space and associated media production

- o Declination of the graphic charter for each country

- o Communication tools

The operators for each of these operational components in each of the 3 countries will be chosen in lots 2, 3 and 4 to take into account local specificities.

- Organization of a launch event and a closing event of the programme (webinar organised in an emblematic place representing the 2024 Olympics) in English.

To this end, the agency must produce the following elements:

- o Creation of the graphic identity
- o Production of a detailed graphic charter allowing all basic formats to be declined
- o Provision of elements to partner agencies in each of the countries to allow them an optimal application of the programme tools.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 697 241,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2024 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Promotion and information programme (Regulation 1144/2014).

The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Deployment and operational implementation of communication actions in France

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

The implementing body should ensure that all selected Work packages will be developed and adapted to the countries' specificities.

It will suggest specified plan of actions that can be settled in each partner's country.

It will propose an evolving plan of actions from Year 1 to Year 3 with creative proposition but keep the same key messages.

II.2.5.

Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 1 955 200,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2024 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Promotion and information programme (Regulation 1144/2014).

The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Deployment and operational implementation of communication actions in Poland
Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: PL Polska

II.2.4. Description of the procurement

The implementing body should ensure that all selected Work packages will be developed and adapted to the countries' specificities.

It will suggest specified plan of actions that can be settled in each partner's country.

It will propose an evolving plan of actions from Year 1 to Year 3 with creative proposition but keep the same key messages.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 1 125 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2024 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Promotion and information programme (Regulation 1144/2014).
The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Deployment and operational implementation of communication actions in Spain
Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

The implementing body should ensure that all selected Work packages will be developed and adapted to the countries' specificities.

It will suggest specified plan of actions that can be settled in each partner's country.

It will propose an evolving plan of actions from Year 1 to Year 3 with creative proposition but keep the same key messages.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 902 400,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2024 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Promotion and information programme (Regulation 1144/2014).

The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Evaluation

Lot No: 5

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES España

NUTS code: FR France

NUTS code: PL Polska

II.2.4. Description of the procurement

To assess the programme, the work of the assessing body is divided in the two main following tasks:

PART 1

Evaluation of the ex-post impact of programme communication actions on an annual basis.

– Evaluation of each action and ongoing monitoring based on European indicators.

PART 2

Evaluation of the whole programme based on EC indicators and across the three years in the final year.

– Measurement of the impacts and attainments of the programme objectives.

– Proposing organizations need an independent evaluation of the entire campaign in each country and a unified multi-country, cross-country evaluation.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 298 819,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2024 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Promotion and information programme (Regulation 1144/2014).

The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 17/03/2023 Local time: 17:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31/12/2023

IV.2.7. Conditions for opening of tenders

Date: 17/03/2023 Local time: 17:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance de Paris

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

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

Official name: Greffe

Town: Paris

Country: France

VI.5. Date of dispatch of this notice

14/02/2023