

102674-2026 - Competition

Italy – Advertising and marketing services – SERVIZI DI COMUNICAZIONE, INFORMAZIONE E VISIBILITÀ DEL PIANO STRATEGICO NAZIONALE DELLA PAC (PSP) 2023-2027

OJ S 30/2026 12/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ministero dell'agricoltura, della sovranità alimentare e delle foreste

Email: aoo.agebil@pec.masaf.gov.it

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: SERVIZI DI COMUNICAZIONE, INFORMAZIONE E VISIBILITÀ DEL PIANO STRATEGICO NAZIONALE DELLA PAC (PSP) 2023-2027

Description: SERVIZI DI COMUNICAZIONE, INFORMAZIONE E VISIBILITÀ DEL PIANO STRATEGICO NAZIONALE DELLA PAC (PSP) 2023-2027

Procedure identifier: fc66fa60-41ee-406b-af0d-e3f3f9f8b8f2

Internal identifier: SERVIZI DI COMUNICAZIONE, INFORMAZIONE E VISIBILITÀ DEL PIANO STRATEGICO NAZIONALE DELLA PAC (PSP) 2023-2027

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 72400000 Internet services, 79952000 Event services, 79342000 Marketing services, 92400000 News-agency services

2.1.3. Value

Estimated value excluding VAT: 5 089 000,00 EUR

2.1.4. General information

Legal basis:

Other

D. LGS 36/2023

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: SERVIZI DI COMUNICAZIONE, INFORMAZIONE E Supporto alla comunicazione sulla PAC e le possibilità di finanziamento

Description: Supporto alla comunicazione sulla PAC e le possibilità di finanziamento

Internal identifier: Lotto 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79952000 Event services

5.1.3. Estimated duration

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 1 884 500,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.masaf.gov.it>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: www.acquistinretepa.it

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 16/03/2026 16:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunale amministrativo regionale (TAR) del Lazio

Information about review deadlines: 60

Organisation providing more information on the review procedures: Tribunale amministrativo regionale (TAR) del Lazio

5.1. Lot: LOT-0002

Title: SERVIZI DI COMUNICAZIONE, INFORMAZIONE E VISIBILITÀ DEL PIANO STRATEGICO NAZIONALE DELLA PAC (PSP) 2023-2027

Description: Supporto alla produzione e diffusione di informazioni sul PSP – Digital communication

Internal identifier: Lotto 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72400000 Internet services

Additional classification (cpv): 79342000 Marketing services

5.1.3. Estimated duration

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 857 500,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.masaf.gov.it>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: www.acquistinretepa.it

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 16/03/2026 16:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunale amministrativo regionale (TAR) del Lazio

Information about review deadlines: 60

Organisation providing more information on the review procedures: Tribunale amministrativo regionale (TAR) del Lazio

5.1. Lot: LOT-0003

Title: SERVIZI DI COMUNICAZIONE, INFORMAZIONE E VISIBILITÀ DEL PIANO STRATEGICO NAZIONALE DELLA PAC (PSP) 2023-2027

Description: Supporto alle campagne di comunicazione e informazione sul PSP

Internal identifier: Lotto 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 92400000 News-agency services

5.1.3. Estimated duration

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 2 347 000,00 EUR

5.1.6. General information**Reserved participation:**

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.masaf.gov.it>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: www.acquistinretepa.it

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 16/03/2026 16:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunale amministrativo regionale (TAR) del Lazio

Information about review deadlines: 60

Organisation providing more information on the review procedures: Tribunale amministrativo regionale (TAR) del Lazio

8. Organisations

8.1. ORG-0001

Official name: Ministero dell'agricoltura, della sovranità alimentare e delle foreste

Registration number: 97099470581

Town: ROMA

Postcode: 00187

Country subdivision (NUTS): Roma (IT143)

Country: Italy

Email: aoo.agebil@pec.masaf.gov.it

Telephone: 0646651

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunale amministrativo regionale (TAR) del Lazio

Registration number: 80195990587

Town: Roma

Postcode: 00196

Country subdivision (NUTS): Roma (IT143)

Country: Italy

Telephone: 06 328721

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 42a8912c-a23b-4e4d-9ad4-1b474689f4cb - 01

Form type: Competition

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