

France-Paris: Market research services
OJ S 55/2021 19/03/2021
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL (Centre National Interprofessionnel de l'Economie Laitière)

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: ipintacosta@cniel.com

Telephone: +33 149707138

Internet address(es):

Main address: <http://www.filiere-laitiere.fr/fr>

Address of the buyer profile: <https://www.achatpublic.com/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.achatpublic.com/>

Tenders or requests to participate must be submitted electronically via: <https://www.achatpublic.com/>

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

Additional information can be obtained from another address:

Official name: CNIEL

National registration number: W751035614

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: ipintacosta@cniel.com

Telephone: +33 149707138

Internet address(es):

Main address: <http://www.filiere-laitiere.fr/fr>

Address of the buyer profile: <https://www.achatpublic.com/>

I.4. Type of the contracting authority

Other type: Body governed by public law

I.5.

Main activity

Other activity: Dairy Interbranch Organization

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Design and Implementation of an Evaluation Survey of a Collective Information Provision and Promotion Measure in Favor of European Butter in the United states of America 2022-2024

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

Design and Implementation of an evaluation survey of a Campaign which will follow previous Butter program in the USA 2019-2021. The campaign will have to deliver new avenues of promotion and communication based on the results of the previous triennial. Campaign will aim to:

- 1) Position butter, especially French butter, as a gourmet product, an indulgence;
- 2) Improve the level of knowledge about butter and its merits among targets;
- 3) Strengthen the use of butter (its image, eating occasions, multiple uses, cooking and baking properties) while integrating butter into local culinary habits;
- 4) Show European butter as an authentic product (vs imitations and vegetable fats), and emphasize the specifics of butter in terms of authenticity, quality, flavor and taste, tradition;
- 5) Support all European butter markets in the target country to position them against other imported butters (NZ, AUS, MEX) and plant based. Support EU Ag.

II.1.5. Estimated total value

Value excluding VAT: 59 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: FR France

NUTS code: US United States

Main site or place of performance: USA

II.2.4. Description of the procurement

The tender must be written in English or French and will contain a technical and financial outline consisting of a proposal based on the elements described in the brief.

The evaluation survey will evaluate a campaign which will follow previous Butter program in the USA 2019-2021. The campaign will have to deliver new avenues of promotion and communication based on the results of the previous triennial. Campaign will aim to:

- 1) Position butter, especially French butter, as a gourmet product, an indulgence;

- 2) Improve the level of knowledge about butter and its merits among targets: premium consumers (m/f, 25-65, 75k++) home cooks, foodies but also chefs/pastry chefs who influence both their peers and inspire new consumers;
- 3) Strengthen the use of butter (its image, eating occasions, multiple uses, cooking and baking properties) while integrating butter into local culinary habits;
- 4) Show European butter as an authentic product (vs imitations and vegetable fats), and emphasize the specifics of butter in terms of authenticity, quality, flavor and taste, tradition 5) Support all European butter markets in the target country to position them against other imported butters (NZ, AUS, MEX) and plant based. Support EU Ag.

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: 59 000,00 EUR

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

Duration in months: 36

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: The EU policy on information provision and promotion measures for agricultural products is intended to help open up new markets. Under the slogan, 'Enjoy, it's from Europe', it aims to help companies break into international markets, and to raise awareness among consumers of the efforts made by European farmers to provide quality products. (See Regulation EU 1144/2015 and 2015/1831).

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

The applicant to which it is planned to award the contract must also provide:

- an official record of criminal convictions; if the preferred bidder is located abroad, that bidder must provide the relevant record or, in the last resort, an equivalent document issued by the relevant judicial or administrative authority of its country of origin or establishment, attesting that the bidder is not excluded from tender procedures,
- the documents provided for in Articles D. 8222-5 or D. 8222-7 and D. 8222-8 or D. 8254-2 to D. 8254-5 of the French Labor Code, which must be provided every six months until the end of the performance of the contract,

— the attestations and certificates issued by the relevant administrations and organizations which prove that the bidder has complied with its tax and social security obligations. If the preferred bidder is established abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment,

— form ATTR1 (contract agreement form) dated and signed by the person who is empowered to make binding commitments on behalf of the bidder (for groupings, the contract agreement form must be a single document) that the CNIEL will duly complete and send.

In the event of the use of sub-contracting that is declared when the bid is submitted, the applicant must provide the CNIEL with a declaration that states:

— the nature of the services that are sub-contracted,

— the name of the person, the commercial name or the corporate name and the address of the proposed sub-contractor,

— the maximum amount of the monies to be paid to the sub-contractor,

— the payment conditions provided for in the draft sub-contracting agreement and, as applicable, any price variation terms,

— as applicable, the sub-contractor's capacities on which the applicant has based its choice.

The applicant shall also provide the CNIEL with a declaration by the sub-contractor which states that the sub-contractor is not subject to a prohibition on bidding.

The notification of the contract to one of the bidders shall entail acceptance of the sub-contractor and approval of the payment conditions.

The preferred bidder shall provide these documents to the purchaser within the deadline that will be notified to it.

If these documents are not provided within the stipulated time-limit, the selected applicant's bid will be rejected, and the applicant eliminated. The following applicant in the ranking of the bids will then be asked to provide these documents before the contract is awarded to it.

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

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: yes

IV.2. Administrative information

IV.2.2.

Time limit for receipt of tenders or requests to participate

Date: 23/04/2021 Local time: 12:00

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**

French, English

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

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 23/04/2021 Local time: 15:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

The opening of tenders will take place between 23 April 2021 and 30 April 2021.

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

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 de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

VI.5. Date of dispatch of this notice

15/03/2021