

France-Paris: Market and economic research; polling and statistics

OJ S 104/2019 31/05/2019

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: GEIE European Milk Forum (EMF)

Postal address: 42 rue de Châteaudun

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.milknutritiousbynature.eu>**I.4. Type of the contracting authority**

Other type: Dairy Organization

I.5. Main activity

Other activity: Agri-food

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Design and Implementation of an Evaluation Survey of a European Multi-country Generic Campaign on Milk Targeting the Internal Market in Belgium, Denmark, France, Ireland and the Netherlands

II.1.2. Main CPV code

79300000 Market and economic research; polling and statistics

II.1.3. Type of contract

Services

II.1.4. Short description

Design and implementation of an evaluation survey of a European multi-country generic campaign on milk targeting the internal market in Belgium, Denmark, France, Ireland and the Netherlands which 2 main objectives are:

- 1) Reverse the trend and stop the decrease in milk consumption;
- 2) Restore a positive image of milk, a natural product of European agriculture, helping consumers to reconnect with milk and milk products that can be eaten by spoon.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 311 820,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE Belgique / België

NUTS code: DK Danmark

NUTS code: FR France

NUTS code: IE Éire / Ireland

NUTS code: NL Nederland

II.2.4. Description of the procurement

Design and implementation of an evaluation survey of a European multi-country generic campaign on milk targeting the internal market in Belgium, Denmark, France, Ireland and the Netherlands which 2 main objectives are:

1) Reverse the trend and stop the decrease in milk consumption;
2) Restore a positive image of milk, a natural product of European agriculture, helping consumers to reconnect with milk and milk products that can be eaten by spoon. To raise awareness of the characteristics of milk, a food from the European agriculture, highlighting its characteristics in terms of quality and taste). KPIs:

- positive impact on perception,
- evolution on the declaration 'milk is tasty',
- evolution on statement 'I intend to consume milk on different occasions than before,
- evolution of the declaration 'Milk is important'.

Target groups:

- families with young children,
- young adults pre-children.

Target age: 20 to 35 years.

II.2.5. Award criteria

Quality criterion - Name: Understanding of 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 analyses / 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: Identification of the project: Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014.

II.2.14. Additional information

The tender will be submitted to the European Commission agency CHAFEA for a request for co-financing. If the proposal is accepted, it begins at the beginning of 2019 for a duration of 12

months. It can be renewed for 2 periods of 12 months each maximum. If the proposal is not accepted by the commission, the current tender will be cancelled.

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 223-510435](#)

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

Title:

Design and Implementation of an Evaluation Survey of a European Multi-country Generic Campaign on Milk Targeting the Internal Market in Belgium, Denmark, France, Ireland and the Netherlands

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2019

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: IPSOS N.V.

Postal address: Grotesteeweg 110

Town: Berchem

NUTS code: BE Belgique / België

Postal code: 2600

Country: Belgium

E-mail: allison.Dunne@ipsos.com

Telephone: +32 32867700

Internet address: <https://ipsos.com/en-be>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 311 820,00 EUR

Total value of the contract/lot: 309 999,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

The participating agencies must send their application and tender at the latest by 2.1.2019, 12:00 in digital format to ipintacosta@cniel.com, frederik.vandermersch@vlam.be and Cc dpoisson@cniel.com with a printed version (one copy) and one USB key, attention to Isabelle Pinta-Costa, EEIG EMF, 42 rue de Chateaudun, 75009 Paris, France.

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

27/05/2019